

November 2023

## Grower Update: Canola Seed Supply for 2024 Cropping Season

As harvest starts to get going in some parts of our cropping regions it's once again time for us to share updates for the coming canola season with you.

We hope you continue to find these updates useful. Our goal is to keep you informed of the progress of our production seed crops, and to share the knowledge of our technical team to help you get the most out of your investment in Nuseed canola genetics.

### Supply of hybrid canola seed for 2024

---

Overall, this year is shaping up to be an earlier harvest for both our local and overseas production crops which is setting us up well for 2024 supply.

- For the first time in several seasons Nuseed and many of our retail partners have starting inventory for 2024, giving stores an opportunity to potentially start supplying farm orders earlier than previous years.
- All starting inventory seed is in the process of being tested to ensure it meets our stringent quality standards.
- Our North American hybrid production crops have been harvested and this seed is currently being shipped to Australia to undergo quarantine checks prior to QA testing, treating and packing.
- Australian production crops are progressing well and are mostly in late-stage flowering.
- At this stage we anticipate being able to supply current demand for all **HyTTec®**, **IMI** and **TruFlex®** hybrids with the exception of **Nuseed Eagle TF**, which is tracking slightly below demand.
- We will have plenty of stock of our open pollinated TT varieties, including **ATR Bluefin**, **ATR Swordfish**, and **ATR Bonito**.

Hybrid seed may sell out so please contact your seed supplier to place an order as soon as possible.

If you have any questions about which Nuseed variety is best-suited to your growing conditions please contact your agronomic advisor or your local **Nuseed Area Sales Manager**.

### Win 1 of 50 Milwaukee® M18 FUEL™ 4 piece power packs with HyTTec canola

---

We're excited to announce that everyone who purchases **HyTTec** seed this season will have a chance to win 1 of 50 **Milwaukee M18 FUEL™ 4 piece power packs 4K3** valued at **\$1,589 RRP** each.

Simply purchase **HyTTec Velocity**, **HyTTec Trifecta**, **HyTTec Trophy** or **HyTTec Trident** through your preferred retailer between December 2023 and May 2024 and you'll be entered in the draw.



There's no minimum purchase quantity required and your retailer will take care of sending your entry details to us as part of the regular End Point Royalty process, so it couldn't be simpler.

And if you also bought any HyTTec seed for 2023 you will receive an extra entry in the draw, doubling your chances to win.

Full competition details including the terms and conditions are on our website.

[>> Read more](#)

### **A new way to rate pod shatter tolerance**

---

Unlike Blackleg resistance, there is no industry standard test or rating system for pod shatter tolerance. So, our Nuseed scientists have developed a robust shaking methodology which was presented at the recent International Rapeseed Conference in Sydney. The test and rating scale will help you and your agronomic advisers compare varieties on this key characteristic. Similar to Blackleg resistance, the ratings run from susceptible to tolerant.

Our R&D team has been assessing potential new varieties for their pod shatter tolerance for some years now and the diversity and depth of our germplasm library has enabled us to bring to market a number of new varieties with high levels of tolerance, such as **Nuseed Hunter TF** - rated as 'Moderately Tolerant' in our new rating system.

In future updates we will share more information on our new rating system and how it can help you and your agronomic advisor choose the best canola variety for your farm.

### **The Nuseed Innovation Centre celebrates 10 years**

---

In 2013 we opened the Nuseed Innovation Centre (NIC) in Horsham, Victoria which is home to our global canola research and development program. Last year, canola varieties bred at the NIC contributed more than \$2.5 billion in farm gate value to the Australian economy.

To celebrate 10 years of the NIC we held an Innovation Day in October, bringing together our research and industry partners, government representatives, channel partners, growers and media to mark the occasion with our team.

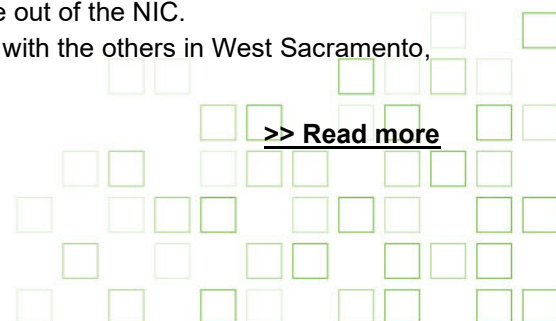
Our guests were treated to a day of glorious Wimmera sunshine as they heard from our Nufarm CEO and Managing Director Greg Hunt, Nuseed Australia General Manager Rachel Palumbo and Nuseed's Chief Technology Lead Dr Rodrigo Sarria.

