# HYBRID MAIZE SEED GUIDE 2024-2025





Welcome to the 2024-25 VPMAXX<sup>®</sup> Seed Guide. Whether you are growing maize for silage or grain we've got you covered with our high yielding VPMAXX<sup>®</sup> hybrids and industry-leading field support.

This season we are offering nine high performing dual-purpose hybrids, including two new additions to the line-up – VP574 (107 CRM) and VP600 (110 CRM).

We know what works in your area and we enjoy getting out on farm and helping growers maximise their maize yields. From hybrid selection right the way through to silage or grain harvest, our hands on support means growing VPMAXX<sup>®</sup> maize is profitable and hassle free.

If you'd like to know more about us or our products, pick up the phone and give us a call. We're happy to chat or set up a time to visit. Alternatively check out our website at **vpmaxx.nz** to find downloadable information on our hybrids and an easy-to-use hybrid selector tool. You'll also find testimonials from leading farmers who are enjoying the benefits of growing VPMAXX° maize hybrids. Make 2024 your best maize season yet...plant VPMAXX° and experience the difference.







# INTRODUCING THE VPMAXX<sup>®</sup> TEAM

#### If you want high-performing hybrids supported by industry-leading field support, then give your local VPMAXX<sup>®</sup> field representative a call or flick them an email or text (see the back cover for contact details).

Barry Smallridge, who resides in Pongakawa in the Western Bay of Plenty celebrates 10 years with VPMAXX<sup>®</sup> and 30 years in the maize industry this season. Barry is highly motivated by building relationships based on trust and he enjoys supporting his long-term clients as well as those who are trying the brand for the first time.

"I'm keen to help with every step of the maize growing process from paddock selection and hybrid choice through to analysing crop yield and silage or grain quality" says Barry. "It's rewarding when the right VPMAXX® hybrid coupled with the best management plan comes together to deliver an outstanding result".

Alan MacDougall, who is based in Cambridge, joined the VPMAXX<sup>®</sup> team three years ago. Alan has spent close to two decades in the rural supply sector and prior to that was farming bulls at Te Akau.

"Having a clear understanding of farm management, I recognise the importance and value of being able to easily access technical advice" says Alan. "It's fantastic to not only sell a great product, but to also have the time to fully support it in the field".

Alastair McConnachie, who lives in Wellsford, has just completed his first season with VPMAXX<sup>®</sup> after several years working for a number of rural supply companies.

"It's great to be living and working at the top of the country" says Alastair. "I enjoy meeting and working with new and existing VPMAXX<sup>®</sup> clients".



# REACHING A NEW LEVEL OF PROFITABILITY

Customer service that's over and above expectation – and a product that outperforms the rest – is representative of the VPMAXX<sup>®</sup> maize experience, says Matata's James family.

Richard and Creina James, with son Ben and family, milk 550 cows on a 140-ha milking platform in the eastern Bay of Plenty.

They have moved from a System 3 to a System 5 farm under Ben's management, with the incorporation of VPMAXX<sup>®</sup> maize helping them reach new levels of profitability.

Richard and Creina started sharemilking in 1975 and have planted maize on the flood-prone farm as feed insurance since they arrived in 1983.

Historically the James' planted 10-15 ha of maize, predominantly on lease land. Today, the family grows 37 ha of maize – 13 ha on the milking platform, 18 ha on their runoff and 5.5 ha on lease land nearby.

The farm has a firm goal of trying to reduce palm kernel usage. They aim to have 800-900 tDM of maize silage on hand, feeding 1.5 tDM of maize silage per cow on the feed pad year-round to produce 600 kgMS/cow.

"Cow condition is paramount, and growing maize on farm has allowed us to stop buying high-cost inputs and grow our own feed at home, and under our own control," Richard says.

The James' first planted a trial plot of VPMAXX<sup>®</sup> maize five years ago. This area has increased each year, with VPMAXX<sup>®</sup> making up half their total maize crop last season.

Their VPMAXX<sup>®</sup> maize crop proved its worth last season when the Bay of Plenty was hit hard with Northern Leaf Blight (NLB). The James' VPMAXX<sup>®</sup> crop was not only untouched by NLB but was already outperforming the other hybrids on farm.



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This led the family to plant 100% VPMAXX<sup>®</sup> maize this season.

Ben ensures a "continual stream" of maize is planted from September onwards, to be harvested from January to April.

This season they planted 23 ha of VP399, a hybrid of very short maturity (126-140 days) which will be harvested in January and February ensuring feed is available early. They also planted 14 ha of VP611, a full maturity hybrid which provides a high quality and bulk yield.

Planting dates are based on weather conditions, so having VPMAXX<sup>®</sup> Account Manager Barry Smallridge's input has been invaluable.

"Barry is great at recommending hybrids and establishing when we should plant," Richard says.

Although the James' were "100% sold" on VPMAXX<sup>®</sup> after last season's

performance, Barry's knowledge and approachability has been the icing on the cake.

Cow condition is paramount, and growing maize on farm has allowed us to stop buying high-cost inputs and grow our own feed at home, and under our own control

"The support Barry gives us is second to none," Ben says.

