

INTERGRAIN

breeding solutions

www.nuseed.com.au

Maximising yields
and profits with
Magenta and Fortune

A Best Management Practice Guide

Everything you need to know on

- **The changing Noodle Market**
- **Disease Management**
- **Time of Sowing**
- **Seeding Rates**


nuseed[™]
high performance
wheat



Magenta^(b)

Key Points:

- Early to mid sowing opportunities.
- Best variety option for early sowings to maximise yield potential.
- Outstanding yield performance in above average rainfall seasons.
- Solid yield performance in below average rainfall seasons.
- Best Yellow Spot resistance commercially available.
- Early vigour, good early tillering capacity and long coleoptile.
- Adjust sowing rate to take advantage of early tillering capacity and minimise screenings potential.
- Stripe Rust resistance diversity limits exposure to breakdown in WA.

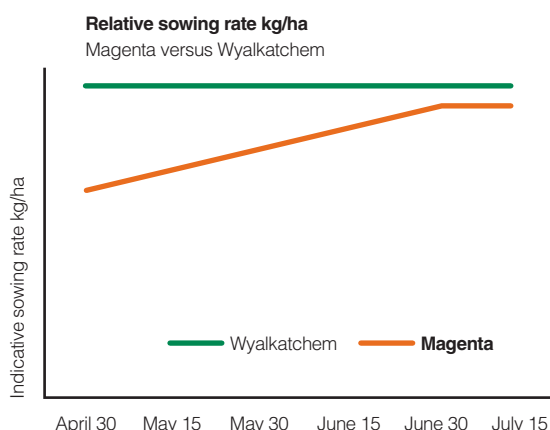
Time of sowing

Magenta is a long season variety and is best suited to early May to mid June planting opportunities. It has maturity similar to Yitpi, which is longer than Wyalkatchem. Magenta has early tillering capacity and to maximise its yield potential it should be planted early. Caution should be used if planting in late June.

In high yield potential environments, Magenta is suitable for early to mid season sowing. In medium yield potential environments, Magenta is suitable for early sowing only.

Seeding rate

Magenta has very good early vigour and tillering capacity. Planting early will maximise this capacity. Adjusting sowing rates will assist in the reduction of screenings in tighter finishes and poorer seasons and maximise yield potential.



Planting depth

Magenta has a long coleoptile and provides growers with greater sowing depth flexibility when compared to shorter coleoptile variety types.

Pre Harvest Sprouting

Pre harvest sprouting tolerance of Magenta is equivalent to Wyalkatchem and Mace. (DAFWA Wheat Variety Guide 2011.)

DISEASE DATA RATINGS REFERENCE
R= Resistant, MR= Moderately Resistant, MS= Moderately Susceptible, S= Susceptible, VS = Very Susceptible.

Agronomic Data Magenta

CLASSIFICATION	APW
MATURITY	Mid/Long
YIELD	Excellent
YELLOW SPOT	MR
STRIPE RUST	MS
STEM RUST	R-MR
LEAF RUST	R
KEY FEATURES	Long Coleoptile
ALTERNATIVE TO	Yitpi, Wyalkatchem, Mace

Yellow Spot control

Yellow Spot has been ranked as Western Australia's No.1 wheat disease by the GRDC, with potential yield losses of 25% in seasons and environments conducive to yellow spot. [1]

Magenta is equally the highest rated commercially grown variety for Yellow Spot resistance (MR) in WA. This makes Magenta equally the best varietal option to minimise Yellow Spot in a tight wheat rotation. Magenta's Yellow Spot resistance is active throughout the life of the plant and not just limited to late onset in the adult plant phase.

In disease conducive environments susceptible varieties should not be sown onto any wheat stubble, and susceptible varieties should not be sown consecutively in any environment. [2]

Rust

Magenta's stripe rust is not based on VPM and therefore provides growers with insurance against a potential breakdown of the VPM resistance that has already occurred in the eastern states.

Disease Resistance

Variety	Yellow Spot	Stripe Rust	Stem Rust	Leaf Rust
Magenta	MR	MS	R-MR	R
Wyalkatchem	MR	S	S-MR	R
Yitpi	S-VS	MR-MS	S	MS
Mace	MR-MS	R	MR	R

Herbicide Tolerance

Magenta has good herbicide tolerance to most commonly used products and provides growers with robust weed control options. For more information refer to the 2011 Wheat Variety Guide.

Yield (2004-2010 NVT Long Term MET Data)

Yield % Yitpi	Agzone 1	Agzone 2	Agzone 3	Agzone 4	Agzone 5
Magenta	106	105	104	104	101
Wyalkatchem	106	104	103	102	102
Yitpi	100	100	100	100	100

[1] Murray, G.M. & Brennan, J.P. (2009) The Current and potential costs from diseases of wheat in Australia. GRDC Kingston ACT 2804.
[2] Thomas, G. et al. (2010) Managing Yellow Spot in wheat through stubble management, variety choice and fungicides. GRDC 2010 Agribusiness Crop Updates, Perth Western Australia.

