



Earl Cornelison and Scott Shriver. Shriver was one of the 2009 BRH Yield Club winners.

Shriver plants 1,800 acres on his completely organic farm

Shriver Farms of Jefferson, Iowa, is doing its best to dispel the myth that organic farms are small by definition. The family-owned operation farms 1,800 acres of corn, soybeans, wheat, spelt, peas, barley, alfalfa and rye. And 100 percent of the crops are organic.

"We made the change to organic originally to enhance the profit potential of our operation without having to farm more acres," according to Scott Shriver.

The complete transition to organic also was driven by the added benefits of farming the land in a "manner better for the environment and the people who do the farming."

Shriver says Blue River Hybrid products are "very competitive." In 2009 he planted 66H54 in a test plot with 20 different hybrids and it finished 2nd in the plot. He also planted an entire field on 66H54 and it yielded 191 bushels per acre.

Featured Corn Hybrids for 2010-2011

Here's a preview of organic corn hybrids that you will want to consider for next year's crop. We've expanded our line with new hybrids and still offer solid performers from past years. Be sure to check out our full line up of excellent hybrids in the BRH product guide arriving in September – or visit www.blueriverorgseed.com.

80-90 Day Organic Hybrids

08T91 is a new 78 day hybrid that matures early and has outstanding dry down. This early hybrid has excellent roots for stress tolerance and standability. 08T91 demonstrates potential for silage use.

25A16 has proven itself as a solid 87 day hybrid. Characteristics that support its performance include strong stalks, good tolerance under heat stress, and excellent yield potential.

90-99 Day Organic Hybrids

39B17 This 95 day hybrid has excellent yield potential in a variety of environments. 39B17 has big, showy plants with good health and the potential for grain and silage use.

44R57 is a proven 99 day hybrid. This medium height hybrid has very good ear flex and is a good choice for hand picking. It has outstanding yield potential as demonstrated in Minnesota State Yield Trials, rating 9th out of 34 hybrids in the Central Late group.

100-106 Day Organic Hybrids

47A30 is a promising new 102 day hybrid comparable to 48B30. 47A30 is best suited for central and eastern areas. It has excellent plant health with very good yield potential.

53R57 has been the line-up since 2008-2009. It has excellent yield potential as demonstrated in the Minnesota State Yield Trials, rating 4th out of 45 hybrids in the Southern Late group.

107-110 Day Organic Hybrids

57H36 is a 107 day hybrid that has been in the line-up since 2008-2009. A top yielder for its maturity, 57H36 was a winning hybrid in the Blue River Hybrids Yield Club in 2009, yielding 205 bushels/Acre (dry land) in West Branch, IA for Mike Lodge.

111-114 Day Organic Hybrids

64A36 is a promising new 111 day hybrid comparable to 66H54. 64A36 has large semi-flex ears and is an "early" hybrid in southern regions.

70R50, a 114 day hybrid, has been in the Blue River Hybrids line-up since 2008-2009. It has had solid performance with excellent yield potential. It is a dual purpose hybrid with potential for grain and silage use.

**2010-2011
CATALOG
NOW
AVAILABLE!**





What's New?

New Product Sierra Organic Sunflower Seed

Blue River Hybrids is introducing organic sunflower seed to the 2010-2011 product line up. Sierra Organic is a superior performing, high-oleic hybrid reliably suited to full season, high-yield environments. High-oleic sunflower oil has a minimum of 80% oleic (monounsaturated) acid. The oil has a neutral taste and provides excellent stability without hydrogenation. This high oleic sunflower oil offers a trans-free oil solution for consumers. Sierra Organic combines very high yield potential with high-oil content, resulting in maximum oil production per acre.

Sierra Organic

- Very high yielding
- High oil content
- Excellent seed set and center fill
- Very good disease tolerance and plant health
- High-oleic oil quality
- Best suited for full season, high yield environments



Are Aphids Eating Your Soybean Profits?

