



Elsoms Seeds

the start of better crops

Ian Munnery




TEMPLE

OILSEED RAPE

CANTI CS

OILSEED RAPE





Farm practice...the N & P economy A view from the seed trade

Financial Advice

VARIETIES
Make sure your **VARIETIES** will give you what you need

INPUTS
Inflation-proof your **INPUTS**

SOILS
Get better performing **SOILS**

INVESTMENTS
Invest for peace of mind in uncertain times

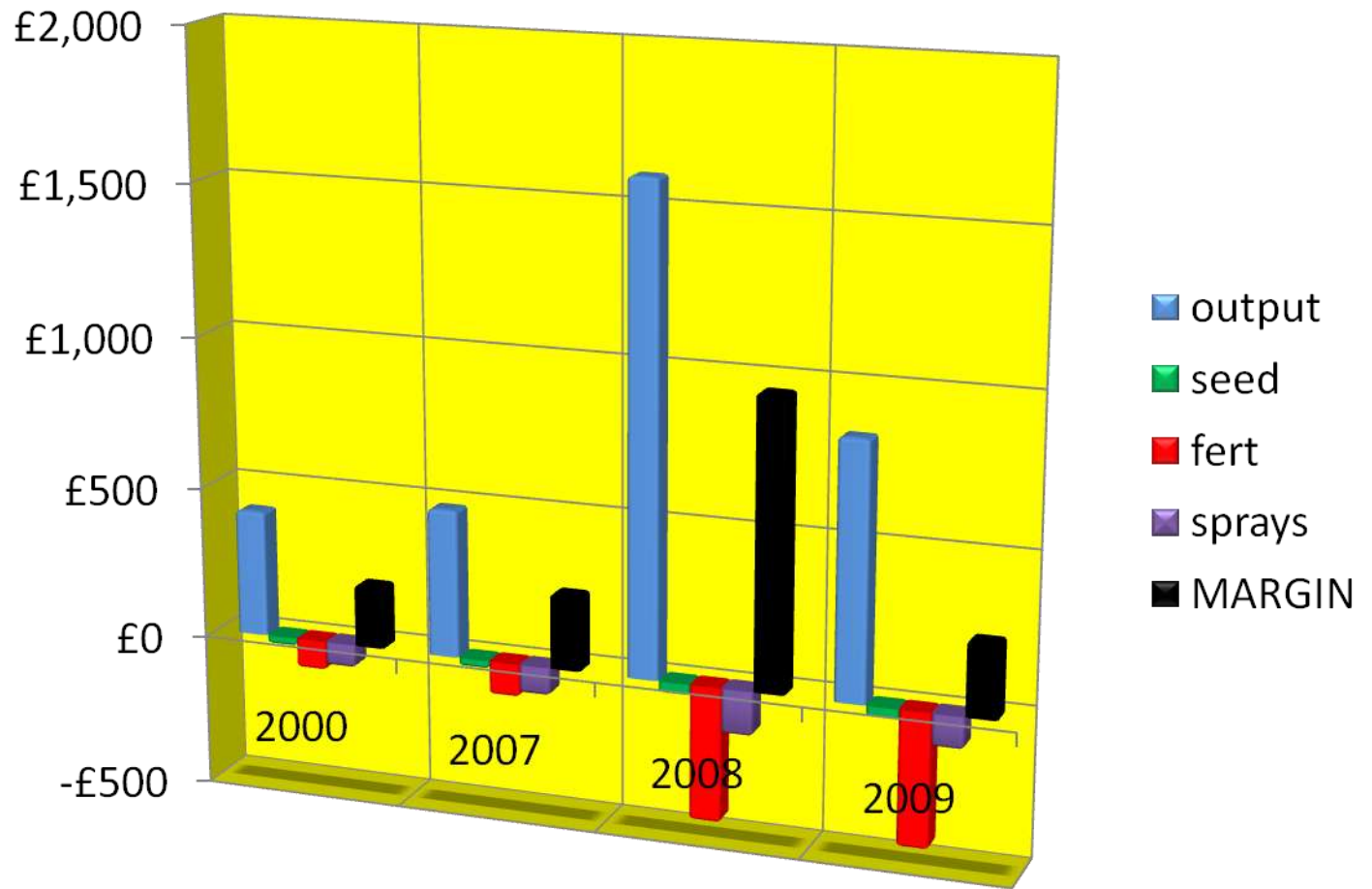
Investments

“Investments can rise as well as fall, past success isn’t an indication of future performance”

