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December 2023

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

With harvest well underway, and close to finishing in some regions, we want to give you an update on supply of Nuseed's hybrid canola seed for 2024.

### Update on 2024 supply of canola seed

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As at 6 December harvest of our production crops is approximately 85% completed and we are happy with the progress. Our production crops in Australia are benefitting from many of the same conditions that are enabling many of you to finish harvest earlier this year, giving us a head start on QA testing and processing for 2024 deliveries.

The first lots of seed from our overseas production crops have arrived in Australia and are progressing through our stringent QA checks before they are treated and packaged.

Our field team have also been on the road in recent weeks taking samples of the starting inventory held by our retail partners to complete vigour and germ testing before this seed is cleared for sale for 2024.

We have communicated to our retail partners that both Nuseed Hunter TF and Nuseed Eagle TF are now fully committed, meaning that we anticipate that all available stock will be taken up by existing orders already in our system. If you are planning to plant either of these varieties in 2024 please confirm the status of your order with your seed retailer.

### Pod Shatter Tolerance Ratings: learn more about our new methodology

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In our November newsletter we let you know about a new methodology our scientists have developed to compare the pod shatter tolerance of different canola varieties.

This process enables us to give our canola varieties a scientifically-based rating of their pod shatter tolerance, giving you and your agronomic advisors data-driven information derived from an accurate, consistent and repeatable test.

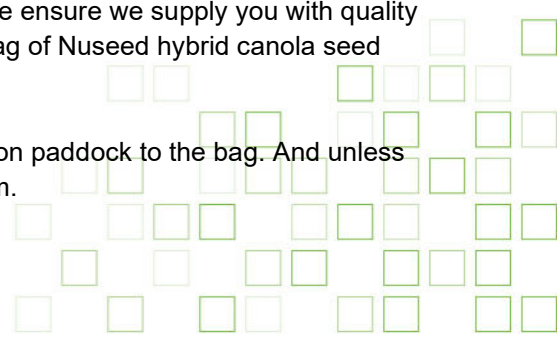
To learn more about this new methodology and its benefits for you please refer to our tech note, or watch the explanatory video featuring Jason McAllister, our Senior Analytical Chemist. [>> Read more](#)

### How we ensure the quality of your seed

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With more growers planting hybrid canola seed than ever before, how do we ensure we supply you with quality seed in every bag? We adhere to a quality assurance process that every bag of Nuseed hybrid canola seed goes through before it reaches your farm.

Our QA system is based on batch control and traceability from the production paddock to the bag. And unless batches meet our rigorous QA requirements, they won't make it to your farm.



From our first cross in a greenhouse, all the way to commercial seed production out in the paddocks, we apply a wide range of QA tests. These tests include the obvious ones on germination, moisture content and weed seed search.

But our decades of experience in the Australian canola industry has allowed us to develop additional tests on genetic purity and seedling establishment that we apply to every batch. These tests give you the additional confidence that our seed will perform as you expect, from planting right through to harvest.

Our seed production process follows a rigorous QA protocol to protect the genetic purity of the seed we produce. This is particularly important with our high-performing canola hybrids, so we make sure the seed you plant has the right genetics to deliver the return you expect.

Once the product is tested, treated, packed and approved for sale, it is delivered to your store by quality assured transporters.

This focus on quality throughout the entire process is applied to every batch of canola seed we supply to you.

To learn more about how we ensure the quality of your seed please watch a short animation that explains our QA procedures: [>>> Watch the animation](#)

**Don't forget you can win 1 of 50 Milwaukee® M18 FUEL™ 4 piece power packs with HyTTec canola**

In case you missed our previous update, we're very excited about a promotion we're running this season where FIFTY **HyTTec** growers will be the lucky winners of a **Milwaukee M18 FUEL™ 4 piece power packs 4K3** valued at **\$1,589 RRP** each.



All you need to do is purchase any quantity of **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.

