



HYBRID RYE PIG FEEDING SEMINAR

Organizer: KWS Cereals, USA, LLC

17 – 18 July 2019

Winnipeg, Canada

thomas.blumtritt@kws.com





Population growth: Forecast demand for food up by 60%



Shrinking of per-capita acreage



Climate change - abiotic stress - new variety properties *a must!*



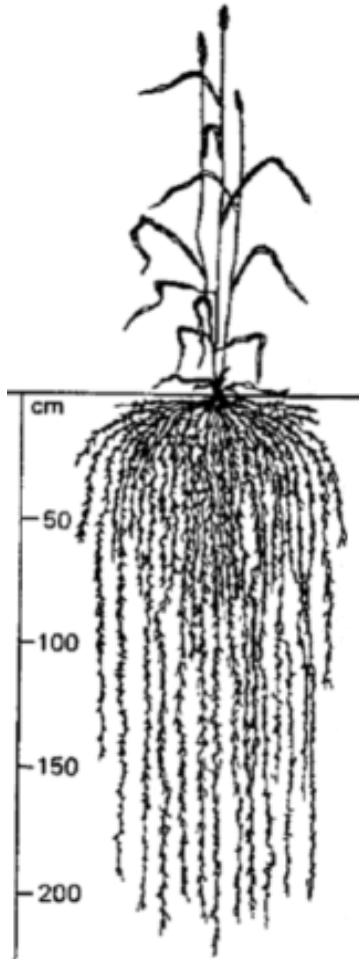
Yield loss – apprx. 50% from insect– herbicide- & storage damage and fungal diseases



Limited resources – due to water, fertilizer and plant protection

■ Produce more with less!

Ready to use: Hybrid Rye - a real-world game changer for North America!



- Productive - 25 to 45% advantage over other small grains!
- Efficient - grows with 20% less fresh water and nitrogen, less crop protection than wheat!
- Robust - handles dry and tough winter conditions!
- Easy to grow - spreads workloads, adds options to spring and winter crop rotations
- Safe - prevents soil erosion & leaching, smallest cereal carbon footprint!

NA growers are seeding hybrid rye on their light and medium soils, and, moreover also onto their most productive land!

1881 - Start of rye breeding with
Ferdinand von Lochow



Ferdinand III. von Lochow
* 16. September 1849 in Petkus, † 8. September 1924

Hybrid Rye: The long road to North America!



- 1986** First hybrid rye introduced to Germany
- 1994** „We must invest heavily in reducing ergot susceptibility“
- 2005** 1st registration of a *PollenPlus* variety
- 2007** The **RYE BELT strategy**:
 - *expanding* global hybrid rye acreage
 - *increasing* use of rye in animal feed
 - *enhancing* breeding gain to *improve* competitiveness
 - *developing* hybrids for cold winter regions
- 2013** 1st KWS hybrid rye registration in Canada
- 2014/2016** 1st hybrid rye sales in Canada ('14) and the US ('16)