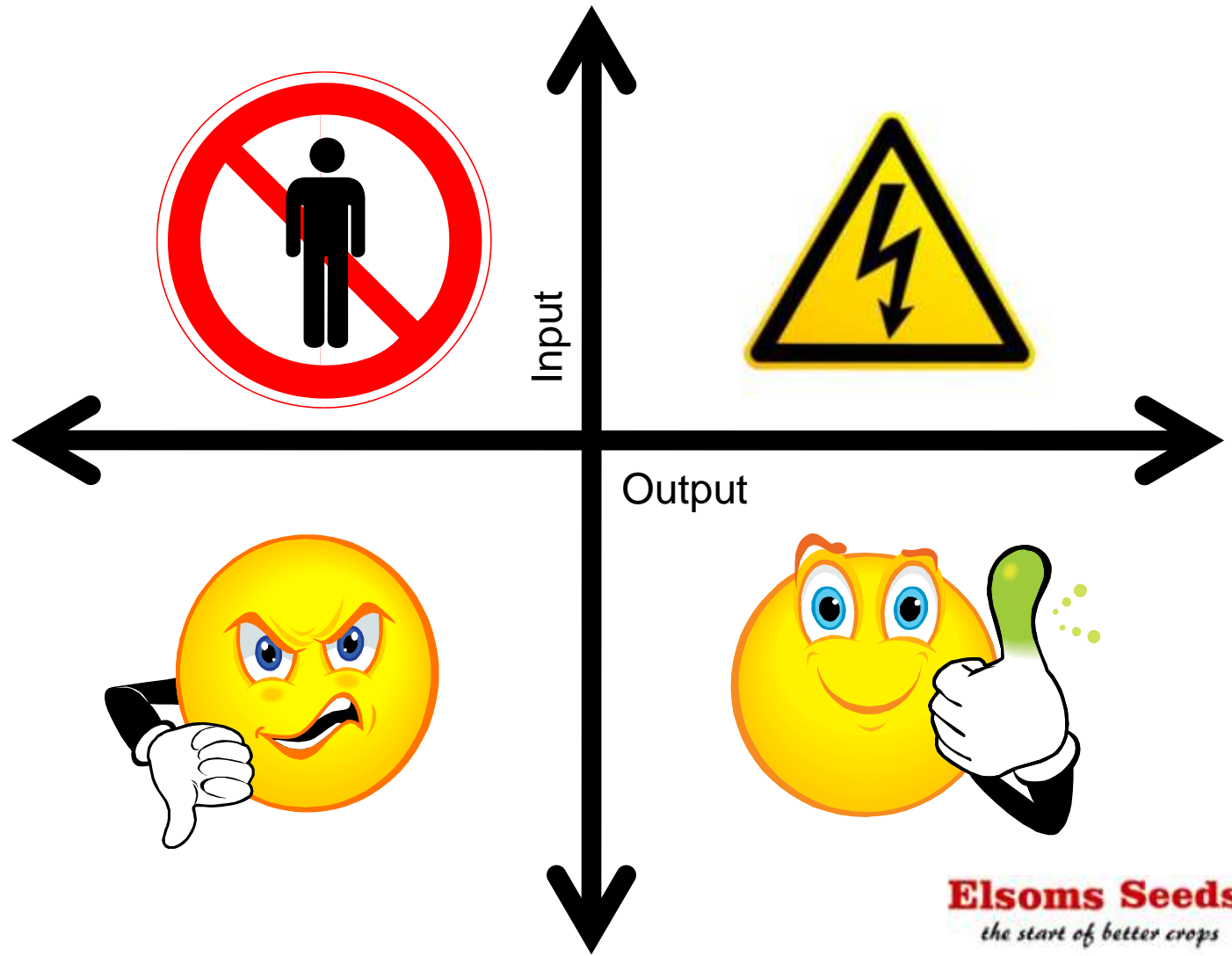
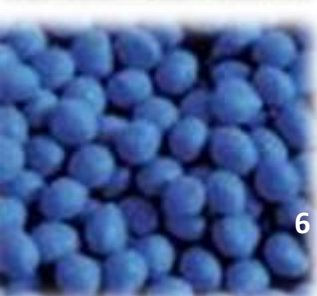




Return on Investment



Which strategy? *"Peace of mind in uncertain times?"*





Soils

"Better performing soils"

"They ain't making land no more"....look after it!



