



## WORKING FOR YOU

Luisetti Seeds is investing in the future of milling wheats for New Zealand conditions and, with support from Crop & Food Research specialists, Luisetti Seeds representatives are able to offer you on-farm advice and help you select the appropriate wheat cultivars for your farm. All the cultivars we offer are bred for market acceptance with high levels of disease and sprouting resistance, with Conquest being a good example. Our breeding programme is selecting wheat cultivars with increased resistance to BYDV. All of our selections take place in New Zealand and this is why the Crop & Food/Luisetti Seeds cultivars are better equipped for New Zealand growing conditions. Luisetti Seeds celebrated 75 years in business last year, and are proud to offer the care and attention to detail that is required to produce clean, uniform and vigorous cereal seed lines. Luisetti Seeds has its own quality assurance programme and is recognised both nationally and internationally for the quality of their seed cereals.

Luisetti Seeds is committed to long term relationships with its farmer clients and recognises that farmer wealth is generated directly from the quality and genetics of the seed placed in the ground.

Whether you deal directly with Luisetti Seeds or buy Luisetti/Crop & Food cereal cultivars through another merchant you will know you are drilling the best seed available.

Domestic grain prices are expected to remain strong, so it is definitely the time to start thinking about your cultivar choices and seed requirements for this year.

## BUILDING ON PAST EXPERIENCE

Crop & Food Research is a Crown Research Institute (CRI), which evolved from the DSIR's Crop Research division in 1992.

Crop & Food Research has been breeding wheats that are the backbone of the arable industry in New Zealand - the big names like Hilgendorf, Kopara, Rongotea, Otane and Regency will be familiar to farmers. Being a CRI allows closer linkages to be made with farmers and industry and as part of this, Luisetti Seeds and Crop & Food Research began to form a strong wheat breeding partnership.

In 2006, Luisetti Seeds and Crop & Food Research formalised their breeding arrangement in order to add security to the local wheat industry. Under the arrangement, both organisations are investing more than just royalties back into wheat breeding and ensuring a consistent pipeline of new cultivars. Together they are conducting the largest wheat breeding programme in New Zealand.

## CULTIVARS

The joint venture breeding agreement between Luisetti Seeds and Crop & Food Research has a combined focus of meeting the millers quality specifications and improving yield, disease resistance, shedding resistance and sprout resistance. Annually, we evaluate approximately 300 potential cultivars for yield and quality at 3-5 locations throughout Canterbury.

Our obvious advantage is that all of our early generation breeding lines are being exposed to a range of New Zealand growing conditions. We think this is a major reason why our finished cultivars perform so well in comparison to many other imported lines, which may have been finished in quite different growing conditions. Within our breeding programme we conduct multi-site yield trials for up to three years before selecting lines to enter the industry-wide Cereal Performance Trial evaluation system.

## CONTACTS

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The new Premium milling wheat Conquest, licensed to Luisetti Seeds, has been well received by both millers and growers following last year's successful milling evaluation and strong performance in cultivar trials.

Conquest is proving to be a very consistent, low-risk cultivar for the industry in terms of yield and quality. Last year it performed well across a wide range of sowing dates, locations and growing conditions. Based on the FAR cultivar autumn booklet results it clearly out-performs other Premium cultivars and competes yield-wise with the top end of the next milling category.

Grading results also confirm Conquest's low risk status with good falling numbers and sprout resistance, very high proteins, medium grain size, low screenings and high test weights. It has good field tolerance to most diseases and is of moderate height with good straw strength.

Conquest was bred by Crop & Food Research (CFR) for Luisetti Seeds under a joint venture arrangement. This agreement guarantees the reinvestment of cultivar royalties into New Zealand (CFR) milling wheat breeding. CFR operates New Zealand's leading cereal breeding programmes, which were formerly run within the DSIR.

Luisetti Seeds and Crop & Food Research will continue to release milling wheat cultivars that are ideally suited to New Zealand growing conditions and processing requirements.

**'CONQUEST'**  
**RECORDS STRONG**  
**PERFORMANCE**