The RYE BELT strategy – Competitive varieties

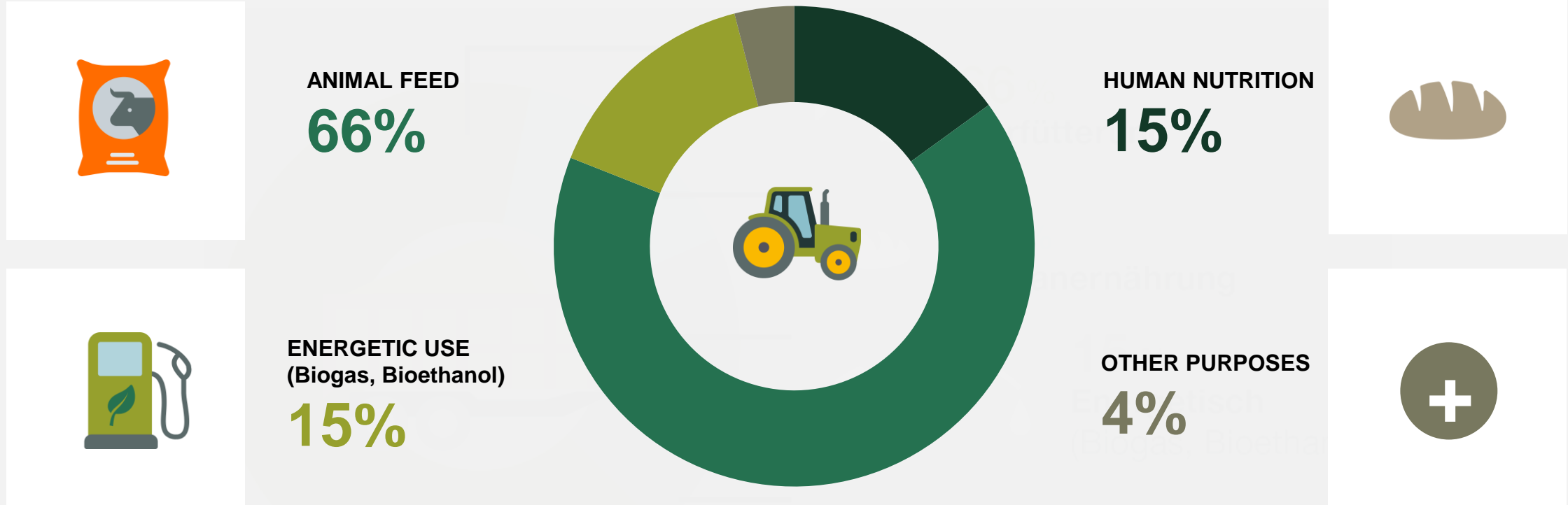


Specific regional features:

	CE	EE	NA
Yield	+++	+++	+++
Ergot	++	+	+++
FHB	+	+	+++
Winter hardiness	+/	+/>+++	+/>+++