One of the highlights of the day was a panel featuring some of the leading young faces of plant breeding science, talking about how they're contributing to agricultural innovation.

Some interesting facts about the NIC:

- Over the last decade two canola varieties bred at the NIC have been planted on more than 1 million hectares in Australia: **ATR Bonito** and **HyTTec Trophy**.
- The highly qualified team working at the NIC has a combined total of more than 300 years of experience in the canola industry.
- Of the top 10 best-selling Australian canola varieties ever, 7 came out of the NIC.
- The NIC is one of Nuseed's three world-class innovation centres, with the others in West Sacramento, California and Venado Tuerto, Argentina.

[>> Read more](#)



## Take a virtual 3D tour of the NIC

---

As part of our 10 year celebrations we have developed a virtual 3D tour of our Horsham NIC.

Take a look around our world class facility and learn more about the work we do here.

[>> Take a tour](#)

## A new chapter of community commitment for Nuseed Australia

---

We are very proud to announce that we have recently made a three year commitment to provide support to causes and organisations in canola-growing areas for initiatives with a sustainability focus, in partnership with the **Foundation for Rural and Regional Renewal (FRRR)**.

With deep roots in rural communities we want to give back to local organisations that are important to you, the growers who invest in our seed. Most of our team are based in regional communities and see the benefits that community-focused projects can bring.

We have committed to donate \$150,000 annually for the next 3 years, which will support FRRR's flagship small grants program, Strengthening Rural Communities.

If you are involved in an organisation that would benefit from a grant funded by this program please visit and apply: [frrr.org.au/SRC](http://frrr.org.au/SRC)

[>> Read more](#)

## Thank you

---

Thank you for your support of Nuseed's canola varieties, bred in Australia for your growing conditions.

Please contact your seed supplier, agronomic advisor or Nuseed Area Sales Manager for more information on our varieties or to ask questions about getting the most out of your canola crop.

We wish you all the best for a safe and successful harvest.

Regards,

**Your Nuseed Australia Team**

---

## Nuseed Area Sales Managers

<b>WEST:</b>	<b>WA: North</b> Callum Pestell 0427 168 356	<b>WA: South</b> Andrew Royce 0427 466 916	
<b>EAST:</b>	<b>SA &amp; Sth Vic</b> James Cook 0430 353 006	<b>Sth NSW &amp; Nth Vic</b> Alan Wright 0407 081 721	<b>Central &amp; Southern NSW</b> Brett Mawbey 0428 638 918



## Our 2024 Canola varieties

>> [View our full range](#)

<p><b>HyTTec® Hybrid Triazine Tolerant</b></p> <ul style="list-style-type: none"> <li>&gt;&gt; <b>HyTTec Velocity:</b> early maturity</li> <li>&gt;&gt; <b>HyTTec Trident:</b> early maturity</li> <li>&gt;&gt; <b>HyTTec Trophy:</b> early-mid maturity</li> <li>&gt;&gt; <b>HyTTec Trifecta:</b> mid maturity</li> <li>&gt;&gt; <a href="#">View our HyTTec range</a></li> </ul>	<p><b>TruFlex® with Roundup Ready® technology</b></p> <ul style="list-style-type: none"> <li>&gt;&gt; <b>Nuseed Emu TF:</b> early maturity</li> <li>&gt;&gt; <b>Nuseed Hunter TF:</b> early-mid maturity</li> <li>&gt;&gt; <b>Nuseed Raptor TF:</b> early-mid maturity</li> <li>&gt;&gt; <b>Nuseed Eagle TF:</b> mid maturity</li> <li>&gt;&gt; <a href="#">View our TruFlex range</a></li> </ul>
<p><b>Hybrid Imidazoline Tolerant</b></p> <ul style="list-style-type: none"> <li>&gt;&gt; <b>Nuseed Ceres IMI:</b> early maturity</li> <li>&gt;&gt; <a href="#">View our IMI range</a></li> </ul>	<p><b>Open Pollinated Triazine Tolerant</b></p> <ul style="list-style-type: none"> <li>&gt;&gt; <b>ATR Bluefin:</b> early maturity</li> <li>&gt;&gt; <b>ATR Bonito:</b> early-mid maturity</li> <li>&gt;&gt; <b>ATR Swordfish:</b> early-mid maturity</li> <li>&gt;&gt; <a href="#">View our OP TT range</a></li> </ul>

