

Viscount – The UK's premium soft wheat

- UK's highest yielding premium soft wheat
- Very wide range of markets
- Excellent agronomics
- Orange Wheat Blossom Midge resistant



Data from the HGCA Recommended List database, full data at www.hgca.com

KWS UK

With a strong focus and a growing variety portfolio of market leading oilseed rape, maize, sugar beet as well as cereals, KWS UK is one of the UK's leading plant breeding business.

Part of the KWS global plant breeding business KWS UK benefits from the combined resources and expertise of a company with a 150 year pedigree.

As a result of our strong focus on most major UK crops we are able to properly position our products across the rotation for maximum margin and market potential for farmers.

This year the company introduces its Product Development Focus – including a product development field at Thriplow – to provide a more comprehensive package of information and support that places our varieties into the supply chain to maximise grower returns.

Among the topics in focus this year will be nitrogen timings, optimum sowing dates, fertilizer rates and appropriate fungicide programmes. We will also focus on oilseed rape, maize and sugar beet.

If you would like to attend an open day at kws.pdf please visit www.kws-uk.com or www.kws-pdf.com for dates, or contact Elizabeth Hall on 01763 207300.

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Viscount

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a golden opportunity



uks

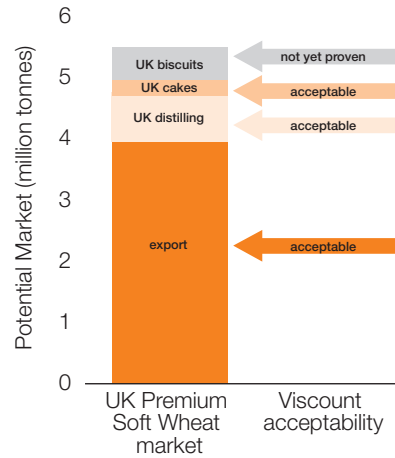
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Seeding the future
since 1856

Viscount – The UK's premium soft wheat

As the highest yielding soft wheat on the 2009/10 HGCA Recommended List, Viscount is set to become a market-leading export, distilling and bioethanol variety.



No. 1 for export

Backed by a yield that is 3% ahead of Alchemy and 4% in front of Robigus, Viscount is the highest yielding wheat suited for UK soft wheat exports.

It sits within the quality range required for **uks** branding, is acceptable for use in European soft wheat grists and has performed well in continental baking tests.

	W	P/L	Protein
uks minimum specification	≤120	≤0.55	10.5-11.5%
Viscount	78	0.3	11.3%

Data source: HGCA Recommended List 2009/10 for Winter Wheat

No. 1 for distilling

No other soft wheat is higher yielding than Viscount in the HGCA Northern Region. With a large, bold bright grain that provides one of the highest alcohol extraction levels in SWRI trials, Viscount closely meets distiller needs.

Furthermore, with the emerging bioethanol market requiring high alcohol extraction, here again, Viscount closely meets these end-market needs.

No. 1 for pig and poultry feed

As a non 1B1R variety, Viscount is suitable for feeding to pigs and poultry. And with a yield that's not significantly different from leading feed wheat Oakley, Viscount suits the UK's feed needs as well.

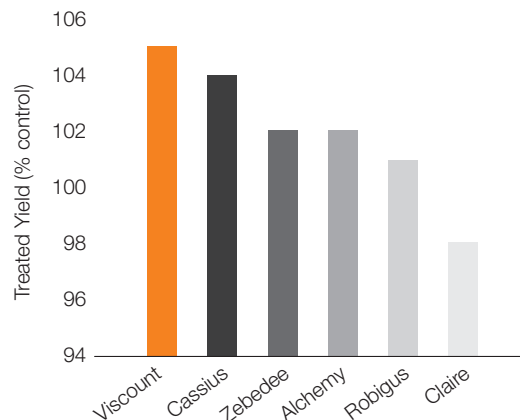
Biscuit making

Due to some variable results from a difficult 2008 harvest, the decision as to whether Viscount should be labelled as NABIM Group 3 for biscuit and cake making cannot be made before autumn 2009. It is however, likely to find a home in some mills.

The UK's highest yielding soft wheat

At 105% of control, Viscount is the highest yielding soft wheat on the HGCA Recommended List.

HGCA Recommended List – Mean Treated Yield



Data source: HGCA Recommended List 2009/10 for Winter Wheat

Viscount has moderate winter dormancy and is suited to sowing from mid-September onwards. It has good tillering ability and tiller retention.

Viscount is 6cm shorter than Robigus and has similar PGR requirements.

Straw strength (+PGR)	Straw strength (-PGR)
8	7

This is backed by a very strong disease resistance profile with good *S. tritici* and *S. nodorum* resistance complementing its excellent scores for both rust diseases.

Viscount		Alchemy	
Mildew	6	Mildew	7
Yellow rust	8	Yellow rust	9
Brown rust	9	Brown rust	3
<i>S. tritici</i>	6	<i>S. tritici</i>	7
<i>S. nodorum</i>	(8)	<i>S. nodorum</i>	7
Eyespot	5	Eyespot	6
Fusarium	(6)	Fusarium	6

Data source: HGCA Recommended List 2009/10 for Winter Wheat

Viscount is also resistant to Orange Wheat Blossom Midge and is unlikely to require specific treatment.

As with any premium wheat, Viscount should be given priority at harvest to protect sample quality, and be stored separately wherever possible.