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Inputs

"Inflation proof your inputs?"

"Where there's muck there's brass"



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Varieties

"Make sure your varieties will give you what you want"

"Recreational planting is over"



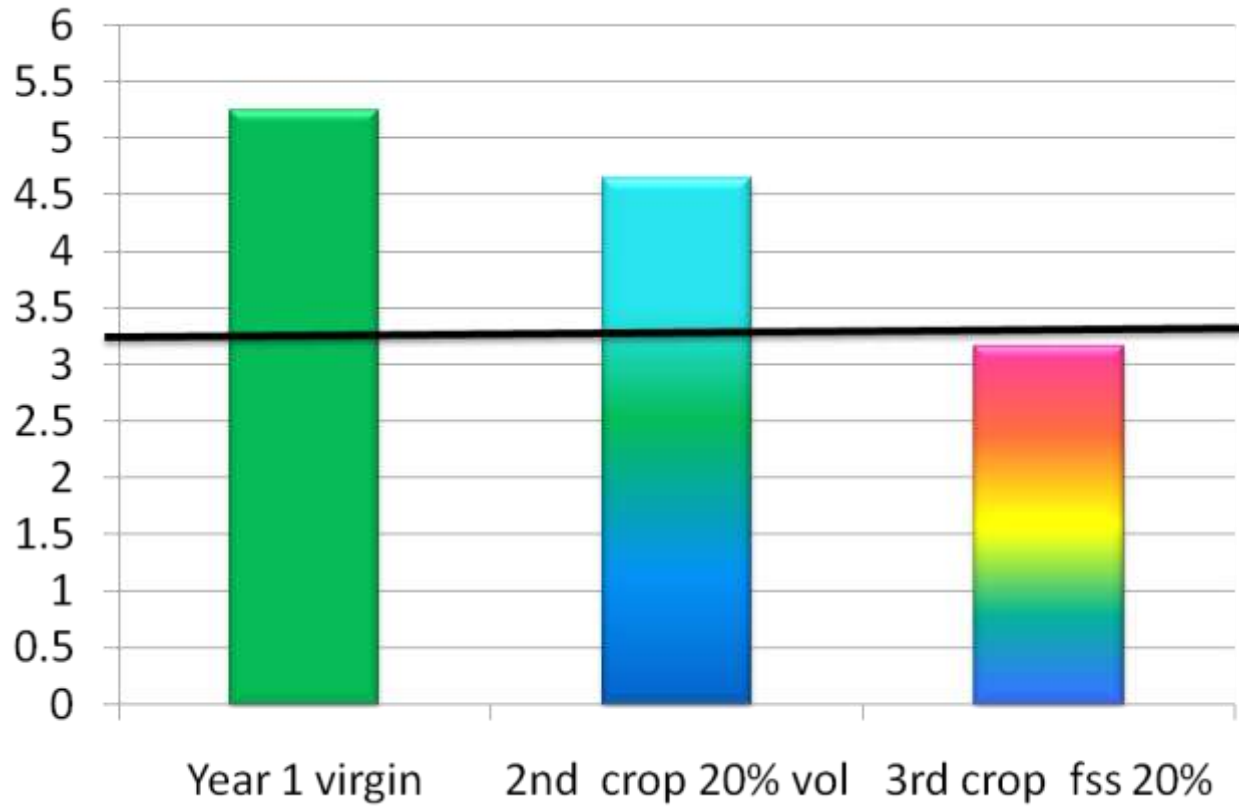
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Rotations – the big unknown?





Volunteers - variability



2.25 4.65 5.25



Conclusion

- A. Increased volatility means more pressure to optimise production with least risk
- B. Plant breeding offers more opportunities for this than other inputs
- C. Long term investment & payback must be justified
 - For **both** the farmer & the breeder





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