



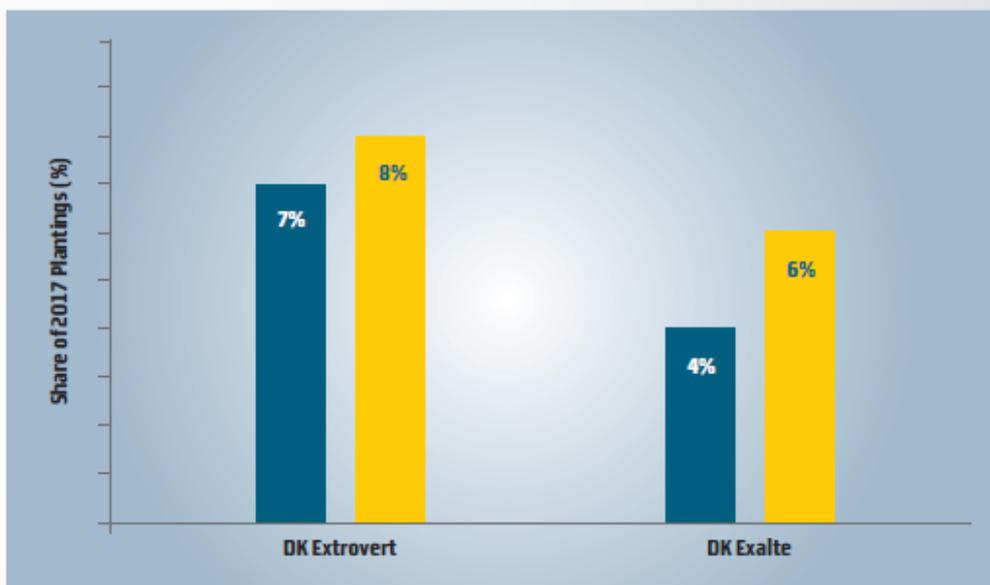
Independent Grower Research Highlights Variety Views

21-Mar-2017

DEKALB varieties are standing well clear of the field in grower preference and satisfaction as well as performance, according to the latest independent market research.

Involving 400 growers carefully selected to be representative of the national position, the winter 2016/17 round of the industry-leading Kleffmann Group WOSR AMIS panel shows both DK Extrovert and DK Exalte increasing their share of plantings this season (Figure 1).

Figure 1: DK Extrovert and DK Exalte both increased their share of UK plantings in 2017

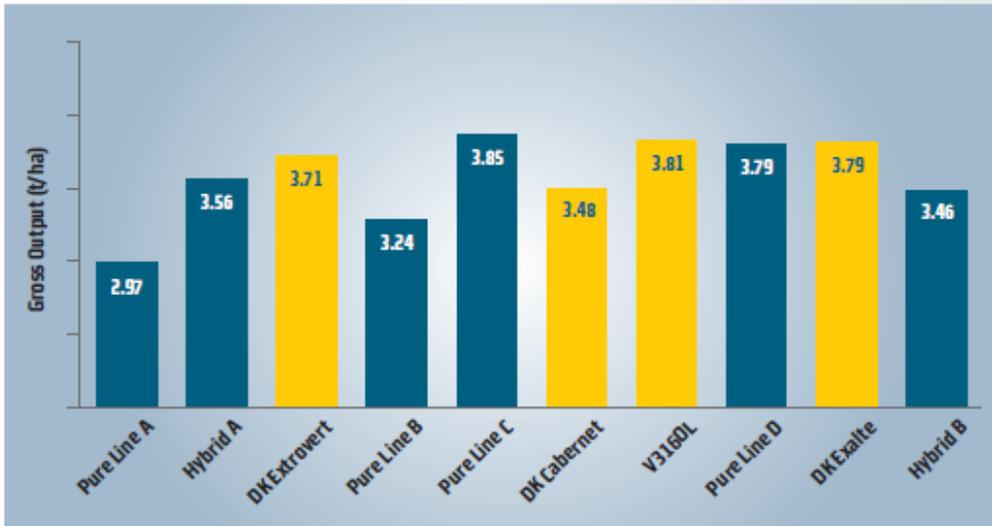


Data from Kleffmann Group WOSRAMIS winter 2016/17 panel

The fact that both varieties are now amongst the five most widely-grown in the country is all the more remarkable for the fact that neither have ever been on the Recommended List – in complete contrast to almost every other popular variety. Their popularity is not surprising given the fact that they outperformed all but three of last season's 10 most widely-grown varieties in commercial practice with average gross outputs of more than 3.7 t/ha despite a particularly challenging growing season (Figure 2). What is more, this was a good 0.10t/ha ahead of the top variety on the current RL.



