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### PEKTUS machine marks a new era for Luisetti Seeds



The unveiling of our new seed and cereal cleaning, treating and packing production line at our Ashburton plant marked a new era for our company and our growers.

Imported from Germany in 23 forty-foot shipping containers, the PEKTUS plant is the biggest of its type outside the

USA and uses cutting-edge technology to process ryegrass, fescue, cocksfoot and cereals with minimal dressing losses and maximum efficiency.

The plant is highly automated and incorporates cameras that enable production staff to view product flows and production remotely. Through wireless technology, the plant's operation is supervised from Germany where PEKTUS technicians can fine-tune and adjust operations where required.

A state-of-the-art dust collection and management system has also been purchased from Germany which will provide a pleasant, almost dust free environment for our operational staff.

The plant also features specially designed clean-down facilities that both minimise clean-down times and virtually eliminate any possibility of contamination between lines.

To assemble the plant, Luisetti Seeds had to seek special visa exemptions from the Ministry of Agriculture to allow highly-specialised technicians from Germany and Australia into the country in the midst of the Covid-19 pandemic.

Longer-term, this machine will allow us to employ an extra six people in our Ashburton branch.

We sourced the machine on a trip to Europe and identified it as the best one of its type anywhere in the world. It represents a significant investment by Luisetti Seeds and reflects our belief in the importance of the arable industry-and indeed agriculture — to the Canterbury and wider New Zealand economies.

The Central Canterbury seed industry in itself is world-leading. The combination of rich soils, reliable irrigation water and counter-seasonal production generates \$329 million annually for the NZ economy. Last year NZ's seed exports were worth \$260 million.

Ultimately our company, which is 100% New Zealand owned, produces food, either directly or indirectly. The production and distribution of food was thrown into the spotlight last year with the Covid-19 global pandemic, as for the first time in generations we saw panic buying and restrictions on items such as bread. Yeast and flour almost became currency and the lost art of baking was rediscovered.

We would like to think this was the catalyst for a growing awareness and appreciation of our growers, producers and processors because at the end of the day, people have to eat.

As NZ enters an economic recovery phase, we believe agriculture will remain central to feeding our population and generating export dollars.

Through investing in people and machinery such as the new PEKTUS seed cleaning machine, we are showing our commitment to agriculture, our growers and our markets.

We are excited about the future and will continue to ensure Luisetti Seeds clients have access to the best resources, knowledge, machinery and markets because our business is growing your business.



# How do you select the cereal cultivar most suitable to your requirements?

This booklet has been produced by Luisetti Seeds to assist you in making that decision. If you want to take advantage of the best cereal genetics available in New Zealand, grow Luisetti Seeds/Plant and Food cultivars—bred and developed in New Zealand for New Zealand conditions.



HIGH PERFORMANCE



**HIGH YIELD** 



**BRED IN NEW ZEALAND** 



OVER 90 YEARS
EXPERIENCE







SUPERIOR DISEASE RESISTANCE



For more information contact your Agronomist directly or Luisetti Seeds



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# Cereal Sowing Rates (kg/ha)

Thousand grain weight (seed weight)  $\times$  Target plant population  $\times$  100



Direct Drilling—will need to increase sowing rate by 10%



Cereal Grains Sowing Rates			Typical Sowing Rates kg/ha @ 90% germ			
Sowing Date	Target plants / m²	Expected Estab. %	Low sd. wt. (40g)	Med sd. wt. (45g)	High sd. wt. (50g)	
Late Apr	125	85	65	74	82	
Early May	150	80	83	94	104	
Late May	175	80	97	109	122	
Early Jun	200	75	119	133	140	
Late Jun	200	75	112	126	148	
Early Jul	225	70	143	161	179	
Late Jul	250	70	159	179	198	
Early Aug	250	70	159	179	198	
Late Aug	275	75	163	183	204	
Early Sep	275	80	145	163	181	
Late Sep	300	80	167	188	208	

Duchess, Reliance and Conquest wheats typically tiller less, so will benefit from higher populations (+10-15%).

