



News Release

Make all you can from high cereal and OSR prices

Cambridge, 15th June 2011

High prices for cereals and oilseed rape make them attractive propositions and getting the crop off to a good start is essential to maximise profits.

“There are four important days in the life of a crop that can make the difference between high and low profits,” suggests Adrian Cottey, seed treatment manager for Bayer CropScience, “and each of these occurs before the crop even emerges.

“The day you decide what to sow should include a decision on the seed treatment so that it is applied in good time for delivery. Modern seed treatments such as Redigo Deter in cereals and Modesto in OSR not only ensure good establishment, but produce reliably higher yields than other seed treatments for these crops. Importantly they also save time, sprays or pellets, and fuel – all essential considerations for arable crop management.

“The day the seed is treated is the next important day. Seed should always be treated to a high standard, such as that supported by the Bayer seed treatment machinery and engineering team which is used by most of the major UK seed treaters. If treatments are not applied properly, they are not just inadequately loaded, but can create a dust hazard at drilling. With new stewardship guidelines on some labels, it is important that dust from seed does not drift.

“Actions the day before you sow a crop are critical to ensure it gets off to a good start. The seedbed quality should be assessed and action taken if it is not going to be suitable. Also ensure the drill is maintained, calibrated and set up for the task in hand. Again, these are all important aspects of good agronomy and of drilling stewardship, because they ensure all seed is buried and not a hazard to wildlife and domestic animals.

“Obviously the day you sow is also critical. Factors such as soil conditions, weather, the speed you drill, the care you take in the process and clearing up are all important to ensure the crop gets off to a good start and that proper drilling stewardship is maintained.

“Get these right and you should be well on the way to maximising profits no matter what price you finally achieve”, he advises.

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About Bayer CropScience

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