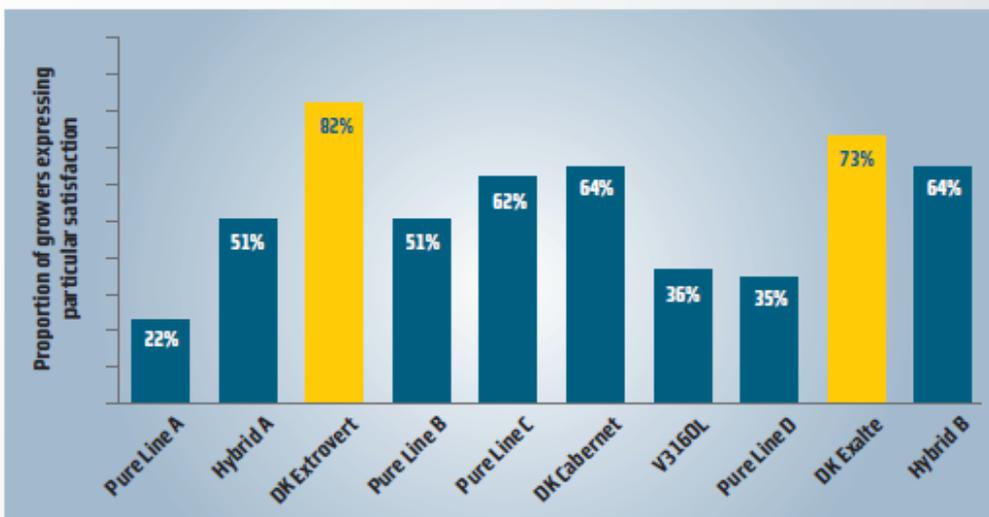
Figure 2: Four of last season's 10 most popular 'double low' varieties were DEKALB-bred and three of these were among the top five commercial performers.



Data from Kleffman Group WOSRAMIS winter 2016/17 panel

Unsurprisingly too, perhaps, growers of DK Extrovert and DK Exalte expressed much greater satisfaction with the varieties than growers of any of the other top 10 varieties (Figure 3). Growers identified high yield, consistent performance and easy management as their three most important criteria for oilseed rape satisfaction. And in all three of these areas levels of satisfaction were clearly higher amongst DK Extrovert and DK Exalte growers than growers of other varieties (Figure 4).

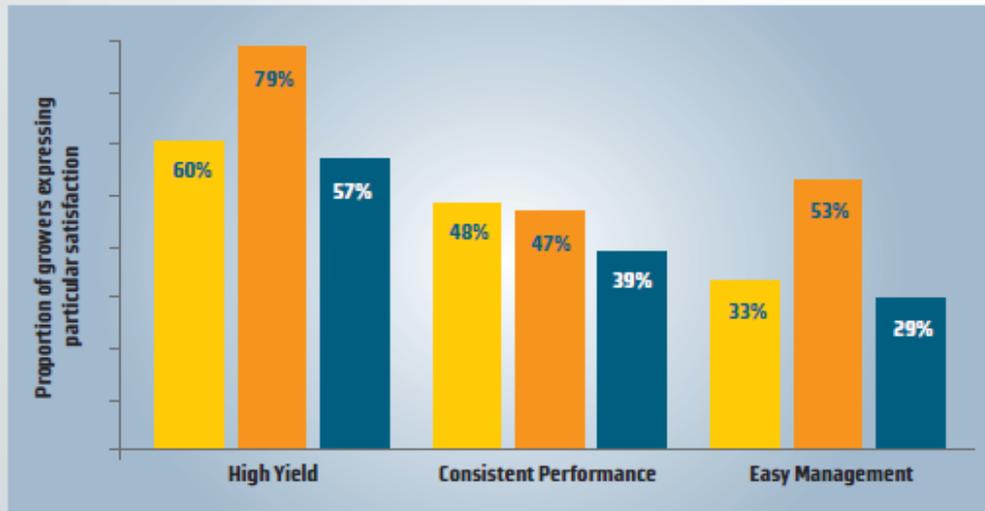
Figure 3: Growers were more satisfied with DK Extrovert and DK Exalte last season than with any other of the 10 most popular 'double low' varieties being grown



