

Illuminate your wheat with a touch of magic!



SEEDING
THE FUTURE
SINCE 1856



KWS FIREFLY



Group 3 Winter Wheat
Cougar x KWS Rowan

- Super wide sowing window with great yield potential through to the end of February
- Twin 8s for standing making it one of the stiffest varieties on the market today
- Added market opportunities for biscuit and soft wheat export

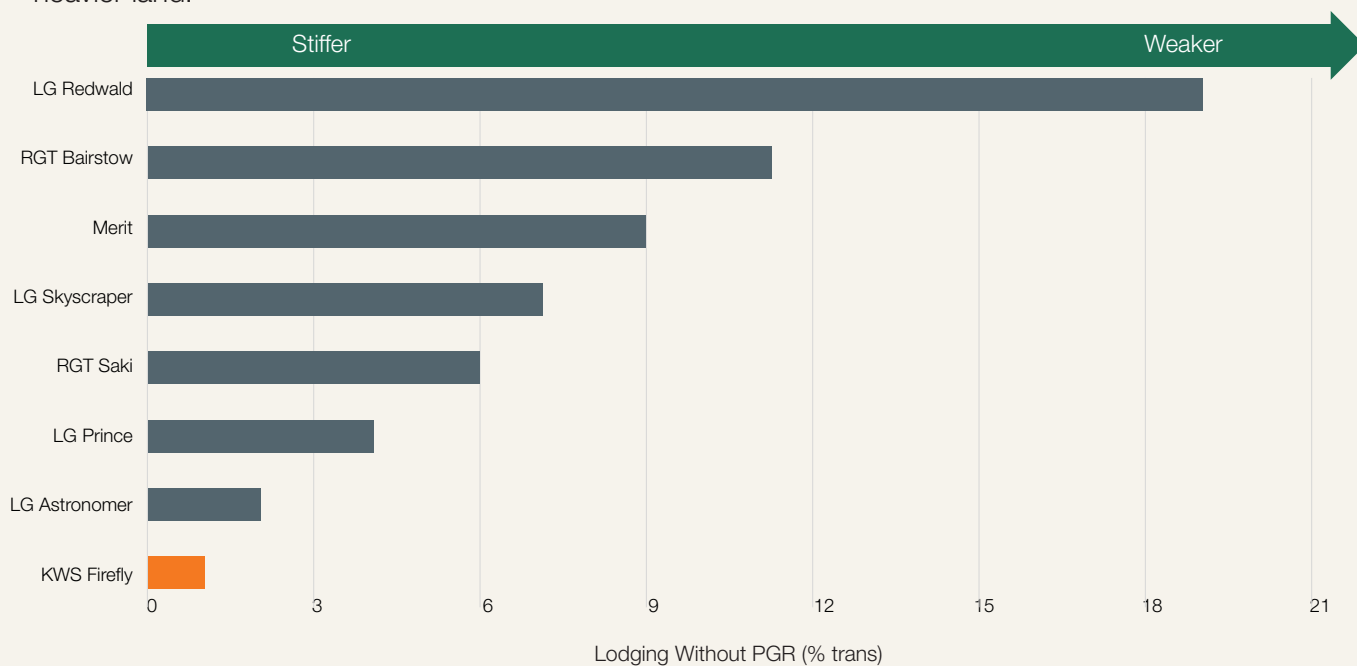
KWS Firefly is suited to all regions but performs best in the main wheat production areas of England. It is a consistent performer across light and heavy soils, as well as first and second cereal slots. It's a high tillering, very stiff type with early maturity that will deliver yield right the way through to the end of February, drilled as either a first or second wheat and is OWBM resistant.

A true Group 3 biscuit wheat, KWS Firefly has a good set of grain characters, including one of the best HFNs in the soft wheat category and the correct balance of resistance and extensibility needed by UK and export biscuit makers.

