

Looking to extend your crop rotation?

Join the #Ryevolution



SEEDING  
THE FUTURE  
SINCE 1856



## We've identified your farm as suitable to consider hybrid rye for grain as part of your arable rotation because you fit one of more of our 4 criteria;

1. Free draining, acidic or sandy soils
2. Annual rainfall of 650mm or less\*
3. Moderate fertility
4. Maybe considering extending your arable cropping beyond wheat, barley, OSR or beans

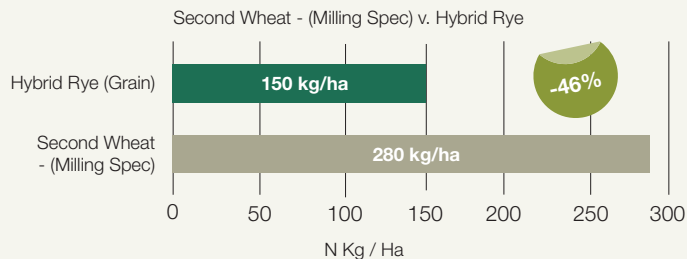
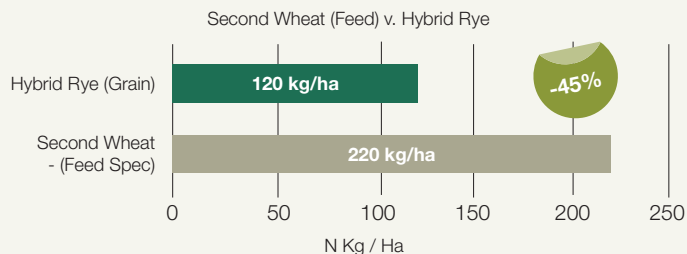
## Why you should consider hybrid rye in 2020:

### Rotational Income:

- Hybrid rye delivers **consistent grain yields** in the 2nd cereal slot
- **Low nitrogen input** – saving around 100 kg/ha N compared to 2nd wheat
- **Low disease risk** – rye typically only requires 1-2 fungicides to control brown rust
- **High straw yields** – ideal for livestock or renewables
- **Growing demand** from pig finishing units, distillers and millers
- **Fit for the future;** under the UK's agricultural bill rye delivers nitrogen and agrochemical savings without compromising yields

## Economic as a second cereal

### Low nitrogen requirement



Data source: KWS Agronomy Guidelines

## Drought Tolerance:

- Hybrid rye **uses 25% less water/ha** than winter wheat\*\*



Our map on the right highlights the most suitable areas for hybrid rye based on rainfall and soil type. This was created in partnership with Cranfield University.

The SMD (soil moisture deficit) reached in the late summer is forecast to become more intense. Farmers on free draining, acidic or sandy soils are more exposed to the effects of the SMD on their yield and rotational income.

By 2030 summer drought tolerance will become more critical.

## Current market options for grain rye;

1. Pigs - finishers and sows
2. Distilling (whisky and malt)
3. Food ingredients

\*Across a 5 year average

\*\*Rye figure based on 25% less water/t of grain yield (300 ltr/t) than winter wheat (400 ltr/t).

Map: Developed by Cranfield LandIS for KWS UK, 2020



# Competition Time!

Win 1 of 3 prizes!

Join the #Ryevolution now by signing up to the KWS Rye eNewsletter! By filling in your details to this form, or entering online, you will also be entered into a draw to win 1 of 3 exciting prizes!

**PRIZE 1:** 2 x 12M seed units of any KWS hybrid rye variety, ordered for autumn 2020 planting

**PRIZE 2:** Jameson Experience Tour & Premium Whiskey tasting for 2, including accommodation and flights

**PRIZE 3:** Full, detailed soil site report of your farm, produced by Cranfield University

## Entry Form

First Name

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Last Name

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Farm/Trading Name

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Address

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Post Code

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Tel/Mobile

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Email

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Would you like to sign up to (tick boxes):

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Rye eNews: ☐

KWS general eNews: ☐

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Signature

By signing this reply I give KWS UK and the companies belonging to KWS SAAT SE & Co. KGaA consent for the use of my data for the purposes mentioned above. I also give permission to contact me via email, SMS, phone and mail.

Should you wish not to give permission for KWS to contact via email, SMS, phone and mail please tick the box ☐. I have the right to change my data and I can withdraw this consent at any time by phoning KWS UK directly on 01763 207300 or by email: [ukmarketing@kws.com](mailto:ukmarketing@kws.com)

## COMPETITION RULES

Only entries submitted on this entry form or via the online link: [www.surveymonkey.co.uk/r/KWSRyeComp20](https://www.surveymonkey.co.uk/r/KWSRyeComp20) will be accepted. Photocopies of the competition entry form are unacceptable. No cash alternative is offered. Entries must be received by 1st September 2020. Proof of posting cannot be taken as proof of receipt. A draw to decide the winners will take place on 8th November 2020. The winners will be notified by phone. The name of the prize winners will be available from KWS UK after 8th November 2020. No correspondence will be entered into. Illegible entries will be discarded. The judge's decision is final. Entry into the competition is taken as acceptance of the rules. Full terms and conditions available at [www.surveymonkey.co.uk/r/KWSRyeComp20](https://www.surveymonkey.co.uk/r/KWSRyeComp20)