

# Haney Farms Quarterly



## Spring is Upon Us

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### Haney Farms Places at the 2004 North American Seed Fair

- AC Meena received first in the Pedigreed Soft Wheat Class
- CDC Bold received second place in the Pedigreed 2-row Barley class
- We placed second in the Open Rye and Triticale Class

Spring planting is fast approaching and will be upon us very soon. With every spring comes unguarded optimism and the will to try our hand at this crazy business we call agriculture again.

The BSE saga has continued longer than everyone anticipated, which has caused unneeded stress on the community. Farmers and feedlot operators are wondering what the future holds for this community if the border stays closed any longer.

What we must do as a community is continue to embrace and deal with this problem head on. After all that has happened as business owners we cannot

throw in the towel just yet. We have a crop to plant and a responsibility to our communities to continue to provide food to them while still meeting their quality standard demands.

In this issue of the Quarterly, we will be discussing the website launch; the potential of AC Meena (soft wheat); issues of the ASGA in an interview with Larry Kitz, President of the Alberta Seed Growers Association; choosing seeding rates based on 1,000 kernel weights, and Cruiser, a new wireworm controlling seed treatments for cereals.



We hope that this issue is informative and you feel that your time is well spent reading it. As mentioned in the last issue, if you have any concerns, comments, or an idea of a possible article please supply your comments to Shaun Haney.

## **CRUISER® Gets Emergency Registration to Control Wireworms**

### Inside this issue:

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Pressing Issues of the Alberta Seed Growers Association	2			Seed treatments not only protect your seed but they produce better stands as well. Seed treatments protect your seed and your bottom line.
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Career Opportunity—Seed Business Manager	4	Haney Farms is pleased to announce that it will be treating cereals with Cruiser this year for the customers that want to control wireworms in cereal fields.	For this season, Haney Farms customers can either purchase certified seed or haul their own common seed into our new treating facility to have it treated with Cruiser. Cruiser is the perfect complement to Syngenta's seed treatment portfolio which already includes DividendXL RTA, Helix Xtra, Apron Maxx RTA, and Maxim.	
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*“AC Meena has infinite end uses for the marketplace.”*

## AC Meena Excites Soft Wheat Community

The retail release of AC Meena to the market this year has created major excitement within the agricultural industry. Bred by Sadash Sadasivaiah, AC Meena provides excellent milling quality and fantastic yields for the farmer.

When asked about the variety Ellison Milling's grain buyer, Rick Czarny stated, “I encourage all CWSWS producers to grow AC Meena.” Rick then followed with the comments, “Meena meets Ellison's quality criteria and will be eligible for all premiums and incentives offered by Ellison Milling Company.”

According to the Alberta Seed Guide (Winter 2004), AC Meena yields 10% over AC Reed on irriga-

tion and 17% higher on dryland in area 1.

There will be a protein premium on AC Meena of \$6-\$9 / MT for the 2004 production year at Ellisons.

In 2003, 35,000 acres of soft wheat were grown in Western Canada. According to several millers, 2003's crop quality and protein levels were significantly better than 2002's crop due to the better fall conditions. There still is not a good feeling for the acreage amounts for 2004 due to overall agricultural market conditions as a result of the BSE crisis.

Andy Kovacs of the Alberta Soft Wheat Producers Commission

stated, “AC Meena has excellent yield advantages over AC Reed, good agronomics in terms of resistance to rust and it doesn't sprout.”

Kovacs continued to make the point that AC Meena has a high amylograph peak viscosity which is not present in the other popular soft wheat varieties such as Andrew or Reed.

In regards to this mentioned uniqueness, Kovacs stated, “AC Meena has infinite end uses for the marketplace.”

If you are interested in AC Meena, Haney Farms is the only retail location that has inventory of certified seed.

## Pressing Issues of the Alberta Seed Growers Association



Larry Kitz  
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*“The cost of levies is putting a cap on certified seed.”*

In an interview with Larry Kitz, President of the Alberta Seed Growers Association we discussed issues that are on the forefront for the seed growers of Alberta.

One of the issues that is constantly on the minds of all Albertan's is the BSE disaster and the question of when will open trade resume between the US and Canada. Larry identified that due to the fact that livestock owners are one of the customers of the ASGA members, the BSE situation has been very concerning.

An issue that is more specific to the membership is levies and royalties. Remember that royalties go to the breeder and levy's go to the seed company that has ownership of the variety.

Larry stated, “The cost of levies is putting a cap on certified seed, because growers have to factor the cost of the levy into their retail

prices.” If the levies were more reasonable farmers would not have these costs pushed onto them.

In conjunction with the above, brown bagging is also a large issue for seed growers. As mentioned previously, levies are high, which makes retail prices higher which then forces more seed underground into the brown bagged market.

In regards to brown bagging, Larry said, “the ASGA endorses farmers using their own seed, but when you begin to sell varieties that have Plant Breeders Rights (PBR) on them you are engaging in illegal activity.”

There has been a misconception for years that as seed growers we expect people to buy new seed every year. This is not the case. What is the issue is when farmers sell PBR varieties amongst each other, and the royalties or tech

fees are, of course, not paid.

Larry continued, “when you buy certified seed you are buying a product that is consistent and meets the quality standards set out by the Canadian Food Inspection Agency (CFIA) and the Canadian Seed Institute (CSI).”

Lastly, Larry and I discussed the development of new varieties. For too long the breeders have decided what will be bred instead of the people that actually have to market the end product. An example of this is the need for fusarium resistant varieties.

Larry stated, “We need to find a way to get more money into the hands of the breeders that are going to develop new and innovative varieties that will put Canadian farmers on the cutting edge.”

