

## **Just Oats and Senova – Stand 316**

**Exhibitor:** Just Oats and Senova Ltd

Cross oat industry stakeholders from breeder to market

**Lead Exhibitor:** Senova Ltd

### **Innovation in Oats**

Of all the cereals, oats have seen the greatest innovation in product development from new types of porridge, oat bread and granola to higher value cosmetic formulations. But the innovation starts beyond the field with new varieties. The Just Oats stand brings oat experts from across the value chain together and they will be available on the stand to discuss contracts, agronomy, varieties and markets.

The new oat Link project Quoats ([www.quoats.org](http://www.quoats.org)) will embrace focused research for the ruminant sector, where oats have been shown to have a marked effect in reducing methane, an increasingly important subject. Elsewhere, the nutritional and dietary benefit of oats is being appreciated by poultry, pigs, companion animals and the human food sector.

### **Farm favourites from Senova**

New top performing wheat, winter oilseed rape and triticale varieties will be on display on the Senova area of the stand. JB Diego is a top yielding Group 4 variety with impressive quality - excellent specific weight and high hagerberg. It is a taller variety, but has very stiff straw and good disease resistance. JB Diego is gaining popularity with growers with its consistent season to season excellent yields on all soil types and in all rotational slots. JB Diego is showing particular promise on heavy soils and in the second wheat slot.

The biscuit wheat grower should look no further than top quality Group 3 wheat, Scout. This OWBM resistant variety combines unrivalled disease resistance, especially to eyespot and rusts with superb standing power and will be a show winner once again. Export demand continues to be stimulated by a favourable exchange rate and the quality of Scout has already appealed to buyers across Europe.

The distilling market has a new high output variety to turn to in Senova's new top yielding Group 4 soft wheat Beluga. Beluga produces exceptionally high alcohol yields and has the potential to be a significant variety for both the distilling and bioethanol markets. With its top yields, exceptionally short, stiff straw and good disease resistance, particularly to eyespot and yellow rust, Beluga should also prove to be a popular feed choice across the UK.

Make Fashion part of your season's collection! Fashion winter oilseed rape looks set to be the first true UK conventional variety for some years. It joined the HGCA RL for the East and West with a gross output some 6% ahead of Castille and outyields the most popular hybrids grown. It is a medium-short stiff variety with good disease resistance. Fashion also shows excellent potential for the North.

Vision winter oilseed rape proved to be a popular variety in 2009 and looks set to be a farm favourite once again this year. It combines a gross output some 4% ahead of Castille, with good disease resistance and excellent standing ability.

The image of triticale often regarded as a poor man's crop could change with the introduction of the new, short, stiff strawed variety, Grenado, now capable of producing yields equivalent to second wheats with lower such as nitrogen demand. With its inherently high fermentable carbohydrates and soluble proteins, triticale is well suited for bioethanol production. So think and talk triticale on the Senova stand.