# Sowing Rates Calculator

- 1. Select box with desired plants / m<sup>2</sup>
- 2. Estimate establishment percentage and select known germination
- 3. Multiply the figure in the intersecting square by the known seed weight

### 125 plants m<sup>2</sup>

					Fstim	ated Establishment %
17		90%	85%	80%	75%	70%
n %	90%	1.54	1.63	1.74	1.85	1.98
mination	95%	1.46	1.55	1.64	1.75	1.88
Germ	100%	1.39	1.47	1.56	1.67	1.79

### 175 plants m<sup>2</sup>

					Estim	ated Establishment %
		90%	85%	80%	75%	70%
n %	90%	2.16	2.29	2.43	2.59	2.78
Germination	95%	2.05	2.17	2.30	2.46	2.63
Germ	100%	1.94	2.06	2.19	2.33	2.50

### 225 plants m<sup>2</sup>

100%     2.50     2.65     2.81     3.00     3.21       95%     2.63     2.79     2.96     3.16     3.38       90%     2.78     2.94     3.13     3.33     3.57       90%     85%     80%     75%     70%
95% 2.63 2.79 2.96 3.16 3.38
§ 100% Z.50 Z.81 3.00 3.21
0.00

### 275 plants m<sup>2</sup>

						ated Establishment 9
		90%	85%	80%	75%	70%
n%	90%	3.40	3.59	3.82	4.07	4.37
Germination	95%	3.22	3.41	3.62	3.86	4.14
Germ	100%	3.08	3.24	3.44	3.6a7	3.93

### **EXAMPLE FROM HIGHLIGHTED SQUARE**

45gram *(seed weight)* x 2.47 (200 plants/m², 90% establishment) = **111kg/ha** 

### 150 plants m<sup>2</sup>

					Ectimo	tod Establishment %
		90%	85%	80%	75%	70%
n %	90%	1.85	1.96	2.08	2.22	2.38
mination	95%	1.75	1.86	1.97	2.11	2.26
Germ	100%	1.67	1.76	1.88	2.00	2.14

### 200 plants m<sup>2</sup>

					Ectimo	tod Establishment	2
		90%	85%	80%	75%	70%	
n %	90%	2.47	2.61	2.78	2.96	3.17	
mination	95%	2.34	2.48	2.63	2.81	3.01	
Germ.	100%	2.22	2.35	2.50	2.67	2.86	

### 250 plants m<sup>2</sup>

					Estima	ted Establishment %
		90%	85%	80%	75%	70%
rmination %	90%	3.09	3.27	3.57	3.70	3.97
	95%	2.92	3.10	3.29	3.51	3.76
Germ	100%	2.78	2.94	3.13	3.33	3.57

### 300 plants m<sup>2</sup>

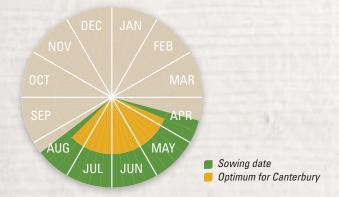
					Estimated Establishmen	
		90%	85%	80%	75%	70%
Germination %	90%	3.70	3.92	4.17	4.44	4.76
	95%	3.51	3.72	3.95	4.21	4.51
	100%	3.33	3.53	3.75	4.00	4.29



# A high yielding premium milling wheat



### SUITABLE FOR HEAVIER LAND AND MID-APRIL TO **LATE-AUGUST SOWINGS**













### **TILLERING**

Medium - Good

### **MATURITY**

Medium-Late

### **YIELD**

Very good (>12 t/ha) if managed well.

### **GRADING**

Good test weights and medium grain size. High initial falling numbers with medium to high levels of sprout resistance. Medium protein levels while still producing premium dough characteristics.

### **STRAW**

Stiff

### **DISEASE RESISTANCE**

Moderately resistant to stripe rust, moderately susceptible to SLB, susceptible to leaf rust and mildew

#### **KEY AGRONOMIC POINTS**

Facultative wheat with no vernalisation requirements, performing best when sown from late April through until late August. Griffin is a later maturing cultivar than Conquest and Reliance, maturing 7 - 10 days later when autumn sown. Increase tiller and grain numbers with early Nitrogen.