Fortune ^{db}

Key Points:

- Premium udon noodle quality Calingiri replacement.
- Premium payments when delivered to CBH, PNS segregation.
- High yielding, similar to Calingiri.
- Improved disease package over Calingiri.
- Maturity similar to Calingiri.
- Early to mid sowing opportunities.
- Best variety option for early sowings, to maximise yield and gross margin potential.

Yield

In 14 out of 19 time of sowing trials conducted by DAFWA in 2010, Fortune provided a higher gross income than Calingiri. (Source: DAFWA Wheat Variety Guide for WA 2011.)

Yield (2003-2010 Combined InterGrain & NVT MET Data)

Yield % Calingiri	Agzone 1	Agzone 2	Agzone 3	Agzone 4	Agzone 5
Fortune	98	99	102	103	102
Calingiri	100	100	100	100	100
Arrino	95	98	91	100	100

Disease Resistance

Variety	Yellow Spot	Stripe Rust	Stem Rust	Leaf Rust
Fortune	MS-S	MS	MS	MR
Calingiri	MS	S	S	MS
Arrino	MS	S	S-VS	MS
Binnu	S	R	S/R-MR	MR-MS

Agronomic Data Fortune

CLASSIFICATION	ANW
MATURITY	Long Season
YIELD	High
YELLOW SPOT	MS-S
STRIPE RUST	MS
STEM RUST	MS
LEAF RUST	MR
KEY FEATURES	PNS premium available
REPLACEMENT FOR	Calingiri

Disease Package

Fortune has the best overall disease resistance package of all noodle wheat varieties available.

Quality

Fortune is classified as ANW and is an eligible variety for the CBH Grain PNS class. Japanese end users and udon noodle sensory experts consistently rank Fortune as a premium udon noodle variety.

Pre Harvest Sprouting

Growers should be mindful of pre-harvest sprouting risks.

Herbicide Tolerance

Fortune has good herbicide tolerance to most commonly used products and provides growers with robust weed control options.

For more information refer to the 2011 Wheat Variety Guide.

Acknowledgements / Sources
DAFWA Wheat Variety Guide 2011
NVT website.

Noodle Market Update

STRONG FUTURE FOR NOODLE MARKET

The Japanese Government has indicated that it is on schedule to de-regulate the wheat purchasing system in 2013. This will allow grain marketers to have direct trading relationships with the Japanese flour millers and enable the market to differentiate its quality requirements.

Japanese customers have consistently indicated their concern with the quality (colour and texture) of Calingiri.

These same customers have indicated that Fortune, Binnu and Yandanooka have premium quality attributes. This has been recognised within the market, with CBH Grain paying a premium for these varieties in 2008, 2009, 2010 and will for 2011.

As this happens, it is anticipated that the market will increasingly price differentiate between Calingiri and the premium noodle varieties.

CBH Grains head of marketing Tom Puddy says that "The noodle variety Fortune has received extremely positive feedback from the Japanese udon noodle market. Its superior colour, noodle texture and quality is much more aligned with the requirements of the markets and far exceeds the quality of Calingiri."

CBH Grain as part of the grower owned co-operative strongly encourages the transparency of market feedback to WA growers to make certain that the noodle wheat supplied to this unique market continues to be of world-class quality.

The adoption of newer varieties such as Fortune will assist the consolidation of international trading relationships and ensure that WA growers continue to be the top tier supplier to the Japanese udon noodle market.

For further information go to: www.cbh.com.au

About InterGrain

InterGrain is a leading Australian crop breeding company with highly successful wheat and barley breeding programs that target the major cereal growing areas of Australia. InterGrain varieties occupy a significant proportion of the area sown to cereals in Australia.

The wheat and barley breeding programs service the major cereal growing areas in Australia; Western Australia, South Australia, Victoria and New South Wales. A specialist program provides support in fast tracking disease resistance and elimination of critical defects. A research and development program in collaboration with Monsanto increases the use of genotypic technologies in the core breeding programs. The barley program also services Queensland.

InterGrain has 30+ staff and offices/facilities in Perth, Wongan Hills and Horsham.

The shareholders are the WA State Government, GRDC and Monsanto.



**InterGrain operates
64 Breeding Sites
across Australia
and New Zealand**

For more information contact:

Nuseed
1800 993 573
www.nuseed.com.au

InterGrain
(08) 9368 3300
www.intergrain.com



Andrew Suverijn
WA - SOUTHERN
M 0409 484702



Ash Brooks
MARKETING OFFICER
M 0488 488 904



Hugh Trenorden
WA - NORTHERN
M 0437 206 313



www.seedpool.com.au

**Maximise yields and profits with
Magenta and Fortune!**
Sell it with Seedpool.



Earn more money with your Magenta and Fortune this season. Sell it for seed using the free site helping facilitate 'farmer to farmer' trading of authorised* InterGrain wheat varieties.

*Growers are also free to trade seed of King Rock, Binnu, Yandanooka, Endure, Zippy and Tamarin Rock.

**For more information or to register, go to
www.seedpool.com.au or call 1800 993 573**

