

# HYBRID MAIZE SEED GUIDE 2023-2024

**VP**MAXX®



10  
YEARS

CELEBRATING  
A DECADE  
OF VPMAXX®

Welcome to the 2023-24 VPMAXX® Seed Guide. This season we are celebrating our 10th year of providing high quality maize genetics to New Zealand growers.

Right from the beginning we have tried to provide something different to other maize seed companies. That's why we offer a small range of proven hybrids coupled with our industry-leading field support. Whether you are growing maize for silage or grain, we can give you helpful advice on all aspects of maize growing from choosing paddocks and hybrids right through to harvesting your silage or grain crop.

We have recently made some changes to our website (vpmaxx.nz) and it is well worth a visit. It contains additional downloadable information on our hybrids, an easy-to-use hybrid selector tool, customer

testimonials and much, much more....

Each year we profile some of our growers and this year we profile some long-term supporters of the VPMAXX® brand. If you'd like to know how our Kiwi-grown VPMAXX® maize seed can work for you, please give us a call – our contact details are on the back cover.



## 10 YEARS AND GROWING

**2023 marks the 10th year of the VPMAXX® brand in New Zealand. The company launched in the winter of 2014 with two sales representatives based in the Waikato selling three VPMAXX® maize hybrids (VP483, VP531 and VP601) North Island-wide.**

The aim of the brand was to deliver high-performing dual-purpose hybrids supported by good old-fashioned service. Right from the start we tried to make maize growing easy by providing a small product range and working alongside growers to support and guide them through the cropping process.

We're focused on having knowledgeable and experienced field representatives with a good understanding of all aspects of maize growing and harvesting. Another point of difference is our easy-to-handle 50,000 kernel maize seed bags.

Many of our first customers including Ashley Thomas (page 3) are still growing with us. Over the past decade they have been joined by many other growers who have seen the advantages of the VPMAXX® brand.

If you have been growing VPMAXX® for years, thanks for your ongoing support and we look forward to seeing you again this spring. And if you are looking to make the change to our brand for the first time this season, we look forward to meeting and working with you. Our contact details are on the back cover.

VP577

107 CRM

# 10 YEARS PLANTING VPMAXX®

## The Mercer farmer who planted the first bag of VPMAXX® maize seed in New Zealand 10 years ago values longevity and loyalty in other areas of his business, too.

Ashley Thomas, who owns a multi-faceted farming business south of Auckland, has not only sold bulls and maize to the same people for many years, but has also had the same contract milker on his farm for 20 years.

"I'm big on relationships, and the guys at VPMAXX® have always been helpful and obliging and go that bit extra," Ashley says.

Ashley and wife Anya run a business comprised of a 200 ha beef unit; a

120 ha dairy unit milking 400 cows, and a 100 ha maize crop. The maize is grown around 10 km from the milking platform and some is rotated with a potato crop.

Ashley predominantly plants VP577, a tough maize hybrid with very good drought tolerance, leaf disease resistance, stay green and stalk strength. VP577 is a very consistent dual-purpose hybrid, suitable for both silage and grain production in northern regions.

"With silage harvest maturity reached in 139-155 days, VP577 works well with planting dates for us," Ashley says. "And the crop yields around 20-22 tDM/ha."

Ashley sells some of the maize crop each year as part of his cropping operation.

"It spreads the risk, having dairy and beef units and maize," he says. "I've had the same maize silage clients for years; it takes the peaks and troughs out of the market."

The balance of the maize is fed on farm to his own animals.

"We have some challenging contour on farm, with the steep areas and beef blocks prone to drought, so maize silage is fed throughout the year in varying amounts, shared between the two farms, to help fill any feed gaps that may arise," Ashley says. "We also split calve to help navigate this challenge."

Having grown maize for 25 years, Ashley says it has substantial benefits for the herd.

"It increases condition score around mating and fertility, increases in-calf rate and extends lactation where necessary," he says.

"I'm not sure what we would do if we didn't have a good VPMAXX® crop as an insurance policy."

Ashley says he places a lot of importance on relationships.

"It all comes back to relationships," he says.

**We have used VPMAXX® from the beginning of its availability on the market in New Zealand, 10 years ago, and it has been great.**

"The staff are good and helpful; we have a successful long-term relationship with them."



VP383

87 CRM

VP483

98 CRM

# THINKING OUTSIDE THE SQUARE



## Te Puke dairy farmer Earle Bragg says he has always liked to do things a little differently – and his use of maize grain as a strategic supplementary feed on farm is no exception.

Earle and wife Shelagh have been dairy farming for over 50 years and for the last 15 years they have fed maize in a way that is probably considered a bit 'unorthodox' to some, but it has produced successful and measurable results.

