



SUNDRE BARLEY



The following information package is about an exciting new barley being released in the spring of 2008 and distributed in a new and unique way.

Between the outstanding traits of this barley and the unique method of distribution, I'm hoping to put some profit back into being a seed grower / retailer, and change how seed levies are assessed and collected.

Sundre is a top yielding, six row, smooth awned conventional barley with class leading grain and forage yields.

It has the highest grain yield of any barley ever developed at Lacombe, outyielding the previous champion, Vivar. It also has one of the highest forage yields, outperforming AC Lacombe and Vivar by a huge margin of 12%.

Sundre has excellent multiple gene disease resistance and was found to be resistant to diseases in Canada, the United States and Mexico. It is susceptible to some diseases, which are controlled with seed treatments, and could be susceptible to lodging under very high fertility conditions.

I've had yields exceeding 160 bushels/acre with very little lodging. The attached pictures are from one such field. Even more amazing, this field was hit with three small late season hailstorms and over 25 bushels/acre (as per crop insurance estimate) was knocked out of the heads and laying on the ground at harvest time.

Sundre also exhibits a high level of competitiveness, making it ideal in a multiple grain forage blend or for grazing.

I'm enclosing a technical bulletin that should provide any additional varietal information you may be looking for. I'm also enclosing some pictures and a couple of newspaper articles that more or less summarize the story behind Sundre's unique distribution.

Sundre will have one of the lowest levies of any barley and with its outstanding yield characteristics should allow growers to undersell the competition, and yet achieve superior margins. This should also make a much larger market possible for Sundre by eliminating a lot of the common seed problems.

By keeping seed costs down and making the variety readily available, farmers will lose their moral and economic justification for breaking the law. Sundre has Plant Breeder Rights, which will be enforced if necessary.

If farmers still feel inclined to break PBR laws, they will be prosecuted, as to me, more importantly than breaking a controversial law, they will be sabotaging the most significant attempt to change the current system, for the better.

With no real justification for breaking PBR laws, they will be much more vulnerable to prosecution and hopefully once this is realized compliance will be at a high level.

When this happens a huge market potential will open up. The market will be five to six times what it is for barleys fighting their common seed. Also, when Sundre takes market share away from several varieties, and not just 6 row, smooth awned varieties as it should own this market, it will have the same five to six times multiplication affect on this captured market share.

Sundre could be to feed barley what Harrington was to malt barley, but without the common seed competition.

With large volume sales of a single variety that also has excellent yields, per bushel costs will be greatly reduced allowing for a lower retail price while maintaining a superior profit margin.

If you like the concept proposed, would like to get in at the beginning of this exciting venture and will work hard to make it happen, please contact me for contract information and stock seed supplies. Emails preferred.

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