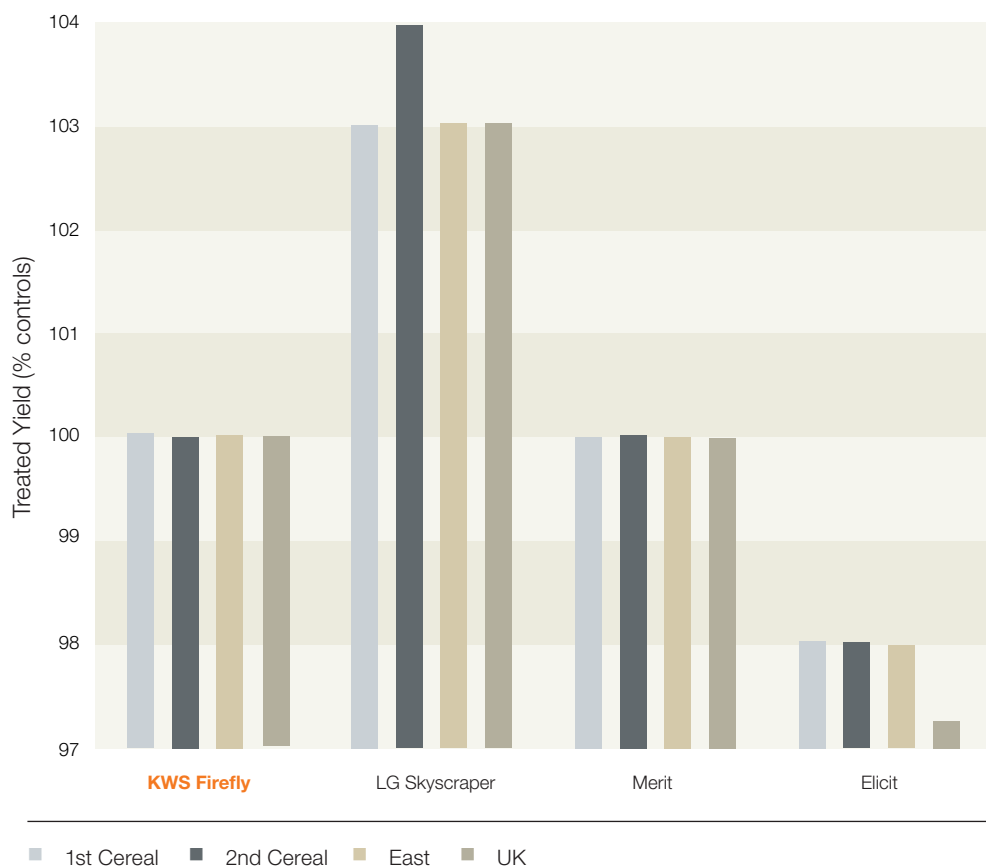


What makes KWS FIREFLY the wheat variety for you?

KWS Firefly has excellent standing power, making it an ideal choice for more fertile soils and on heavier land.