The couple milk 650 cows near Te Puke and grow VP483 and VP383 (a shorter season option) for grain on a mix of owned and leased land at Tolaga Bay, near Gisborne. Each season they grow around 80 ha of maize, dependent on several factors including spring planting conditions and actual feed requirements.

Once harvested the maize is transported to Te Puke where it is dried and stored. It is delivered to the farm

as whole maize through the season as required. After being milled on farm, the maize is mixed with palm kernel and fed to the cows through an in-shed feeding system.

"We've been doing this for a long time," Earle says. "I think we have fed more than 10,000 tonnes of maize grain to the cows over the years."

"What I believe to be true is feeding maize to cows will likely get you a one-for-ten response; that is, if you feed 10 kg of maize, you will get 1 kgMS in return."

"If I can go out of the district and grow my own maize and get 10 tonnes of grain to the hectare, then I can effectively produce 1,000 kgMS per hectare on the milking platform. That's my reasoning for doing things this way."

Earle says feeding maize this way is "a simple philosophy that fits well into dairying."

"We have some control over the price of the feed by owning the land and growing the crop ourselves," he says.

"This strategy can apply to anyone, regardless of the property or herd size. It fits well with the rotary cow shed as it's easy to feed in the bails, and we have very little wastage."

Earle says their technique is just another way you can utilise maize on farm.

**It demonstrates that growing a maize crop a long way from the farm and carting the crop to the milking platform is viable for dairy farmers...and the cropping block is easy to run**

With 50 years of farming under his belt and son Rory now in charge of the day-to-day running of the business, Earle says thinking outside the box has stood him in good stead.

"There are always different ways of doing things and I have liked to try different things," he says.

"I believe you have to be a good pasture manager and utilise the grass you have first, but if you do that well, you get a good reward from feeding maize grain."



# VPMAXX – THE TRUSTED BRAND



Respect, trust and connection are key parts of the way Arapuni dairy farmers Jim and Liz Tauroa do business – and their relationship with VPMAXX® fits firmly into those categories.

The Tauroas are 50/50 sharemilkers for Manawanui Developments Ltd, milking 550 cows over two properties: one farm is 90 ha, the other 65 ha. The System 3 farms, south of Cambridge, produce 190,000 kgMS.

Jim has been growing maize for all his dairying career – since 2006 – and says maize silage is a very good tool for putting condition on cows. This is especially helpful for the Manawanui properties, which are challenging in their topography with some sandy soils close to the river.

“Generally we experience summer dry on this land, so coming out of summer we need maize to put condition back on the cows to continue milking through autumn,” Jim says.

“We feed silage in autumn and spring in varying amounts, from 2-6kg DM per cow.”

The farm grows 22 ha of maize annually, yielding an impressive 23-24 tDM/ha.

Hybrids used include VP577, a tough hybrid with good drought tolerance and leaf disease resistance, suitable for both silage and grain production in the northern regions; VP399, a very short maturity hybrid with strong roots and stalks, drought tolerance and staygreen, providing harvest flexibility and silage with excellent digestibility; and VP611, a full maturity hybrid that is imposing and productive with good drought tolerance.

Jim has had a professional relationship with VPMAXX® representative Alan MacDougall that pre-dates Alan’s time at the maize company.

“Alan’s expertise goes beyond maize,” Jim says. “He always puts us in front of the right people we need to talk to, for any aspect of the farm system. Alan has been a big part of our progression.”

Jim says there is also peace-of-mind knowing someone else is looking over the crop at busy times of the season, without being pushy in their recommendations.

“Alan puts scenarios in front of us, and

lets us make the decisions,” Jim says. “I really respect him for that.”

Jim says he already had trust in Alan when he started working for VPMAXX®, which has extended to the company as a whole.

“We have trust in the VPMAXX® brand and its people,” Jim says.

It is a very uncomplicated process of picking hybrids as there aren’t 100 to choose from; they have narrowed them down to a handful of options that work in our area, and that’s nice.



VP399

89 CRM

VP577

107 CRM

VP611

111 CRM



## SEED GUIDE 2023-2024

VP383

87 CRM

Recommended established population (plants/ha)

GRAIN 85-105K  
SILAGE 95-115K

A very short maturity for upper North Island

124-137 DAYS (for silage)  
Estimated from planting to harvest

A short-mid maturity for lower North Island

134-148 DAYS (for silage)  
Estimated from planting to harvest

### AGRONOMY TRAITS

Drought Tolerance	Very Good
Stalk Strength	Excellent
Root Strength	Very Good
Staygreen	Excellent
Early Growth	Very Good
Grain Drydown	Very Good

### RECOMMENDATIONS

Higher Input Management	★★★★★
Lower Input Management	★★★★★
Maize after Maize	★★★★★
No Till/Limited Tillage	★★★★★
Delayed Harvest - Grain	★★★★★
Harvest Window - Silage	★★★★★
Silage Use	★★★★★
Less than Optimum Pop	★★★★★
More than Optimum Pop	★★★★★