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](#)

**Remember to accurately declare your EPR varieties at delivery**

For the 2023 harvest Nuseed has 9 canola varieties which are subject to an End Point Royalty of \$5/tonne (ex GST) at harvest:

Hybrid Triazine Tolerant	Open Pollinated Triazine Tolerant
HyTTec Trident	ATR Bonito
HyTTec Trifecta	ATR Bluefin
HyTTec Trophy	ATR Mako
HyTTec Velocity	ATR Swordfish
	ATR Wahoo

Please ensure that anyone making deliveries to receival sites on behalf of your operation has the necessary information to accurately declare your EPR varieties.



Developing new crop varieties requires a significant level of investment over many years, and EPRs are a vital funding source for this work.

Every time you – the farmer – pay an EPR, you’re contributing to the current and future success of our sector. Your EPR payments support our continual development of world-class seed, right here in Australia.

Please visit our website to learn more about the EPR program here. [>> Learn more](#)

### Meet your expanded WA team

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We’re very pleased to announce that we have brought on some new team members in WA to provide even more support to you, your seed retailers, and your agronomic advisers.

Joining us are **Callum Pestell** as our Area Sales Manager for Northern WA, and **Pippa Reilly** who is our new Customer Sales Representative.

Callum and Pippa are joining our existing WA team:

- **Hugh Trenorden**: Regional Sales Manager – West
- **Andrew Royce**: Area Sales Manager – Southern WA
- **Michael Hickey**: Regional Market Development Manager – West



Left to right:  
Pippa Reilly, Andrew Royce,  
Michael Hickey, Hugh  
Trenorden, Callum Pestell

### Thank you

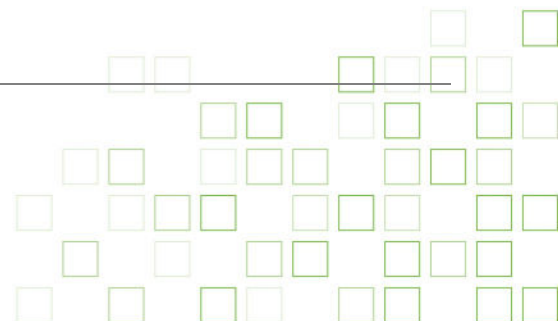
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This is our final planned update for 2023 so we want to share a very big thank you for your support of our canola varieties.

We will be back in touch early in the new year to share more updates as we head into the sowing season. In the meantime, we sincerely hope you have a very successful harvest and have a chance to enjoy a safe and relaxing break with your friends and family.

Regards,  
**Your Nuseed Australia Team**

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## Your local Nuseed Contact

### West



**Regional Sales Manager – West**  
Hugh Trenorden  
0437 206 313



**WA: North**  
Callum Pestell  
0427 168 356



**WA: South**  
Andrew Royce  
0427 466 916



**Customer Sales Representative**  
Pippa Reilly  
0436 856 840

### East



**Regional Sales Manager – East**  
Sally Broadhead  
0436 849 292



**SA & Sth Vic**  
James Cook  
0430 353 006



**Sth NSW & Nth Vic**  
Alan Wright  
0407 081 721



**Central & Southern NSW**  
Brett Mawbey  
0428 638 918

## Our 2024 Canola varieties

>> [View our full range](#)

### HyTTec® Hybrid Triazine Tolerant

- >> **HyTTec Velocity**: early maturity
- >> **HyTTec Trident**: early maturity
- >> **HyTTec Trophy**: early-mid maturity
- >> **HyTTec Trifecta**: mid maturity
- >> [View our HyTTec range](#)

### TruFlex® with Roundup Ready® technology

- >> **Nuseed Emu TF**: early maturity
- >> **Nuseed Hunter TF**: early-mid maturity
- >> **Nuseed Raptor TF**: early-mid maturity
- >> **Nuseed Eagle TF**: mid maturity
- >> [View our TruFlex range](#)

### Hybrid Imidazoline Tolerant

- >> **Nuseed Ceres IMI**: early maturity
- >> [View our IMI range](#)

### Open Pollinated Triazine Tolerant

- >> **ATR Bluefin**: early maturity
- >> **ATR Bonito**: early-mid maturity
- >> **ATR Swordfish**: early-mid maturity
- >> [View our OP TT range](#)