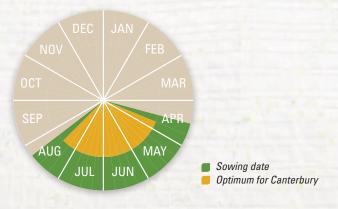




# A high yielding premium milling wheat



# SUITABLE FOR HEAVIER LAND AND MID-APRIL TO LATE-AUGUST SOWINGS











### TILLERING

Good.

### **MATURITY**

Medium. Needs no cold vernalisation.

### **YIELD**

Very good – 5 to 10% above Conquest. Capable of 11 t/ha autumn sown and irrigated.

### **GRADING**

High protein, good falling numbers, high sprout resistance. Medium grain size, good test weight, moderate screenings.

### **STRAW**

Medium height with good strength.

### **DISEASE RESISTANCE**

Good tolerance to seedling and adult stripe rust, mildew and septoria leaf blotch. Medium tolerance to BYDV. Susceptible to leaf rust. Autumn sown crops require three fungicide applications.

### **KEY AGRONOMIC POINTS**

Shoot emergence length for Duchess will be shorter than most wheat cultivars, so take care not to sow too deep. We recommend 3-4 cm.

Apply Nitrogen early to maximise yield potential.

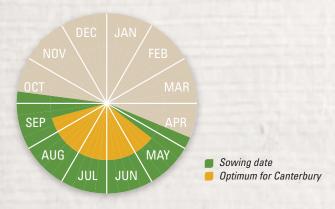
High initial falling numbers and good resistance to sprouting with medium to good shedding resistance. The grain is held tightly within the glume so expect more whiteheads at harvest than other cultivars. Adjust header for best thrashing results.



### Conquest replacement with larger grain size and higher yields



# WELL SUITED TO LIGHTER LAND, DRY LAND AND LATER SOWINGS (MAY TO SEPTEMBER)



# 0







### **TILLERING**

Medium.

### **MATURITY**

Early - Medium. Needs no cold vernalisation.

### **YIELD**

Very good -3 to 5% above Conquest. Capable of 10-11 tonnes/hectare autumn sown and irrigated.

### **GRADING**

High protein, good initial falling numbers, high sprout resistance. Large grain size, good test weight, low screenings.

### **STRAW**

Medium height with good strength.

### **DISEASE RESISTANCE**

Good tolerance to seedling and adult stripe rust and BYDV. Medium tolerance to septoria leaf blotch and mildew. Susceptible to leaf rust. Autumn sown crops require three fungicide applications.

### **KEY AGRONOMIC POINTS**

Shoot emergence length for Reliance will be shorter than most wheat cultivars, so take care not to sow too deep. We recommend 3-4 cm.

Responds well to wetter conditions and will also finish very well in drier conditions.

Apply Nitrogen early to maximise yield potential.

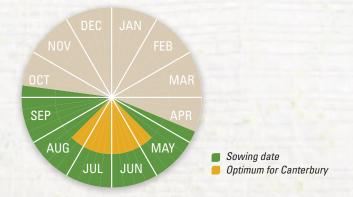
Larger seed size, consistently within the 44-48g/1000 range, which equips it well for tougher finishing conditions.



### Leading NZ bread wheat. Preferred by millers.



# HIGH PROTEIN WITH GOOD DISEASE AND SPROUT RESISTANCE. A FARMER FRIENDLY MILLING WHEAT











### **TILLERING**

Medium.

### **MATURITY**

Early for bread wheats. Needs no cold vernalisation.

### **YIELD**

Good. Capable of 10t/ha autumn sown and irrigated.

### **GRADING**

High protein, good initial falling numbers, high sprout resistance. Good test weight, moderate screenings.

### **STRAW**

Medium height with good strength.

### **DISEASE RESISTANCE**

Good tolerance to seedling rust, adult stripe rust and BYDV. Medium tolerance to fusarium. Susceptible to a new race of leaf rust. Moderately susceptible to mildew. Autumn sown crops require three fungicide applications...

### **KEY AGRONOMIC POINTS**

Shoot emergence length for Conquest will be shorter than most wheat cultivars, so take care not to sow too deep. We recommend 3-4 cm.

Apply Nitrogen early to maximise yield potential.