NEW

VP399

89 CRM

Recommended established population (plants/ha)

GRAIN 85-105K  
SILAGE 95-115K

A very short maturity for upper North Island

126-140 DAYS (for silage)  
Estimated from planting to harvest

A mid maturity for lower North Island

136-150 DAYS (for silage)  
Estimated from planting to harvest

### AGRONOMY TRAITS

Drought Tolerance	Very Good
Stalk Strength	Good
Root Strength	Good
Staygreen	Very Good
Early Growth	Very Good
Grain Drydown	Very Good

### RECOMMENDATIONS

Higher Input Management	★★★★★
Lower Input Management	★★★★★
Maize after Maize	★★★★★
No Till/Limited Tillage	★★★★★
Delayed Harvest - Grain	★★★★★
Harvest Window - Silage	★★★★★
Silage Use	★★★★★
Less than Optimum Pop	★★★★★
More than Optimum Pop	★★★★★

VP483

98 CRM

Recommended established population (plants/ha)

GRAIN 80-100K  
SILAGE 95-110K

A short maturity for upper North Island

132-147 DAYS (for silage)  
Estimated from planting to harvest

A mid-full maturity for lower North Island

144-156 DAYS (for silage)  
Estimated from planting to harvest

### AGRONOMY TRAITS

Drought Tolerance	Excellent
Stalk Strength	Good
Root Strength	Good
Staygreen	Very Good
Early Growth	Good
Grain Drydown	Excellent

### RECOMMENDATIONS

Higher Input Management	★★★★★
Lower Input Management	★★★★★
Maize after Maize	★★★★★
No Till/Limited Tillage	★★★★★
Delayed Harvest - Grain	★★★★★
Harvest Window - Silage	★★★★★
Silage Use	★★★★★
Less than Optimum Pop	★★★★★
More than Optimum Pop	★★★★★



# VP522

102 CRM

Recommended established population (plants/ha)

GRAIN	80-100K
SILAGE	95-110K

A mid maturity for upper North Island

136-150 DAYS

(for silage)

Estimated from planting to harvest

A full maturity for lower North Island

148-160 DAYS

(for silage)

Estimated from planting to harvest

AGRONOMY TRAITS

Drought Tolerance	Very Good
Stalk Strength	Very Good
Root Strength	Good
Staygreen	Very Good
Early Growth	Very Good
Grain Drydown	Good

RECOMMENDATIONS

Higher Input Management	★★★★★
Lower Input Management	★★★★★
Maize after Maize	★★★★★
No Till/Limited Tillage	★★★★★
Delayed Harvest - Grain	★★★★★
Harvest Window - Silage	★★★★★
Silage Use	★★★★★
Less than Optimum Pop	★★★★★
More than Optimum Pop	★★★★★

# VP577

107 CRM

Recommended established population (plants/ha)

GRAIN	80-100K
SILAGE	90-105K

A full maturity for upper North Island

139-155 DAYS

(for silage)

Estimated from planting to harvest

Not recommended for lower North Island

AGRONOMY TRAITS

Drought Tolerance	Very Good
Stalk Strength	Very Good
Root Strength	Good
Staygreen	Very Good
Early Growth	Good
Grain Drydown	Very Good

RECOMMENDATIONS

Higher Input Management	★★★★★
Lower Input Management	★★★★★
Maize after Maize	★★★★★
No Till/Limited Tillage	★★★★★
Delayed Harvest - Grain	★★★★★
Harvest Window - Silage	★★★★★
Silage Use	★★★★★
Less than Optimum Pop	★★★★★
More than Optimum Pop	★★★★★

NEW

# VP611

111 CRM

Recommended established population (plants/ha)

GRAIN	80-95K
SILAGE	80-105K

A full maturity for upper North Island

144-160 DAYS

(for silage)

Estimated from planting to harvest

Not recommended for lower North Island

AGRONOMY TRAITS

Drought Tolerance	Very Good
Stalk Strength	Very Good
Root Strength	Very Good
Staygreen	Excellent
Early Growth	Good
Grain Drydown	Average

RECOMMENDATIONS

Higher Input Management	★★★★★
Lower Input Management	★★★★★
Maize after Maize	★★★★★
No Till/Limited Tillage	★★★★★
Delayed Harvest - Grain	★★★★★
Harvest Window - Silage	★★★★★
Silage Use	★★★★★
Less than Optimum Pop	★★★★★
More than Optimum Pop	★★★★★

# VP647

114 CRM

Recommended established population (plants/ha)

GRAIN	not rec
SILAGE	85-100K

The longest maturity for upper North Island

150-165 DAYS

(for silage)

