

PuraMaize® Hybrids Block GMO Contamination

Blue River Hybrids is now offering a powerful new tool to combat GMO contamination in corn—PuraMaize!



1. What is PuraMaize?

An industry breakthrough, PuraMaize is a natural gene blocking system that impedes fertilization from GMO pollen. Blue River Hybrids is first-to-market with three high-performing PuraMaize hybrids that preserve the non-GMO status of your grain.

2. Who can benefit from PuraMaize?

PuraMaize is ideal for grain buyers and organic livestock farmers who want assurance that their corn will be free from GMO contamination or color impurities.

3. How does PuraMaize work?

PuraMaize harnesses the power of gene characteristics that prevent cross-pollination. When GMO pollen drifts into a field planted with PuraMaize, PuraMaize “chooses” its own pollen over the “foreign” pollen.

4. Are there special planting requirements?

If you are planting PuraMaize directly adjacent to a GMO field, use the outer four rows (ten feet) as a buffer zone. If you are planting PuraMaize near a foundation inbred increase field or a hybrid seed production field, maintain a separation of one-half (1/2) mile. Fields planted with PuraMaize corn hybrids need to be a minimum of 25 acres to ensure that there will be an adequate pollen blanket for fertilization.

5. Does PuraMaize change functional properties?

There is no indication that PuraMaize affects taste or other functional properties.

6. Will PuraMaize prevent all GMO contamination?

In side-by-side field trials with GMO corn, PuraMaize either eliminates or virtually eliminates contamination. Farmers still have to clean out and monitor equipment for planting, harvesting, and hauling.

What is the science behind PuraMaize?

Some varieties of tropical corn cannot be pollinated by other varieties due to the presence of one or more cross incompatibility genes. Known in corn genetics as gametophyte factors or GaS, these factors selectively control fertilization by only accepting pollen from corn plants with the same genotype. GA1S and GA2S are two such pollen-blocking genes.

PuraMaize is a gene system made up of the GA1S and other genes or gene expressions. It was developed over ten years through traditional plant breeding—not genetic engineering.



PuraMaize 2011 Demonstration Plot

“Coming Home to Farm Retreat” Meet Our Farmer-Veterans!

In July 2011, we had the great privilege of sponsoring an organic farming retreat for veterans of the US military interested in pursuing careers in organic farming. Over two and a half days, veterans from six states gathered in Iowa and visited farms and heard presentations from farmers and industry experts on getting started in farming.

We thought you'd like to meet some of the men and women who have served our country in Iraq and Afghanistan and who now want to serve our country as farmers. Each of these individuals participated in the organic farming retreat we sponsored:



Veterans with host **Jeff Hafner** (second from the left) and **Donna Pritzgintas** caterer (far right) at the Hafner Farm, Panora, IA.

Meet Sonia Kendrick. Sonia served in the Army and National Guard and has deployed to Afghanistan. She is a mother of two young daughters and is studying agronomy at Iowa State University. Eager to farm, she asked members of her community if anyone could donate land to a beginning farmer. A local church offered her one acre, and today she is growing organic vegetables for several local food banks while she finishes her degree. The Farmer Veteran Coalition will be helping her with a business plan so she can make farming her career.

Meet Tyler Albers. Tyler served in the Marine Corps and did three tours in Iraq. He is studying organic horticulture at the University of Minnesota and is looking for an internship on an organic farm. His goal is to start an organic vegetable and livestock CSA.

Meet Pete Davidson. Pete served in the Air Force as a fighter pilot for 26 years. He owns his own farm in the central valley of California and wants to learn more about organic farming techniques. And guess what? He's a Blue River Hybrids customer and will be harvesting his first grain crop in the coming months.

Our sincere thanks to Farmer Veteran Coalition, a not-for-profit that connects veterans with agricultural jobs, who hosted the event, to Hannah Lewis of NCAT in Des Moines, IA for making the arrangements for the retreat, and to all of the Blue River Hybrids customers who supported this event.

5 New Soybean Varieties in the 2011-2012 Lineup

Blue River Hybrids offers a solid lineup of soybean varieties across maturity ranges. These varieties offer disease resistance, good agronomic performance, and excellent yield potential. With characteristics favorable to organic farming practices and consistent performance, Blue River Hybrids soybean varieties will meet your needs. Look for the 2011-2012 Product Guide for our complete lineup or go to www.blueriverorgseed.com

12A2 – Group 1.2 NEW

- Feed grade soybean with yields 8–10% above location averages
- Very good emergence and standability
- Good tolerance to PRR and BSR

17C2 – Group 1.7 NEW

- Feed grade soybean with yields 6% above location averages
- Very good tolerance to white mold, PRR, and BSR

23C2 – Group 2.3 NEW

- Has good emergence and bushy canopy, making weed control easier
- Adapts to variety of soil types and geography
- All around good agronomic performance

30A2 – Group 3.0 NEW

- Feed-type with strong yields from west to east
- Resistant to BSR and white mold

eMerge 348.TCS – Group 3.4 NEW

- Consistent, stable yields over multiple years
- Very good cyst tolerance
- Good standability
- Yields similar to 34A7