## 1,000 Kernel Weight Impacts your Seeding Rates

### Within Limits Increased Seeding Rates Results in:

- Higher crop yields
- Better Weed competition
- Earlier maturity
- Fewer tillers
- Smaller seed size for pulse crops
- Shorter plant height for cereals

*“The plumper and more ideal the seed the higher the seeding rate.”*

Traditionally farmers have always thought of planting their crop in terms of bushels per acre. Bushels have been a unit of measure that we have felt comfortable with in the past because it was a function of pounds. For example, one bushel of barley is 48 pounds and if you seed two bushels per acre, you are seeding at 96 pounds. This was the simple, convenient way because it usually was the same number every year. When you seed at the same rate every year you are not taking into consideration many of the important variables that can have dramatic effects on your yield and your bottom line.

According to Phil Thomas, Senior Agri-Coach with Agri-trend, “The optimum seeding rate will vary depending on several factors such as: length of growing season, location and potential for summer drought, seedbed firmness, moisture and temperature, variety seed size, germination and vigor, soil type, texture, pH, surface residue and tillage, depth of seeding, fertilizer placement, crop intended end use, weeds, insects and diseases.”

There are some drawbacks to this traditional system, which has spawned more agronomical based calculations for planting rates.

The problems are as follows:

- Does not consider the germination or mortality levels of the seed
- Does not consider the actual weight of the seed (1000 kernel weight). This is important because for example, not all barley weighs the same. Therefore you may think that you are planting 150 pounds per acre but are truly planting 125.
- There was no realization of the desired plant population

The calculation that is recommended by researchers is to obtain a desired plant population based on plants per square foot. This calculation takes into account the germination of the seed as well as the 1000 kernel weight and the row spacing of the drill. The following example will outline this concept more clearly.

Seeding rate (lb/ac) = desired plant population/ft<sup>2</sup> x 1,000 kernel wt (grams) ÷ (germination - mortality) ÷ 10.

In a Prairie Post article, Ross McKenzie of the Research station in Lethbridge states that, “the plumper and more ideal the seed, the higher the seeding rate. Because plumper seeds weigh more, a larger sample will be required to attain the desired



number of plants per square foot. Also remember that plumper seeds have higher vigor.”

Ross continued, “once the seeding rate is determined the farmer must calibrate his drill to dispense the correct number of pounds of seed per acre.”

At [www.ropintheweb.ca](http://www.ropintheweb.ca), click on the calculator tab and find the seeding rates section. In here you can enter your seed information to calculate the seeding rate that is best for you according to the variables discussed in this article.

Farming in the 21st century requires accurate scientific based decisions because of lack of room for error due to decreasing margins. We hope that this information has been helpful and informative. If you have any questions please call Shaun or log onto the Alberta Agriculture website at [www.ropintheweb.ca](http://www.ropintheweb.ca).

*Segments of this story are from Ropintheweb, and the Prairie Post.*

## Don't Believe the Hype

According to Darryl Gibb, a ruminant nutritionist with Agriculture and Agri-Food Canada, barley is best—in the feedlot that is. In response to the recent interest in subsidized U.S. corn as a feedlot staple, Gibb has completed work comparing barley and corn in Canadian feedlots. His findings

show that although corn is higher in energy, it needs to be steam flaked or fermented to capitalize on this higher energy level. Few feedlots are willing to process the feed, making it a moot point, he says, and in the final analysis, when starch digestibility and protein differences are considered,

barley compares very well with corn as a feed grain for Western Canada's cattle industry.

*This article is compliments of Germination Magazine (March 2004)*

## Haneyfarms.com is Launched

As mentioned in the winter issue, the Haney Farms website is up and running full steam. Our goal throughout the development of the website has been to provide our customers with information that is timely and important to their business. The site provides information on all aspects of Haney Farms.

As everyone gets closer to planting our objective is for all of our customers to be able to access the site and find the information that is of value to them. Initial comments of the site have been that it is easy to navigate through and that the information is con-

cise and to the point.

On the CowJet page there will be a list of cattle sale destinations that the company will be attending.

The retail seed division will be listing the varieties sold and the important information on those varieties which is applicable to different situations.

The news page will contain important news releases as they pertain to Haney Farms and our customers. There will also be a pdf version of all the archived newsletters.

The contact page will provide you with the contact details of the



management staff at Haney Farms.

This website is completely customer centric in focus and we truly hope that you enjoy it.

<http://www.haneyfarms.com>



## Win a Hurricane Season Ticket

We are very excited this year to be partnering with the Lethbridge Hurricanes to provide a new innovative benefit to become a Haney Farms customer.

For every 1000 bushels of seed you buy your name will be entered into a draw for a 36 game voucher to the Lethbridge Hurricane's 04 -05 season. This

is your opportunity to catch the exciting hard hitting action of the Lethbridge Hurricanes next season as they battle the rest of the Western Hockey League.

## Win a One Hour Flight



Everybody sees their business on a daily basis from the ground but it is not every day that you get to see it from 1000 feet above the ground. This is your chance. For every

800 bushels of seed you buy, you will have your name entered into a draw for one of three chances to win a one hour flight over the Picture Butte area in a Cessna 172.

This is a unique opportunity that is not being offered anywhere else, so book your seed now to take full advantage of this rare chance.

## Career Opportunity—Seed Business Manager

There is a new position at Haney Farms for a motivated individual that wants to open new opportunities for him or herself. Our company is searching for a Seed Business

Manager who will be responsible for promoting and retailing pedigreed cereals, managing a modern seed cleaning plant, seed treatment application, and customer relationship

management. All applicants should forward their resume in confidence to Shaun at Haney Farms.

## Contact Information

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