



NEWS
FOR
THE

ORGANIC GROWER

www.blueriverorgseed.com

800.370.7979

Fall 2016



2016-2017 NEW PRODUCTS

Blue River Hybrids is excited to kick off a new season. We are happy to announce the return of customer discounts that offer great savings potential, especially in the month of September.

Early Order Discount

September: \$10.00 off per bag on corn and alfalfa

**Must be ordered in customer name*

Cash Discount

September: 10% cash discount

Make more on your crop by saving at the front end by ordering and paying early.

In addition to our returning products, we have added several new corn, soybean, alfalfa and sorghum varieties to complete our 2016-2017 lineup. We are excited about our new products which have undergone extensive testing and were chosen for their outstanding performance in organic farming systems, with emphasis on strong yield potential. We will have good availability in all maturities, including late season corn.

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NEW PRODUCTS

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CORN

Our corn lineup includes maturity options from 76 days through 116 days. For 2016-2017, Blue River is featuring two PuraMaize™ hybrids, nine dual-purpose hybrids that are well suited for grain or silage, five leafy and leafy floury silage options, and a food grade white corn. Take a look at our new products for 2016-2017.

38G54 96 DAY A solid product – shorter plant with strong canopy

45G28 100 DAY Very good yield potential and adaptability

48G35 102 DAY Excellent yield potential, strong agronomics and disease package

62G22 110 DAY Consistent girthy ears, excellent yield potential

65G55 111 DAY Excellent fall appearance and intactness. Strong agronomics and disease package.

66G25 112 DAY Moves south of zone well. Excellent performance at medium-high populations.

73L30 116 DAY Late season leafy silage hybrid. Dense canopy with large leaves. More leaves above the ear. Leafy silage hybrids do best at a final population of 28,000 ppa.

SOYBEANS

Blue River Hybrids soybeans have a great reputation and have been a favorite among food processors in recent years. With food grade and feed grade options throughout our product catalog, we're confident you'll find a product to suit your needs. New products for 2016-2017 include:

18C7 Group 1.8 Feed Grade & Cyst Resistant variety with excellent yield potential and strong plant health.

e3865s Group 3.8 Food Grade variety – consistently above 42% protein. Handles stress well.

e4765 Group 4.7 Food Grade variety with very good yield potential.

50SK7 Group 5 Feed Grade variety with consistent performance. Very good yield across southern KS, MO, as well as OK, AR & TN, but keep off all “gumbo” and/or high chloride soils.

ALFALFA

Blue River alfalfas have been proven to perform in organic environments, winning awards and shining in yield trials. Returning 2016-2017 products are no exception; they are the same outstanding varieties you have come to know and trust. Due to an industry-wide production issue, much of our alfalfa supply will be conventional this year. Two organic varieties are available: Goldfinch and Thrasher.

Goldfinch Fall Dormancy 3 Fast recovery after cutting. Leafy variety with very good yields.

Thrasher Fall Dormancy 3 to 4 Total germination will be 90% or better, with no noxious weed seed. Blend of 2 or more varieties.

New for 2016-2017:

King Bird Fall Dormancy 4 Excellent potential for high yields and high quality. Strong winter hardiness and persistence.

Condor Fall Dormancy 9 Salt tolerant variety that is broadly adapted. Excellent tolerance of wheel traffic and excellent standability.

FORAGES

Blue River Hybrids' forage lineup keeps getting better with the return of customer favorites like Blackhawk 12 and some new contenders for the new year.

Bobwhite 6 Organic BMR Forage Sorghum
Higher sugar content. Dry stalk allows direct chopping.

Nighthawk 6 Organic BMR Sorghum Sudangrass
Higher feed intake and palatability. Excellent digestibility with above average milk/ton.

57B6 CNV 57 DAYS to Mid-Bloom Excellent yields for maturity. Good choice for shorter growing seasons, double-cropping and late planting. Also works well at higher elevations with cooler temperatures.

We are proud to offer a strong class of new products in addition to the proven performers you have come to rely upon. For questions about the 2016-2017 product offerings or for advice on the products to meet your organic farming needs, contact your local dealer.