43A7 – Group 4.3

- Consistent high yields over a variety of regions
- Medium plant height, and medium bush type plants
- Good standability at harvest time
- Higher than average protein for a dark hilum variety



34A7 soybeans, Joel & JC Starr Hastings, NE

4 New Hybrids Lead the 2011–2012 Lineup!

Across all maturity ranges, Blue River is offering new hybrids with desirable characteristics for the organic farmer. From early vigor, ear flex, and showy canopies to solid yields and standability, you will find a hybrid that will work on your farm. Look for the 2011–2012 Product Guide coming to you soon for the complete listing, or go to www.blueriverorgseed.com

19K19 – 83 Day

- Excellent early season vigor for northern areas
- Good plant health
- Potential for either grain or silage use
- Dependable performance in a variety of environments

23A71 – 86 Day **NEW!**

- Very good early vigor
- Responds favorably to higher fertility
- Excellent ear flex
- Develops an excellent canopy

34C17 – 94 Day

- Strong emergence and early growth
- Very good ear flex
- Maintains performance, even with unfavorable conditions
- Good choice for hand picking

40R73 – 97 Day **NEW!**

- Medium tall plants with broad leaves
- Has out-yielded 48B30, and is slightly dryer
- Potential for grain or silage use

47A36 – 102 Day **NEW!**

- Yield potential is similar to that of 48B30
- Tall hybrid that develops a good canopy to discourage weed growth
- Standability is above average

56M30 – 106 Day

- Dependable performance over multiple years and variety of environments
- Very good seedling vigor, plant health, and roots
- Excellent ear flex, good performance under lower populations
- Widely adapted, with excellent grain and silage performance in western areas

63H30 – 111 Day **NEW!**

- Has had yields similar to 66H54, but with improved standability
- Good potential for either grain or silage
- Slightly taller than 66H54 with better grain dry-down

71M36 – 114 Day

- Full season hybrid for full season areas
- Flex type ear with good grain quality and test weight
- Good heat tolerance
- Big robust plants

Maryland Farmer Lori Sallet Succeeds with 53R57

Lori Sallet Chestertown, MD
Blue River Hybrids 53R57.com



In 2007 Lori and Jon Sallet purchased Boxer's Rest, an 85 acre working farm on the Eastern Shore of Maryland near Chestertown. In 2008 as she began to transition their land to organic production, Lori also began the transition from the corporate world to agriculture. Her passion for nutrition and her interest in local food motivated her to create an organic farm, and learn how to farm it.

Currently, Lori is working on her first few acres of vegetables, alongside 45 acres of organic corn production. This is her first year growing Blue River Hybrids 53R57. Because of the use of irrigation, the corn is lush and green despite the drought conditions of Maryland. "It looks incredible!" says Lori, remarking that she has received calls and emails commenting on the beauty of her corn field. The corn has tasseled and ears were present as of August 8. She looks for a good yield. She notes that grain crops are a complement to vegetable production, providing supplemental income and filling in the gaps. Although plans for next year are not finalized, Lori is considering a 5 to 6 year rotation for best weed and fertility management.

To learn more about Lori's farming experiences, go to www.boxersrest.com.

What's for Lunch?

BRH dealer **Cindy McCollough** of Blue Stem Enterprises says that her goats have found sunflower seeds much to their liking! The McColloughs started raising goats as a 4-H project. Now they have visions of a goat cheese business. Cindy adds the sunflower seeds to the feed mix and reports that they digest well without grinding. The extra nutrition puts a nice "finish" on her goats! That's not baaa...d!



Sierra Organic Sunflower seeds
are added to the feed mixture.



27087 Timber Road
 Kelley, Iowa 50134
 800.370.7979 office
 515.233.3069 fax
www.blueriverorgseed.com

PRSRT STD
 U.S. Postage
 PAID
 WOOLVERTON

Return Service Requested



Take advantage of early order savings!

Phone: 800-370-7979
 Online: www.blueriverorgseed.com

Early Order Discount

PRODUCTS	SEPTEMBER 2011 ORDERS	OCTOBER & NOVEMBER 2011 ORDERS
Corn, Red Clover, Alfalfa, Sunflowers	\$4 less per bag	\$2 less per bag
Soybeans, Sorghum	\$1 less per bag	\$ 0.50 less per bag

Customer Cash Discounts

MONTH	CASH DISCOUNT %
September 2011	8%
October 2011	7%
November 2011	6%
December 2011	5%
January 2012	4%
February 2012	3%
March 2012	2%
April 2012	1%
May 2012	1%

John Deere Financing

MONTH	PROGRAM OPTIONS	EARLY PAY DISCOUNT	LOAN DUE DATE	PENALTY AFTER DUE DATE
September	Prime + 2%	3%	Dec. 1, 2012	Prime + 11.9%
	150 np/ni	3%	150 days from process date	Prime + 11.9%
October	Prime + 2%	3%	Dec. 1, 2012	Prime + 11.9%
	150 np/ni	3%	150 days from process date	Prime + 11.9%
November	Prime + 2%	3%	Dec. 1, 2012	Prime + 11.9%
	150 np/ni	3%	150 days from process date	Prime + 11.9%