Data from Kleffman Group WOSRAMIS winter 2016/17 panel



Figure 4: Growers of DK Extrovert and DK Exalte were noticeably more satisfied than those of other varieties last season in their three most important criteria.



Data from Kleffman Group WOSRAMIS winter 2016/17 panel

■ DK Extrovert growers ■ DK Exalte growers ■ Growers of other varieties

Apart from the superior value these two varieties deliver, this underlines the extent to which growers are looking for far more than just yield in their winter OSR these days.

Alongside yield, the 2016/17 research, indeed, reveals light leaf spot resistance, phoma/ stem canker resistance, vigorous establishment, standing ability, earliness of maturity, rapid autumn development and pod shatter resistance as the most sought-after characteristics.

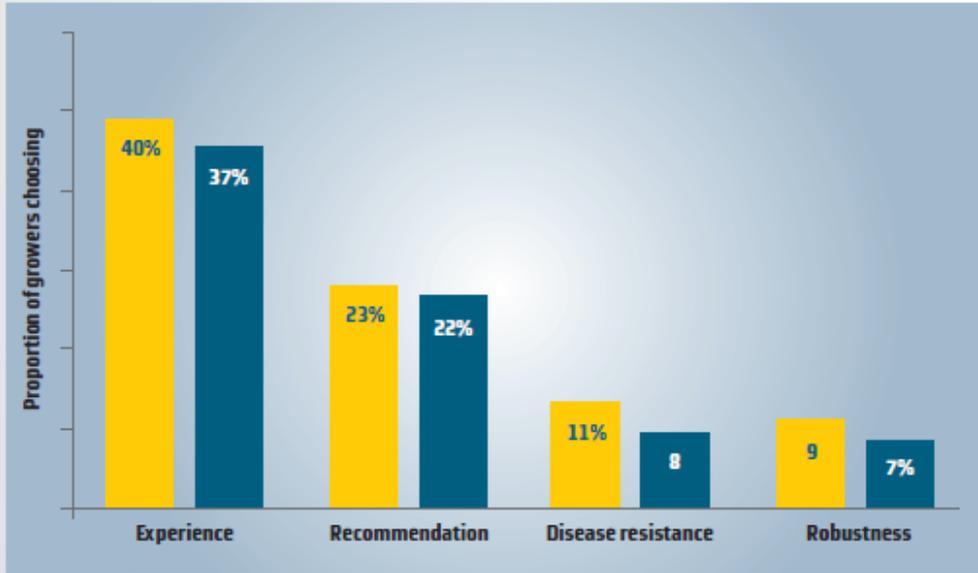
The fact that DK Extrovert and DK Exalte, in particular, and DEKALB varieties in general deliver on so many of these key characters goes a long way towards explaining the popularity they command on-farm.

It almost certainly also explains:

A: Why more growers than average have chosen DEKALB varieties this season on the basis of experience, recommendations, disease resistance and to robustness (Figure 5);



Figure 5: More growers than average chose DEKALB varieties this season on the basis of experience, disease resistance and robustness.