Soybean aphids have been a major problem for many organic growers for several years. There have been instances of 60%+ yield loss.

With aphid-resistant soybean varieties from Blue River, you can protect your crop without spraying. Soybean aphid resistant varieties from Blue River resist aphids by

- disrupting the metabolism of the aphid
- limiting their ability to reproduce
- limiting their ability to feed on the soy bean plants

Using aphid resistant lines (rather than spraying) allows the natural predators to be active and effective in helping to control aphid populations. While aphids can be more of a problem some years than others, with BRH aphid resistant soybeans you can be assured of a good yield, regardless of the presence of aphids.

Blue River Hybrids is introducing 5 new aphid resistant varieties, bringing its 2010-11 line-up to 6 varieties from 1.9 to 3.2 maturity. Call 800.370-7979 or go to www.blueriverorgseed.com to locate a BRH Dealer and reserve soybeans for planting in 2011!

"You can easily see the difference with 19AR1 aphid resistant soybeans—bushy plants, good cover, and they may have nearly twice the yield." Tom Fernholz, 2010 seed grower for 19AR1 soybeans.

Agronomic Information for Sierra Sunflowers

	1	2	3	4	5	6	7	8	9	10
EMERGENCE	[Progress bar from 1 to 9]									
STANDABILITY	[Progress bar from 1 to 9]									
DROUGHT TOLERANCE	[Progress bar from 1 to 8]									
TEST WEIGHT	[Progress bar from 1 to 8]									
DRY DOWN	[Progress bar from 1 to 7]									
OIL CONTENT	[Progress bar from 1 to 9]									
YIELD	[Progress bar from 1 to 10]									

1 = least desirable 10 = most

Making Small Acreage Count!

Lyle Luzum is returning to farming after 22 years at Northeast Iowa Community College. "I'm in the early stages of re-learning how to farm in a way I wish I could have when I put the farm on hold," says Lyle. On his 170 acres near Calmar, Iowa he has 38 organic acres, half is sheep pasture and 9 acres is planted in Sierra Organic sunflowers. "Sierra Sunflowers are terrific plants—typically 5-6ft tall. Germination and vigor are excellent."





New Food Grade Soybean Varieties for 2010-2011

Blue River Hybrids is strengthening its food grade soybean line up with additions that give the organic farmer choices of varieties ranging from group 00.8 to 3.8. Fall is the best time to order and reserve your seed for spring 2011!

ORGANIC FOOD GRADE SOYBEAN VARIETIES FROM BLUE RIVER HYBRIDS											
	008F1	06F8	09FC8	1F44	15F1	EMERGE 240F.Y	26F0	28FC1	32F0	35F1	EMERGE 389F.Y
MATURITY	0.8	0.6	0.9	1.4	1.5	2.4	2.6	2.8	3.2	3.5	3.8
HILUM COLOR	YELLOW	YELLOW	YELLOW	YELLOW	YELLOW	YELLOW	YELLOW	YELLOW	YELLOW	YELLOW	YELLOW
SEEDS/LB	3,100	3,000	3,000	2,200	1,900	1,800	2,000	2,100	2,300	2,600	3,000
SOYBEAN PROTEIN	34.3%	34.6%	37.5%	38.5%	38.8%	38.1%	38.2%	33.4%	36.2%	37.5%	35.7%
OIL	19.09%	21.50%	19.80%	18.80%	18.76%	18.94%	19.32%	21.83%	19.42%	19.11%	19.69%
SOYMILK YIELD	5.53	5.63	5.71	4.58	5.33	4.27	4.84	5.47	5.8	5.46	5
SOYMILK PROTEIN %	45.92%	44.90%	48.70%	51.07%	54.02%	48.47%	50.45%	43.86%	48.61%	49.65%	47.60%
TOFU YIELD	6.32	6.44	6.56	5.26	6.17	4.92	5.48	6.3	6.67	6.16	5.66
TOFU PROTEIN %	47.06%	45.80%	47.90%	52.19%	51.20%	48.78%	52.56%	43.82%	46.55%	51.13%	47.27%
TOFU LAB COLOR (L)	74.97	73.74	74.91	78.67	77.1	78.87	77.2	77.58	78.15	76.88	78.12