Estimated from planting to harvest

Not recommended for lower North Island

AGRONOMY TRAITS

Drought Tolerance	Very Good
Stalk Strength	Excellent
Root Strength	Good
Staygreen	Exceptional
Early Growth	Good
Grain Drydown	Average

RECOMMENDATIONS

Higher Input Management	★★★★★
Lower Input Management	★★★★★
Maize after Maize	★★★★★
No Till/Limited Tillage	★★★★★
Delayed Harvest - Grain	not recommended
Harvest Window - Silage	★★★★★
Silage Use	★★★★★
Less than Optimum Pop	★★★★★
More than Optimum Pop	★★★★★

# PROVEN PRODUCTS, RELIABLE FIELD SUPPORT



Introducing Alastair McConnachie

We believe that good field support is as important as high-performing hybrids. Whether you are chasing a high-yielding maize grain crop or top-quality maize silage, the VPMAXX® field team are here to help you achieve it. This season we welcome Northland and South Auckland Account Manager Alastair McConnachie to the team.

Alastair, who lives in Wellsford, worked for a number of rural supply companies in Northland prior to joining VPMAXX® at the start of 2023.

“I am looking forward to getting to know the VPMAXX® growers in my area and having regular contact with them throughout the growing season” says Alastair. “It will be an exciting challenge to help maximise the yield and profitability of their maize crops”.

Outside of work, Alastair’s passion is volunteer fire fighting, and he has been a member of the Wellsford Fire Brigade for the past 11 years.

Alastair joins Barry Smallridge and Alan MacDougall who are existing members of the VPMAXX® team.

Barry, who resides in Pongakawa in the Western Bay of Plenty has been involved in the maize industry for nearly 30 years. He is passionate about providing top notch technical support for his growers.

Alan, who is based in Cambridge has worked in the rural supply sector for 16 years. Prior to this he was farming bulls at Te Akau. When he’s not in a maize crop you can find Alan spending time with family and friends or checking out the new, local swimming pool centre.

For any advice on getting the most from your maize, give Alastair, Barry or Alan a call or flick them an email.



	VP383 87 CRM	VP399 89 CRM	VP483 98 CRM	VP522 102 CRM	VP577 107 CRM	VP611 111 CRM	VP647 114 CRM
Days to Silage Maturity							
Upper North Island	124 - 137	126 - 140	132 - 147	136 - 150	139-155	144 - 160	150-165
Lower North Island	134 - 148	136 - 150	144 - 156	148 - 160	-	-	-
Disease Ratings							
Northern Leaf Blight	Good	Average	Good	Good	Very Good	Very Good	Good
Common Rust	Very Good	Good	Good	Average	Good	Good	Very Good
Head Smut	Good	Very Good	Excellent	Very Good	Below Average	Average	Marginal
Fusarium Ear Rot	Average	Average	Below Average	Below Average	Average	Good	Average
Diplodia Ear Rot	Good	Good	Average	Average	Good	Good	Average
Gibberella Ear Rot	Excellent	Average	Average	Good	Average	Average	Average
Anthracnose Stalk Rot	Good	DP	Average	Average	Good	DP	Average
Characteristics							
Plant Height	Tall	Massive	Tall	Very Tall	Medium	Massive	Massive
Ear Height	Average	Medium	Average	Medium	Average	Medium	Average
Flex	Very Good	Very Good	Good	Very Good	Very Good	Very Good	Very Good
Husk Cover	Medium	Medium	Medium	Average	Medium	Very Good	Average
Test Weight	Very Good	Good	Average	Good	Average	Very Good	Very Good
Grain Appearance	Very Good	Good	Good	Good	Good	Very Good	Average
Flowering for Maturity	Average	Good	Late	Average	Average	Good	Good
Black Layer for Maturity	Average	Average	Late	Average	Average	Good	Late

VPMAXX Trait Table

Agronomic Traits	Plant Height	Ear Height	Husk Cover
Exceptional	Massive	Lofty	Long & Tight
Excellent	Very Tall	Very High	Long
Very Good	Tall	High	Protective
Good	Medium	Medium	Medium
Average	Average	Average	Average
Below Average	Below Average	Below Average	Below Average
Fair	Short	Low	Fair
Marginal	Squat	Very Low	Short
Poor	Dumpy	Squat	Poor
Data Pending			

Management Recommendations (star rating)

Excellent	★★★★★
Very Good	★★★★☆
Good	★★★☆☆
Average	★★★☆☆
Fair	★★☆☆☆
NR	Not Recommended
DP	Data Pending

Hybrid Recommendations


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# FOR ALL YOUR MAIZE SEED REQUIREMENTS, GIVE US A CALL

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High-performing, Kiwi-grown maize hybrids.