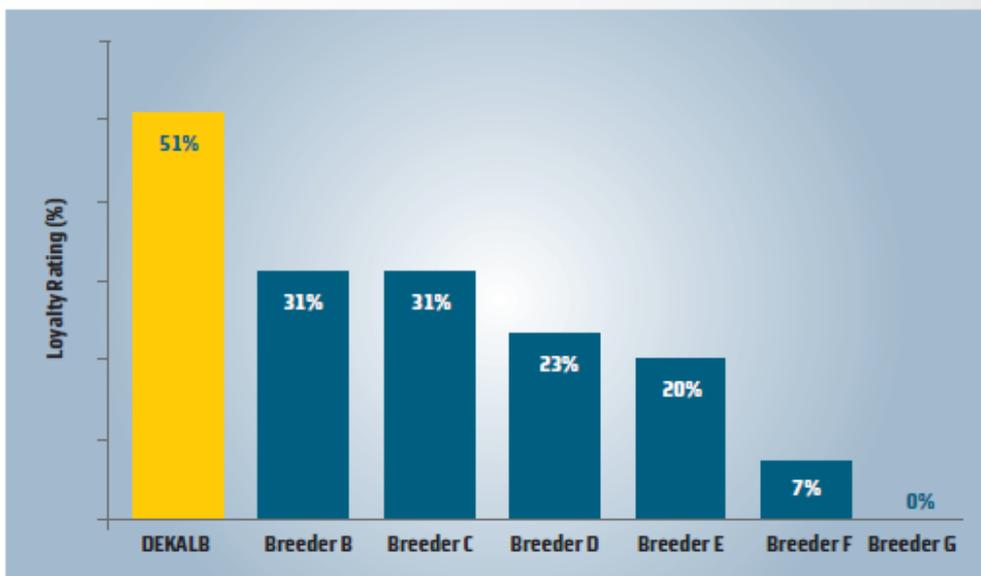


Data from Kleffman Group WDSRAMIS winter 2016/17 panel

■ Dekalb ■ Average

B: Why growers are so much more loyal to DEKALB varieties than to those of other breeders (Figure 6); and,

Figure 6: Growers are markedly more loyal to DEKALB varieties than to those of other breeders.

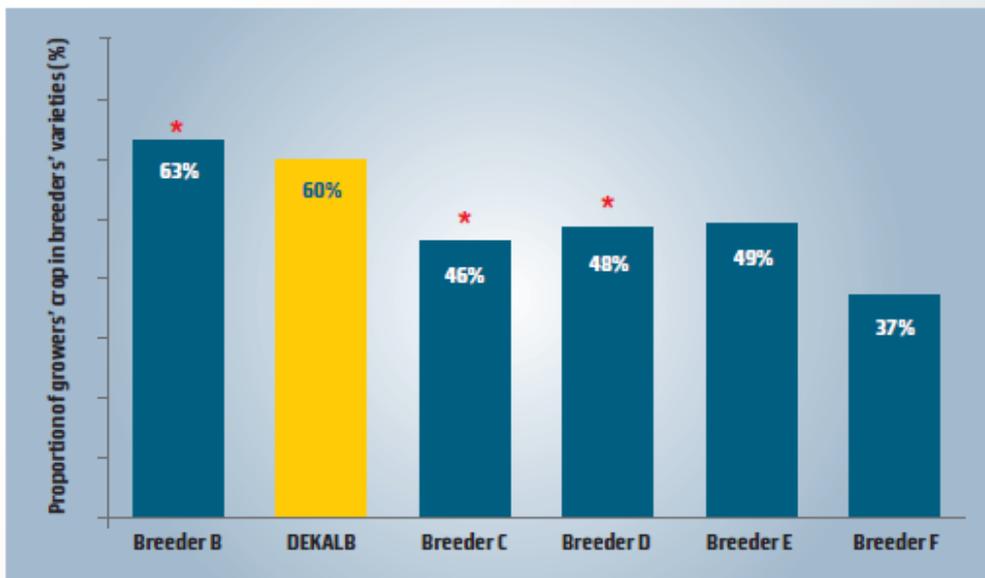


Data from Kleffman Group WDSRAMIS winter 2016/17 panel



C: Why DEKALB growers are clearly more committed to DEKALB varieties than other breeders' growers are to their varieties (Figure 7).

Figure 7: DEKALB growers are clearly more committed to DEKALB varieties than other breeders' growers are to their varieties



Data from Kleffman Group WDSRAMIS winter 2016/17 panel

* Includes substantial area of farm saved seed

Click here for product information:

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- **DK EXTROVERT**

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