Responds well to wetter conditions and will also finish well in drier conditions.

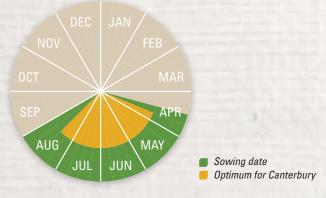
Low to medium fungicide inputs can be used for Conquest crops, but we recommend good early mildew control and a good ear wash fungicide.



# High yielding autumn milling wheat with excellent nitrogen use efficiency



# NEW RELEASE IN 2019. WELL SUITED TO ALL AUTUMN AND EARLY SPRING SOWING CONDITIONS



# GRADING Good grain s

Good grain size with medium test weights. Medium to high initial falling numbers with high levels of sprout resistance. Very good protein achiever given its very high yield potential.

Highest yielding medium grade milling wheat.

Medium. Needs no cold vernalisation.

Yields of 12-13 t/ha are achievable.

### **STRAW**

**TILLERING** 

**MATURITY** 

High.

**YIELD** 

Stiff.

### **DISEASE RESISTANCE**

Resistant to stripe rust, moderately susceptible to mildew and leaf rust, susceptible to SLB.

#### **KEY AGRONOMIC POINTS**

Well suited to all autumn and early spring sowing conditions.

High yielding autumn milling wheat with excellent nitrogen use efficiency. Growth regulators will be required.

Cultivar has a very different growth habit, with large, erect leaves which provide better light interception — contributing to its high yield potential.

Very good protein achiever given its very high yield potential.









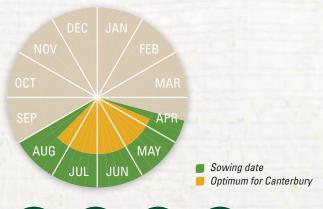




### Robust and dependable. Excellent grain size



# WELL SUITED TO ALL AUTUMN AND EARLY SPRING SOWING CONDITIONS











### **TILLERING**

Medium.

### **MATURITY**

Early to medium. Needs no cold vernalisation.

### **YIELD**

Very good -5 to 10% above Saracen. Capable of 11 t/ha autumn sown and irrigated.

### **GRADING**

Moderate protein, good initial falling numbers, high sprout resistance. Medium grain size, good test weight, moderate screenings. Now a premium wheat for some buyers.

### **STRAW**

Taller with good strength. Use PGR's where yields over 10 tonne/ha are anticipated. Resistant to shedding.

### **DISEASE RESISTANCE**

Good tolerance to seedling and adult stripe rust, BYDV, mildew and Septoria leaf blotch. Medium tolerance to leaf rust.

### **KEY AGRONOMIC POINTS**

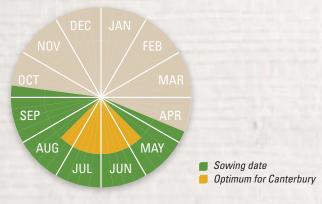
Medium to high sowing rates (minimum 120 kg/ha recommended). Apply nitrogen early to maximise yield potential.



### A high yielding, robust gristing wheat cultivar



# RELIABLE CULTIVAR PRODUCES CONSISTENT GRAIN SIZE EVEN IN TRYING CONDITIONS











### **TILLERING**

Medium to high.

### **MATURITY**

Medium maturing, facultative wheat.

### **YIELD**

While suited to a wide range of sowing dates, Hanson's optimum yield advantage is achieved through earlier sowings.

### **GRADING**

Produces seed of medium size with medium test weights and screenings. Medium to high falling numbers.

### **STRAW**

Good straw strength.

### **DISEASE RESISTANCE**

Good adult plant resistance to stripe rust and moderate resistance to powdery mildew, leaf rust, Septoria tritici blotch and BYDV allowing medium fungicide inputs to be used.

### **KEY AGRONOMIC POINTS**

Robust — it retains kernel weight even in dry conditions.

Wide sowing window allowing flexibility with sowing dates.

Good straw strength, combined with sound disease resistance, makes Hanson a farmer friendly milling wheat with a significant advantage over Raffles.