Hybrid Rye: Initially developed for the European food market

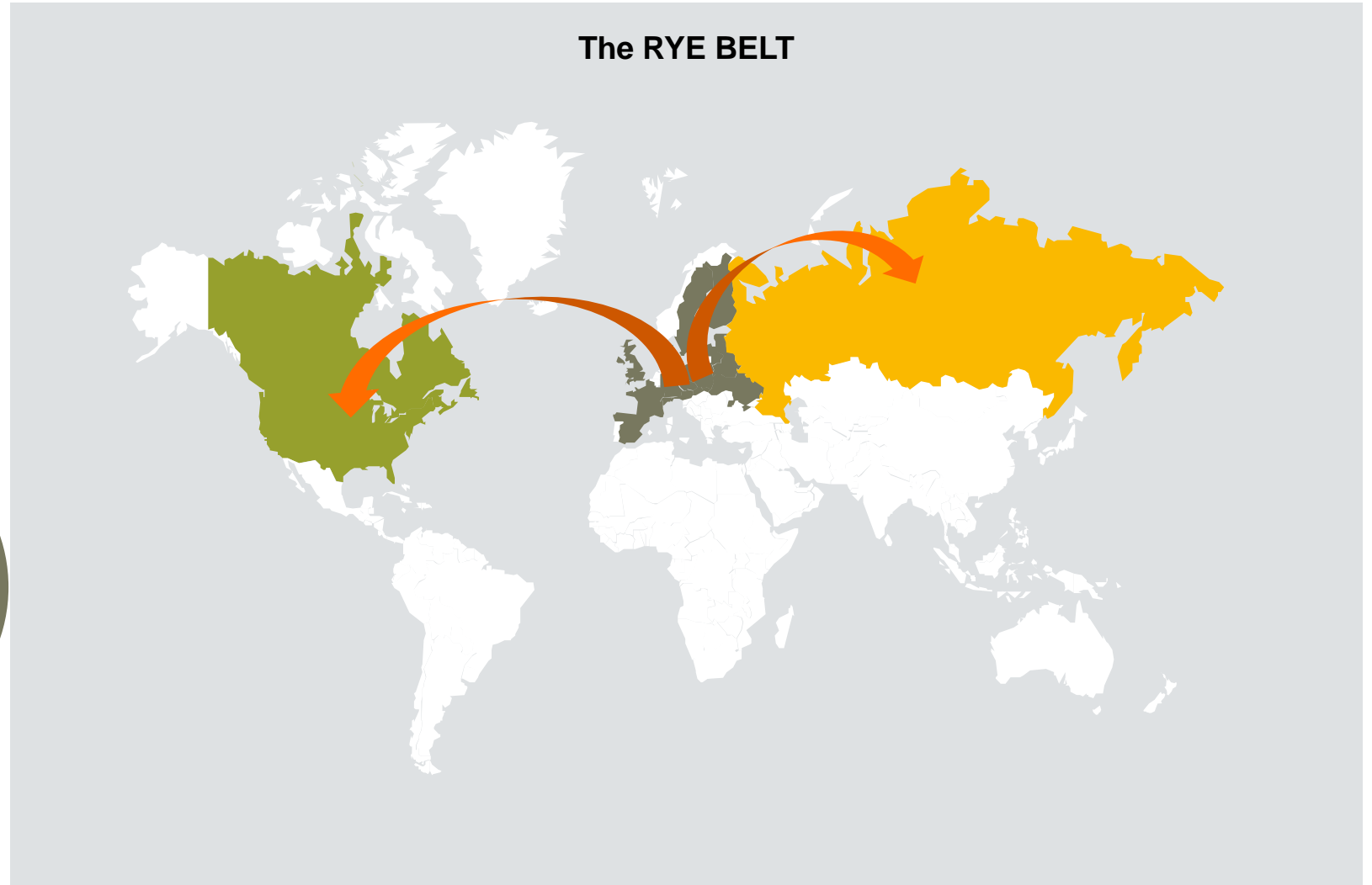
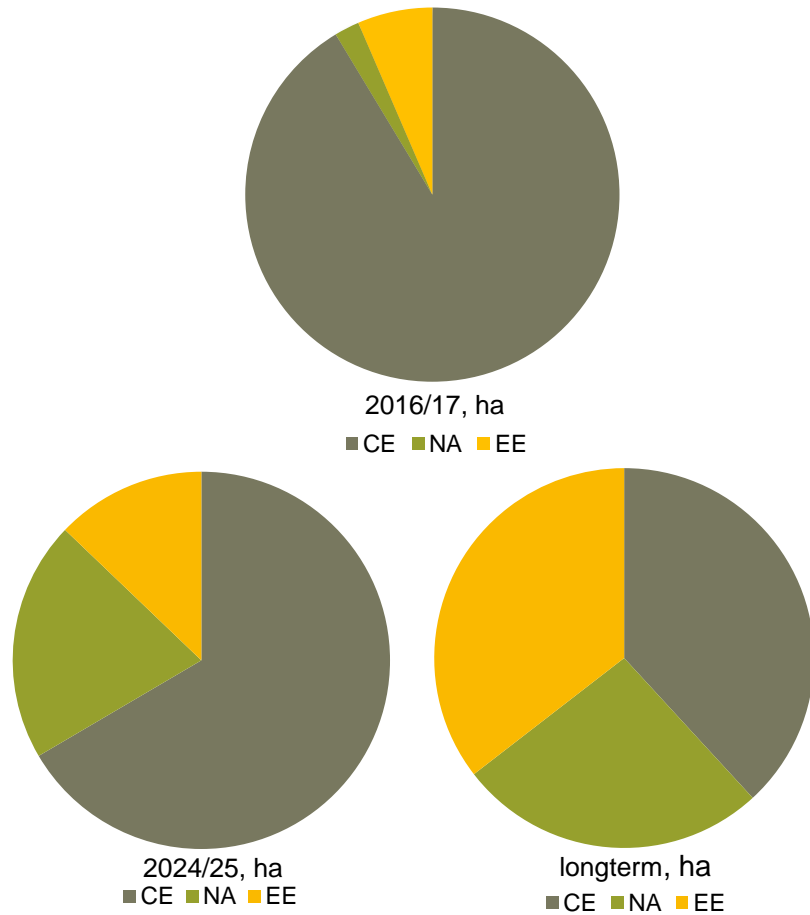


Today 2/3 European hybrid rye goes to the feed industry,
... and there is still huge growth potential in European "Animal Feed" segment.

Why? - Rye is healthy for humans and animals!

Source: Versorgungsbilanz Getreide 2014/2015, BLE, 2016

The RYE BELT strategy– Hybrid Rye goes global!