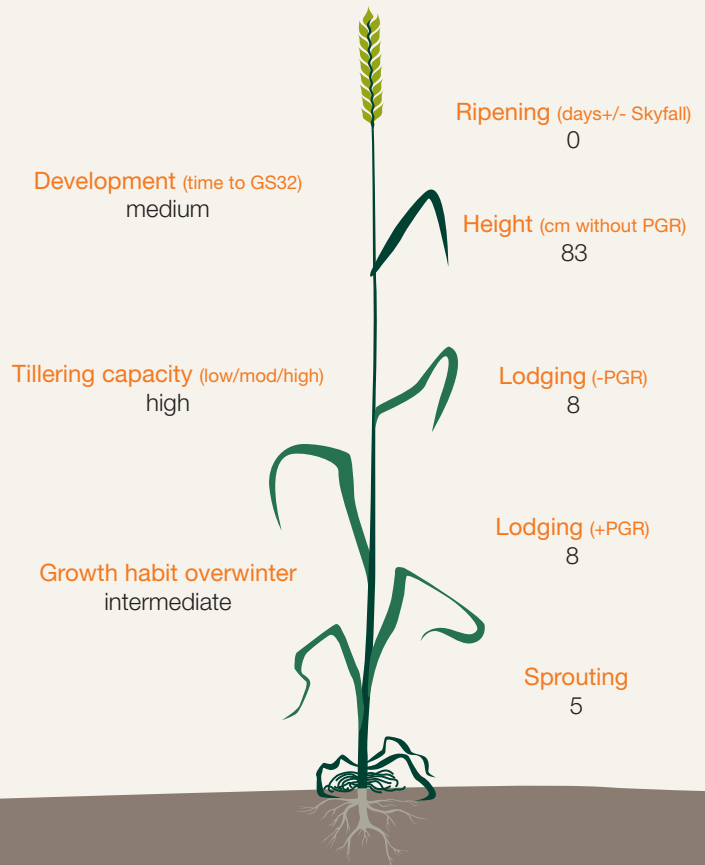
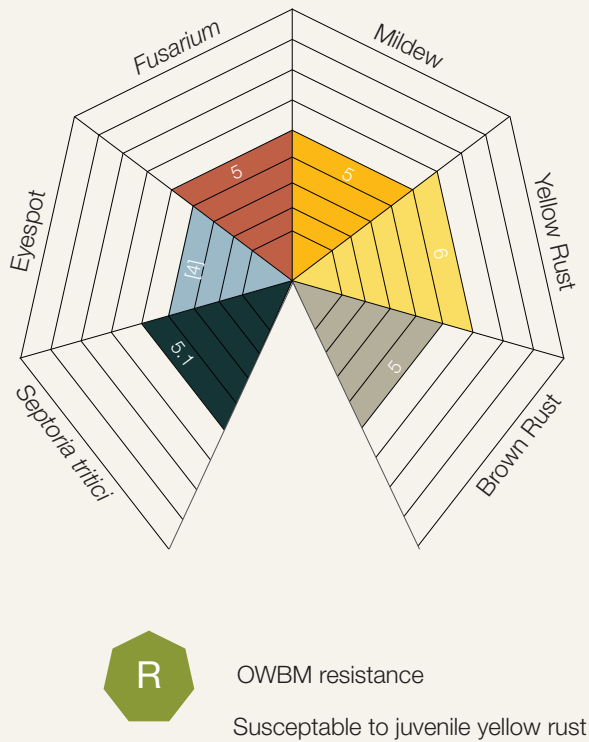


KWS FIREFLY yield performance



Yield	% treated controls
UK	100
East	100
West	99
North	99
Untreated	80
Light	100
Heavy	100
1st cereal	100
2nd cereal	100
Early	100
Late	101

Disease resistance and agronomy of KWS FIREFLY



KWS FIREFLY end markets

KWS Firefly has the correct balance of resistance and extensibility to ensure a consistent biscuit product is produced time after time. KWS Firefly is therefore fully approved by the UK and continental millers and biscuit manufacturers.



KWS Firefly	
Grain Quality	
Protein content (%) - All Trials	11.5
Hagberg Falling Number	248
Specific Weight (kg/hl)	76.1

KWS FIREFLY - Sowing for Peak Performance

80% of your crop's potential is locked in by the seed you buy and sow. While you can fine tune this with the correct nitrogen levels, using fungicides wisely to protect it from disease and paying attention to basic management principles, many attributes of your crop can't be changed. Therefore, it pays for you and your agronomist to make proactive choices before ordering a variety.

To get peak performance from KWS Firefly we recommend drilling in the following time window:



At KWS, we believe to get the best performance on your farm it is critical that when you choose your variety, you are using a wealth of data to tailor your choice for both your farm and individual field situation.

To learn more about Sowing for Peak Performance, scan the QR code or visit

bit.ly/3bRqCig



Seed Rates

	1st - 3rd week Sep	End Sep - Early Oct	Mid - Late Oct	Late Oct - Early Nov	Early Nov - Early Dec
Conditions					
Good Seed Bed	200 - 250	250 - 325	350 - 400	350 - 400	425 - 500
Bad Seed Bed	250 - 275	350 - 375	400 - 425	400 - 425	500+
Soil Type					
Light	250 - 275	275 - 350	350 - 375	350 - 375	425 - 475
Heavy	250 - 275	300 - 350	400 - 425	400 - 425	500+

Start sowing from:

Based on your location, we recommend sowing this wheat from a different date. The map to the right is divided into 4 regions, within each one is the recommended start date you could drill KWS Firefly from.