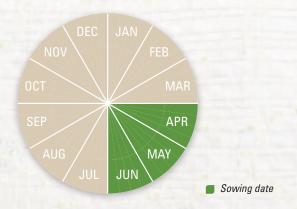




### An exceptionally high yielding milling wheat cultivar



# RELIABLE CULTIVAR PRODUCES CONSISTENT GRAIN SIZE EVEN IN TRYING CONDITIONS



### **TILLERING**

High.

### **MATURITY**

Late.

### **YIELD**

Consistently very high yielding.

### **GRADING**

Good grain size, very good test weights and low screenings.

### **STRAW**

Medium height with very good straw strength.

### **DISEASE RESISTANCE**

Mostly resistant to stripe rust and powdery mildew, moderately resistance to STB but is mostly susceptible to leaf rust.

#### **KEY AGRONOMIC POINTS**

A long season, autumn-sown bread wheat. An exceptional cultivar, likely to be highest yielding milling wheat.

Very limited experimental seed available this year.





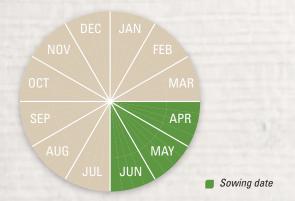


# **NEW RELEASE**

# **CRWT 233**



# A NEW ZEALAND BRED, VERY HIGH YIELDING FEED WHEAT TO REPLACE WAKANUI



### **TILLERING**

High.

### **MATURITY**

Medium.

### **YIELD**

Consistently high yielding.

### **GRADING**

Good test weights and grain size with low screenings.

### **STRAW**

Medium-tall with very good straw strength.

### **DISEASE RESISTANCE**

Mostly resistant to stripe rust and leaf rust and shows intermediate resistance to STB, powdery mildrew and fusarium. A very solid disease resistance package.

### **KEY AGRONOMIC POINTS**

A high yielding, robust feed wheat that performs particularly well at dryland sites.







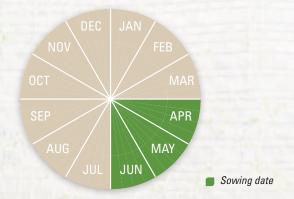


# **E** Ruapuna

### Consistently High Yielding



### **CONSISTENTLY HIGH YIELDING THROUGHOUT NEW ZEALAND. RELIABLE CULTIVAR FOR BOTH** DRYLAND AND IRRIGATED SITES.













### **TILLERING**

Not a strong tillering cultivar, yield is enhanced by higher sowing rates.

### **MATURITY**

Mid-season.

### **YIELD**

High, suitable for both dryland and irrigated areas.

### **GRADING**

Good protein, low screenings and high test weight.

### **STRAW**

Short to medium, very stiff.

### **DISEASE RESISTANCE**

Excellent resistance to both seedling and adult stripe rust. Good tolerance to powdery mildew and fusarium head blight. Will require some protection from septoria leaf blotch and leaf rust in high pressure seasons.

### **KEY AGRONOMIC POINTS**

Good tillering variety but high sowing rates will maximise yield potential.

Standard fungicide practices will ensure high yields.

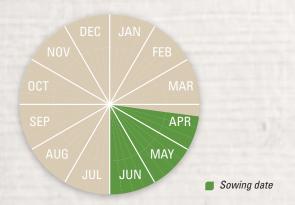
Good, solid, block-like heads with large grains. At flowering, Ruapuna is a non-waxy, bright green colour and this distinguishes it from other feed wheats.



### A proven reliable performer



### **CONSISTENTLY ONE OF NEW ZEALAND'S HIGHEST YIELDING WHEAT CULTIVAR SINCE ITS RELEASE**











### **TILLERING**

Good.

### **MATURITY**

One week later than most European types.

### **YIELD**

Very high yield potential due to long grain filling period. Still hard to beat in most yield trials.

### **GRADING**

Medium protein, medium falling numbers, low screenings. High test weight.

### **STRAW**

Tall with good straw strength.

### **DISEASE RESISTANCE**

Good tolerance to most diseases. Moderate

tolerance to seedling stripe rust, BYDV and adult leaf rust

Be sure to use treated seed to provide seedling stripe rust protection. We recommend a good flag leaf and ear wash fungicide.