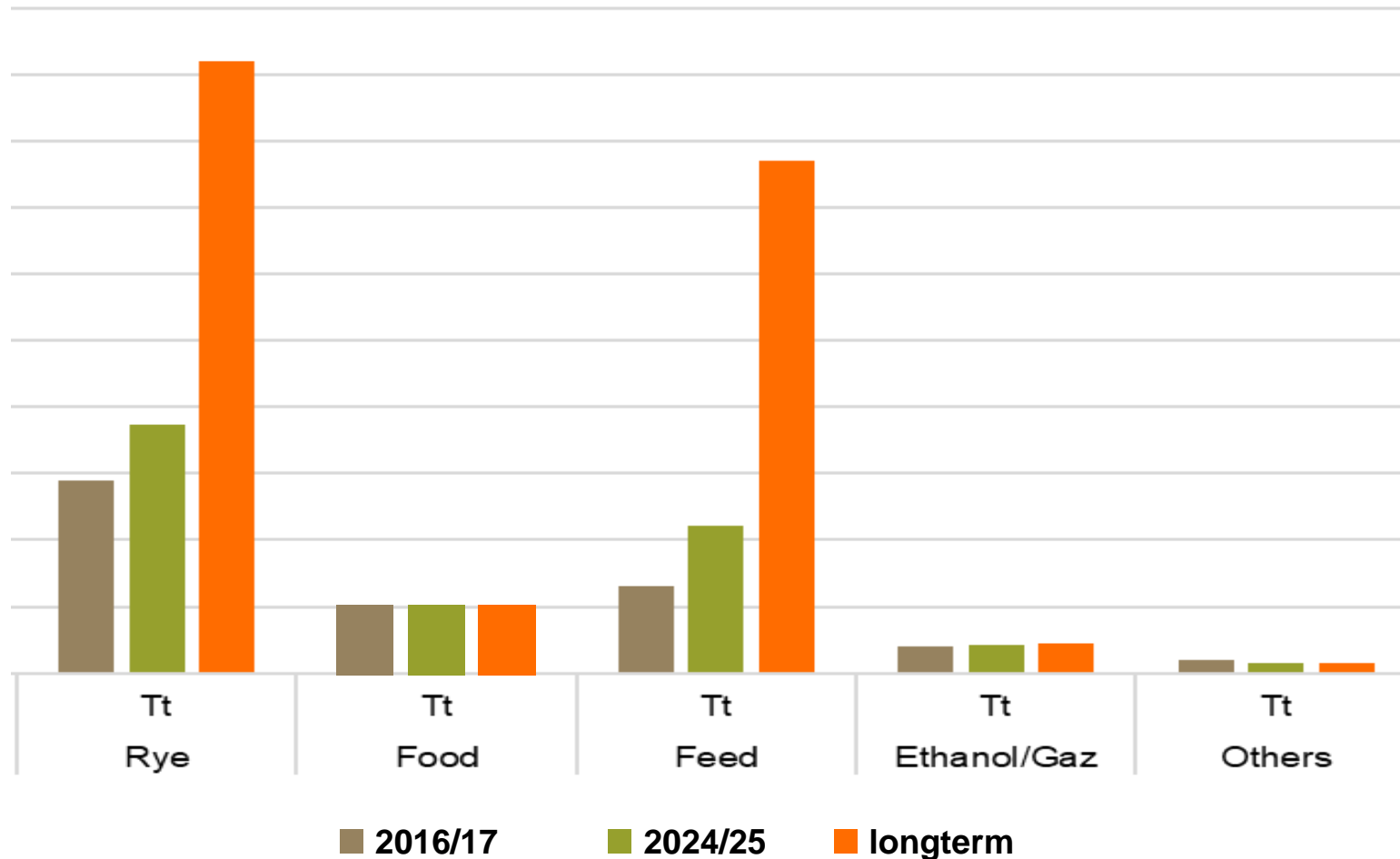
Up to know Rye = Whiskey.... From now on, Rye = Whiskey AND Animal Feed!



"Feeding Rye" as a part of the RYE BELT strategy



Simulation supply and demand balance, longterm



Close dialog – the key to collaboration with our main partners!



A background image of a field of rye plants, showing several golden-brown, feathery seed heads in sharp focus against a blurred background of green and yellow stalks.

Let's start a
#ryevolution!