Your Assurance of Quality Organic Food Grade Soybean Seed

At Blue River Hybrids, our goal is to offer you—the organic farmer—the best possible seed. Here's what we're doing to bring you high quality organic food grade soybean seed in 2010:

- 1 Our soybean production and conditioning production sites in MN, IA, NB are all organic certified.
- 2 All soybean seedstock is tested for GMO presence prior to planting.
- 3 "Clean Truck" Affidavits are required in moving seed off the farm.
- 4 Soybean production in Nebraska is conditioned in a facility with color-sorting equipment.
- 5 After conditioning all retail seed is tested for GMO presence.



E-Newsletter

If it would be more convenient for you to receive this newsletter by email, please contact us at:

info@blueriverorgseed.com

Thank you.

Have you made the switch to organic seed? Here's one organic farmer who did!

"We switched from conventional untreated to organic seed for a number of reasons. First of all, we want to support organic seed companies. Secondly, Blue River has made significant improvement in yields, seed quality, and all the other agronomic traits needed to make a good seed selection. A third good reason for switching to organic seed is its grown under organic conditions and is better adapted to be grown in those same organic conditions by ourselves and other growers. Each year we have noted improved seed characteristics and that's why we have increased our percentage of organic seed from Blue River every year."

Ron Rosmann farms 600 acres in the Harcourt, Iowa area. He has farmed organically since 1994.



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Excellent Early Order Discounts

Early Order Customer Discounts 2010-2011

Products	September 2010 Orders	October & November 2010 Orders
Corn, Red Clover, Alfalfa, Sunflowers	\$ 4.00 less per bag	\$ 2.00 less per bag
Soybeans, Sorghum	\$ 1.00 less per bag	\$ 0.50 less per bag

Early Payment Customer Discounts 2010-2011

Date Cash to be Post-marked by	Cash Discount %
September 2010	8%
October 2010	7%
November 2010	6%
December 2010	5%
January 2011	4%
February 2011	3%
March 2011	2%
April 2011	1%
May 2011	1%

STATEMENT ABOUT ORGANIC AND NON-GMO PRODUCTS

Blue River Hybrids offers only seed developed by traditional breeding methods to organic farmers in North America. All varieties and hybrids are non-GMO to the highest level possible. Blue River Hybrids uses numerous safeguards during seed production and conditioning to eliminate and reduce adventitious GMO presence.

Blue River Hybrids seeks first to produce and sell organic seed that is grown on land certified organic, and uses organically approved methods and inputs. This seed has been conditioned and then bagged at organically certified facilities. A very high percentage of Blue River Hybrids' seed meets these criteria.

However, in limited cases organic growers and conditioning facilities were not available. In these circumstances, Blue River Hybrids will offer conventionally produced, non-GMO seed in order for its customers to receive high quality seed.

Farm Plan 2010-2011

FARM PLAN 2010-11	FP PROGRAM OPTIONS	EARLY PAY FARM PLAN DISCOUNT	FARM PLAN LOAN DUE DATE	FARM PLAN PENALTY AFTER DUE DATE
SEPTEMBER	0%	0%	DEC. 1, 2011	PRIME + 11.9%
	PRIME + 2%	3%	DEC. 1, 2011	PRIME + 11.9%
	150 NP/NI	3%	150 DAYS FROM PROCESS DATE	PRIME + 11.9%
OCTOBER	0%	0%	DEC. 1, 2011	PRIME + 11.9%
	PRIME + 2%	3%	DEC. 1, 2011	PRIME + 11.9%
	150 NP/NI	3%	150 DAYS FROM PROCESS DATE	PRIME + 11.9%