#### **KEY AGRONOMIC POINTS**

Performs at its best when 5-10% late application of Nitrogen is applied with good late watering (uses 5-6 mm/day from full flag to late grain fill).

Has a very long grain fill period so late watering will support well managed high yielding crops to achieve their full potential. Leaves are finer, waxy bluish and may be curled/slightly tubed in appearance compared to other feed wheats. This is a water conservation feature of this cultivar.

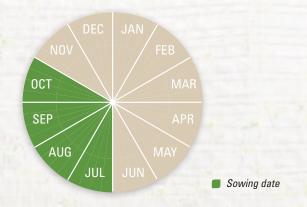
Harvest promptly to ensure grain quality and falling numbers are maintained.



# **Buttress** High yielding spring or autumn sown feed barley with very good disease resistance



### **NEW RELEASE IN 2019. CONSISTENTLY** HIGH YIELDING PREMIUM BARLEY.













### **TILLERING**

Medium.

### **MATURITY**

Medium.

### **YIELD**

High. Has topped yield trials in Canterbury and Southland.

### **GRADING**

Moderate protein, good initial falling numbers, high sprout resistance. Medium grain size, good test weight, moderate screenings.

### **STRAW**

Medium.

### **DISEASE RESISTANCE**

Resistant to mildew and net blotch, moderately susceptable to scald and leaf rust. Protection for ramularia required.

### **KEY AGRONOMIC POINTS**

High grain size and low screenings.

Very good yield potential. Can grow tall so responds to growth regulators.



### A high yielding barley with very good disease resistance to scald and net blotch



# **YIELDS CONSISTENTLY WELL THROUGHOUT NEW ZEALAND, ALWAYS YIELDING AT OR NEAR THE** TOP OF FAR TRIALS. IDEAL FOR WINTER SOWING.



Sowing date







### **MATURITY**

Medium.

### **YIELD**

Very reliable as confirmed in FAR trial results. Performing consistently throughout the country.

### GRADING

Good grain size and test weight.

### **STRAW**

Medium with good strength. Some growth regulator is beneficial in areas of very high yield or lush growth.

### **DISEASE RESISTANCE**

Particularly good resistance to scald, leaf rust and BYDV, making it an ideal choice as a winter or spring cultivar. Good resistance to powdery mildew and moderate susceptibility to net blotch.

#### **KEY AGRONOMIC POINTS**

Very good scald resistance allows for early sowings without the need for extra fungicides. Excellent overall disease package.

Very flexible cultivar for a range of sowing dates and high yield potential across all environments.

Low cost cultivar to grow.















# Spring Sown Barley



# A ROBUST, DEPENDABLE CULTIVAR. PRODUCES PLUMP GRAIN OVER A WIDE RANGE OF CONDITIONS.



Sowing date

0





### **MATURITY**

Medium.

### **YIELD**

Medium to good.

### **GRADING**

Good test weight, large seed size and low screenings.

### **STRAW**

Medium with good straw strength.

### **DISEASE RESISTANCE**

Good tolerance to scald, mildew, leaf rust and ramularia. Moderately susceptible to net blotch and BYDV.

#### **KEY AGRONOMIC POINTS**

Easily produces acceptable grading figures with a good test weight, high seed size and low screenings.

Seed size is large and it has good tillering ability. We recommend medium to high feed barley sowing rates.

Suited to a two-fungicide approach.

Bumpa is favoured for marginal barley growing areas, as a robust, dependable cultivar. High relative yields in good conditions, performs at its best under high inputs but is also well suited to lower inputs in early sown dryland conditions.

Bumpa threshes easy.

# Seed treatments

Luisetti Seeds provides expertise in seed treatment with fungicides and insecticides. Constant improvement in treatment technology, as well as quality assurance testing, ensures all seed treatment is carried out to an exceptionally high standard.

# Wheat

Variety	Standard Treatment	Additional Treatment	
Ruapuna Wakanui	Rancona GALMANO Peridiam Active	<b>袋PONCHO®</b>	
Conquest Reliance Duchess Viceroy Hanson	Raxil	\$\$ PONCHO®	
Catherine Griffin	Rancona Peridiam Active	<b>以PONCHO</b>	

# Barley

Variety	Standard Treatment	Additional Treatment
All Barley varieties	OR SYSTIVA® on request	彩 PONCHO®



#### **PERIDIAM ACTIVE**

Peridiam coatings improve seed treatment quality and support on-seed performance.