Your area Blue River Hybrids Dealer is equipped with knowledge of both new and returning products; he or she can help you choose the options that will best suit your farming needs. To find your local dealer, please go to our website or call the Blue River Hybrids office. We'll be happy to assist you.

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CORN SEED COATING

All Blue River Hybrids corn seed will be coated for 2017 planting. After much consideration, the decision was made to coat all corn seed based on the overwhelmingly positive results reported by customers seeing faster emergence. This, along with our commitment to keeping prices steady influenced our decision to coat all of our seed corn. If you have not ordered Blue River coated corn seed in the past, please see our website for details on Organic 1r-Seed Treatment, or call your local dealer.

Organic 1r-Seed Treatment, formerly known as X-Cell ST and X-Cell Seed Treatment, has been offered to Blue River Hybrids customers since 2012. Many feel it is the only choice for the best growth potential of their seed. We believe that this enhanced growth potential improves the grower's opportunity for a successful crop. It is derived from naturally occurring materials and contains humic, fulvic and ulmic acids.

In Blue River Hybrids tests comparing uncoated seed corn to seed corn coated with Organic 1r-Seed Treatment, we observed the following results:

- **Greater percentage of germination**
- **Greater number of plants per acre**
- **More uniform emergence resulting in easier and better cultivation and often fewer weeds**
- **More uniform plant growth, development and pollination**
- **2.9 Bushels per acre higher average yield**
- **Significantly less root lodging**

*Based on Blue River Hybrids trials. Individual results may vary due to local growing, soil and weather conditions. Always read and follow label directions.

Organic 1r-Seed Treatment has been approved for use on organic crops by the following entities:

- OCIA, certifier for Blue River Hybrids – compliant with NOP organic rules
- Washington State Department of Ag – compliant with NOP organic rules
- OMRI Listed – compliant with NOP organic rules

NOTE: Organic 1r-Seed Treatment is not compliant with JAS rules and should not be used on seed planted on land intended for future crops needing JAS certification. As with any product, we urge you to check with your certifier before planting seed coated with Organic 1r-Seed Treatment. KEEP TAGS from bags of coated seed as your certifier may require this information.



INDUSTRY SPOTLIGHT:

NATIONAL YOUNG FARMERS COALITION

According to the last USDA Census of Agriculture, only 6% of farmers in the U.S. are under the age of 35 and farmers over the age of 65 outnumber farmers under the age of 35 by a ratio of 6-to-1. Where are all the young farmers?

The local and organic movements have inspired a new generation to farm, but it's never been harder to get started. Because of a host of barriers not faced by previous generations, including skyrocketing land prices and student loan debt, many young farmers are not able to start their own farm businesses or take over the family farm.

That's where the National Young Farmers Coalition (NYFC) comes in. NYFC is a grassroots network of farmers, ranchers and supportive consumers fighting for the future of farming. Through their grassroots advocacy work, they've won funding for farmer training programs in

the Farm Bill, launched a micro-loan program with the Farm Service Agency, and introduced a bill in Congress that would add farmers to a federal loan forgiveness program.

This isn't a fight they can win alone – NYFC has a large membership of farmers of all ages across 50 states who lend their voices and their financial support.

Over the next 25 years, 573 million acres of American farmland will need a new farmer to manage it. NYFC aims to see that land stay in the hands of working farmers. For more information or to become part of the only national organization focused on the issues that impact young farmers, go to www.youngfarmers.org or call **518.643.3564**.



Save Big in September!

10%
Cash Discount
+ \$10
per/bag discount
on corn and alfalfa!
*Restrictions apply.

2016-2017 CUSTOMER DISCOUNTS



CASH DISCOUNT

September	10%
October	8%
November	6%
December	5%
January	4%
February	2%
March	1.5%
April	1%

EARLY ORDER DISCOUNT

September

Alfalfa & Corn

\$10 off per standard unit (must be ordered in customer name, otherwise \$5 discount will be applied)

October - November

Alfalfa & Corn

\$3 off per standard unit

To find your local dealer, go to blueriverorgseed.com and select the Dealer Locator drop-down, or call our main office at **800.370.7979**.

PLANT ORGANIC. FARM BETTER.

RETURN SERVICE REQUESTED

2326 230th Street
Ames, IA 50014

