

Sundre is a top yielding, smooth awned conventional barley with class leading grain and forage yields, distributed in a new and unique way. Between the outstanding traits of this barley and the unique method of distribution, Sundre should become the dominant feed barley in Western Canada.

It has the highest grain yield of any barley ever developed at Lacombe, and 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.

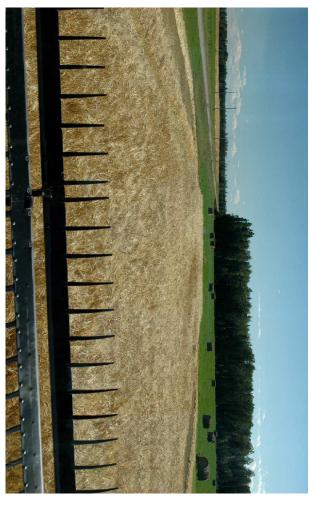
Yields have exceeded 160 bushels/acre with very little lodging. The attached pictures are from one such field. Even more amazing, this field was hit with three small late season hailstorms and over 25 bushels/acre (as per crop insurance estimate) was knocked out of the heads and laying on the ground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

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

Please visit <u>www.mastinseeds.com</u> for more information and to find a grower / retailer near you. You may also contact us at

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Here's What Our Sundre Growers Are Saying.....

August 16/07

I have finished harvesting the Sundre on Aug 7. the quality is excellent, no rain or dew. We have about 18000 bushels dirty, 138 bu/acre .We had some lodging, about 35% of the field. We did have more lodging this year on all barley varieties. I was very happy with the Sundre.

Dale Witdouck, Iron Springs, Alberta

August 18/07

Our Sundre did great this year...... I thought it was a very competitive plant and the fastest barley to gain ground cover in the spring. It showed little disease on the leaves.... Rick Mueller, Barrhead, Alberta

September 24, 2007

Finally was able to harvest the Sundre barley. It is a winner, it stood up fairly straight and we were able to straight cut it...

Arthur Hadland Baldonnel. B.C.

September 26, 2007

Just a heads up on my Sundre field. It yielded 105 bus/acre on 50 acres and it cleaned 8% and the preliminary germ was 98%. Very happy with the results.... Jason Schultz Bashaw, Alberta

September, 2007

I'm very happy with the Sundre barley. It out yielded all my other barleys and the quality was excellent. The Sundre yielded 70 bu/acre. My next best barley, including 2-rows & malts was 55 bu/acre.

Baine Fritzler Govan, Saskatchewan

For Provincial Yield Data and Alberta Agriculture Technical Bulletins, please see my website at www.mastinseeds.com

In 2006, with 3 years test data from Alberta & 2 years from Saskatchewan, Sundre was the highest yielding barley in both provinces. Alberta data includes bushel weight & kernel weight and you'll see that Sundre has excellent grain quality; far better than any other 6-row and approaching 2-row standards.

Competitive Comparison - As Featured in Western Producer article



To view these articles and other media coverage, including an interesting video clip, check out my website at www.mastinseeds.com



Article taken from Central Alberta LIFE Newspaper, Aug 9, 2007

Sundre producer pitches new barley Mastin Seeds Ltd. bid from a major seed company, the centre's review committee gave him

won bidding war

A Sundre-area seed grower has made the jump to distributor, and his first product looks like a winner.

Bob Mastin, who operates Mastin

Seeds Ltd., has the distribution rights

to Sundre barley.

He obtained these from the Lacombe Crop Development Centre, which recently developed the variety.

"It's the best barley ever developed out of Lacombe," boasts Mastin. "Nothing out-yields it."

Mastin first spotted the barley then called BT566 — four years ago during a field day at the Lacombe centre. It was the best he'd ever seen, but when the time came for seed companies to bid for distribution rights there were no takers — the probable consequence of the BSE crisis, poor growing conditions and low feed grain prices.

Mastin decided to make his own pitch for the barley, and despite a late centre's review committee gave him the nod. He thinks they were impressed with his proposal to sell the new barley to farmers at a lower cost, to encourage greater sales over an extended period.

Naming rights fell to Mastin, who ultimately chose his hometown's name.

He's since established a network of contract growers across Western Canada and expects to finish this year with 400,000 bushels - propagated from the 60 bushels he started with.
"I'm thinking, in five years this

should be the number 1 feed barley in Western Canada.'

He's already had inquiries from as far away as the United States. Mastin also thinks his strategy of keeping prices low so pedigreed grains can compete with common seed in the long run is a winner.

"I would be able to go to any research station in Western Canada and basically put a competitive bid in against anybody," he predicts.

Mastin Seeds has already obtained the distribution rights to AC Mustang



Article taken from The Sundre RoundUp Aug 9, 2007



Promotional Resources Available:

Sundre Barley Postage Stamp: contact us for current pricing











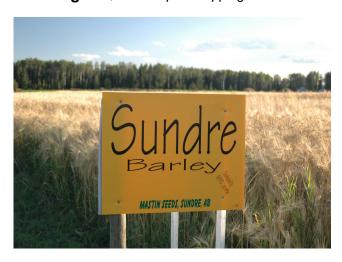








Field Signs: \$10 each plus shipping

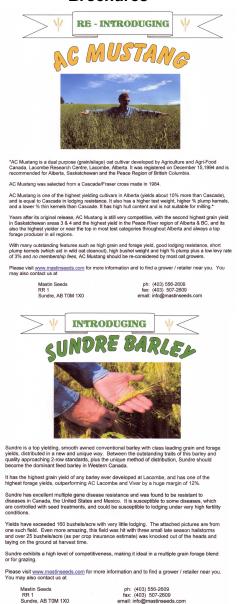


Canadian Wheat Board Calendar.



Copies can be obtained from Roberta Rockell, at the CWB; contact her at (204) 984-1473.

Brochures



Probably the most important resource is my website at www.mastinseeds.com which is continually being updated.