#### **RAXIL**

A seed treatment fungicide for control of loose and stinking smut in wheat, and loose and covered smut in barley and oats.



#### **RAXIL STAR**

A seed treatment fungicide for control of smuts, bunts, seed borne net blotch and fusarium species.



#### **GALMANO**

A systemic seed treatment fungicide for the control of foliar diseases in wheat such as powdery mildew, leaf rust and stripe rust.



### **PONCHO**

A systemic insecticide seed treatment for the control of Argentine stem weevil, grass grub larvae and aphids (vectors of BYDV) in establishing cereal crops.



### **SYSTIVA**

Offers systemic control of scald, net blotch, leaf rust, ramularia, smuts and bunt. Can offer control of scald to GS49 ("paint brush") in barley.



### **RANCONA DIMENSION**

Proven to be an outstanding seed treatment for wheat, barley and oats. It combines excellent control of smuts and bunt with impeccable safety to seed emergence and viability. It provides superior control of pythium and suppression of rhizoctonia and crown rot in wheat and barley.

# Kinto Duo

Fungicide

#### KINTO DUO

Kinto Duo offers systemic and proactive activity against fusarium, net blotch, covered smut, powdery mildew, stripe rust, loose smut and scald over a wide range of cereals





# What to look out for

Luisetti Seeds and Plant and Food Research operate the largest cereal breeding programme in New Zealand. We constantly evaluate new cultivars and work with end users to ensure these cultivars:

- meet their requirements
- · are superior to anything currently available

### Look out for the following new cultivars from Luisetti Seeds in 2021/22/23



# MILLING WHEAT CRWT 247

CRWT247 'uncouples' the yield/low protein relationship and offers highly efficient nitrogen uptake and use. Medium height with good lodging resistance and excellent resistance to sprouting.

Consistently produces large kernel weight and is the top yielding premium wheat cultivar across all five FAR trial sites in Canterbury with a Canterbury mean yield of 10% above Duchess and 11% above Reliance. The first commercial release of this cultivar will be in 2023.

### **CRWT 260-264**

Five promising new milling cultivars were entered for FAR CPTI trialling, but Covid-19 restrictions meant that quality testing was not carried out on these lines. Their 'fit' into the milling system is yet to be established.



# **FEED WHEAT CRWT 266, 267 & 268**

Three very promising New Zealand-bred feed wheats that have yielded well in trials will be entered in FAR CPT I trials this year.



# BISCUIT WHEAT CRWT 259

Though still under assessment, CRWT 259 has yielded better in Plant & Food Research trials compared with FAR CPT I trials, with a yield increase of around 7% on Ignite.



# BARLEY CRBA 162

After topping the Canterbury mean yield in FAR CPTI trials in 2019, this year CRBA 162 was first equal for yield in FAR CPT I North Island trials.

### **CRBA 164**

A very promising cultivar that topped every FAR CPTI barley trial in Canterbury (Dunsandel, Methven, Pendarves, St Andrews) and finished with a Canterbury mean yield of 106%. CRBA 164 seed will be available in 2023.



**About** 

Luisetti Seeds is a family owned and operated company located in Rangiora and Ashburton, on the Canterbury plains of the South Island of New Zealand. Luisetti Seeds produces seed in New Zealand for its local customers and exports New Zealand seed around the world.



**Since 1932** 

Luisetti Seeds likes to establish long-term relationships with its customers and suppliers, and in some cases has been dealing with farming families for 3 or even 4 generations. There are 3 Luisetti family members working for the company, which has a permanent staff of 50.



**Vision** 

Through research, integrity and the talents of our staff, Luisetti Seeds aim to become the best and most trusted provider of grain and seed products and services in New Zealand.



Mission

Luisetti Seeds provide seed and the latest technology to add value to the business of farming, backed by over 89 years of family-based integrity and experience.

# SEEDS TO FEED THE WORLD



www.luisettiseeds.co.nz

