

## **KWS-UK AT CEREALS 2010**

### **Sterling Service, Table-Topping Varieties & Chips with Everything**

KWS UK's stand at Cereals 2010 will be focused on how growers can get the best from all crops by selecting varieties that complement each other across a varied arable and livestock rotation.

Top-performing wheats, barleys, rape, sugar beet, maize and even potatoes will all be featured from a breeder with an expanding portfolio.

Highest yielding Group 2 breadmaker, KWS Sterling will take centre stage with master baker John Hayes baking bread from the new variety which is now available as part of a new buy-back initiative with miller ADM and Gleadells.

Around the plots, the technical team will be introducing growers to new wheat Conqueror, the only variety that currently challenges Oakley for yield and an ideal wheat for later drilling after root crops. Growers will also be keen to examine the potential for Grafton, a highly versatile wheat set to take a larger share of the UK hard feed wheat area this autumn.

Cereals 2010 will also be the first opportunity to see some exciting pipeline wheats. Firstly, the business will introduce KWS Santiago, the highest yielding wheat in National List trials. Then, there's KWS Podium, the only milling wheat up for Recommendation this year.

Those looking for a big, bold-grained barley that can give hybrids and six-rows a run for their money, will be keen to learn how to get the most out of KWS Cassia which is from the same breeding programme as Saffron.

Sugar beet growers will be interested in the new top-performer on the 2011 Recommended List, Rosalinda KWS in plots. At the same time, market-leading beet cyst nematode variety, Annouschka KWS will also be demonstrated, with experts on hand to advise how best to deal with the pest.

With light leaf spot creeping into many mainstream rape growing regions, growers should take a look at the hybrid variety Cuillin, with its near immunity to the disease. It'll be in plots alongside high yielding newcomers such as potential Castille replacer, Eiffel and very high gross output variety, Cash.

Focusing in the increasing interest of grain maize and biomass production for the burgeoning bio-gas sector, KWS' maize specialist John Burgess will be demonstrating the potential for the crop in the arable sector.

Finally – a first for KWS UK – the breeder will feature potatoes on its stand. Under a new joint venture agreement with Van Rijn, the company will be cooking potatoes from the newly available chipping variety Ramos for taste testing over the two days of the event.

KWS UK is on stand no.706 and looks forward to discussing your crop requirements at the show and giving growers a chance to taste a range of British-bred bakery products.