"He's always there when we need him and regularly keeps an eye on the crop for us".



# YEAR-ROUND MAIZE SILAGE FEEDING BENEFITS COWS

With the motto "feed the stock" drummed into him from an early age, Taupiri dairy farmer Brian Rogers is growing enough maize to ensure he can achieve this goal no matter what the season throws at him.

Brian, who milks 800 cows on 380 ha in the Waikato, runs the family farm originally established by his paternal grandparents. Brian's parents Phil and Jackie bought the farm from Phil's mother and set about expanding it bit by bit.

Today, the property is divided into a 220 ha milking platform, and two 80 ha support blocks in nearby Huntly and Ohinewai. The support blocks are used to grow the bulk of their 70 ha maize silage crop, as well as feed their replacement heifers and grow beef to finish.

Brian says his family has grown maize on farm for around 35 years.

"Dad's motto was keep the cows fed," he says. "Feed the stock was drummed into me and growing maize on farm was the cheapest and most efficient way to achieve that".

Of the 70 ha of maize the Rogers' grow annually, 30 ha is VP611 – an imposing, productive VPMAXX<sup>®</sup> hybrid with seasonlong eye appeal. It is a hybrid with very good standability and drought tolerance, reaching full maturity for silage in 144-160 days.

Brian says the addition of VPMAXX<sup>®</sup> to the maize crop was quite by chance, around six seasons ago.

"A young sales representative just turned up one day, and he was at the right place at the right time," Brian says. "We started off growing about 5 ha of VPMAXX<sup>®</sup>, and we've added to the area here and there".

Unlike most farmers, Brian doesn't weigh his maize yield; instead, he uses another gauge for success.



"I have three big silage bunkers and if we can fill them all, I consider it a successful maize harvest," he says. "However, I have been told we have one of the better yielding crops in the area".

The Rogers' feed out maize silage to the cows 365 days per year, on a covered feed pad. How much the cows are fed depends on the time of year, and pasture quality.

"In winter we feed more maize silage per cow, depending on how the grass is growing," Brian says. "The main driver of milk production is grass, but in saying that, maize makes up the bulk of their diet".

Brian says feeding maize silage ensures cows are in better condition – which translates to better production, and better fertility. The main driver of milk production is grass, but in saying that, maize makes up the bulk of their diet

The Rogers' VPMAXX<sup>®</sup> Account Manager is Alan MacDougall, who Brian says has been "fantastic".

"He pops in at just the right time, and he hasn't failed me yet," he says. "He guided us to the use the hybrid we have used, and it has outperformed everything".

"Alan, like all the VPMAXX<sup>®</sup> reps we have encountered, provides great service and a great product, and you can't ask for much more than that".

VP574 VP600 107 CRM 110 CRM

# EXCITING NEW HYBRIDS FOR 2024

We keep it easy for growers by offering a handful of proven hybrids which perform well under a range of growing conditions. This year we are pleased to add VP574 and VP600 to our line-up. These two exciting new hybrids offer high yield performance for silage and grain growers in the Upper North Island.

#### VP574 (107 CRM)

A mid to full maturity hybrid for the upper North Island:

- New elite genetics deliver a robust all-round hybrid with notable foliar health, standability, drought tolerance and staygreen for season long "eye appeal".
- Has good husk cover and drydown characteristics while delivering top grain yields in this maturity.
- When planted for silage, late season staygreen results in harvest timing flexibility and the production of high-quality silage.
- **VP574** is widely adapted to all northern regions where this maturity is required.

#### VP600 (110 CRM)

A full maturity hybrid for the upper North Island:

- Packed with advanced genetics delivering strong standability, foliar health and staygreen for silage yield stability and a wide silage harvest window.
- **VP600** exhibits outstanding drought tolerance and a wellrounded disease package.
- Will perform in warmer northern production regions where it should be planted early in moderate to high potential situations.







# **SEED GUIDE** 2024-2025

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### 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	****

# **VP399**

### 89 CRM

Recommended established population (plants/ha) GRAIN 85-105K SILAGE 95-115K



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)

80-100K GRAIN

SILAGE

95-110K





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	*****

### NEW

**VP574** 

### 107 CRM

Recommended established population (plants/ha)

GRAIN	80-100K
SILAGE	90-110K



Not recommended for lower North Island

#### **AGRONOMY TRAITS**

Drought Tolerance	Excellent
Stalk Strength	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	*****

# **VP577**

## 107 CRM

Recommended established population (plants/ha)

GRAIN 80-100K SILAGE

90-105K





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

# **VP600**

## 110 CRM

Recommended established population (plants/ha)

 GRAIN
 80-95K

 SILAGE
 80-105K

#### A full maturity for upper North Island **143–159** DAYS (for silage) Estimated from planting to harvest



Estimated from planting to harves

Not recommended for lower North Island

#### **AGRONOMY TRAITS**

Drought Tolerance	Very Good
Stalk Strength	Very Good
Root Strength	Very Good
Staygreen	Very Good
Early Growth	Excellent
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	*****

# VP611

### 111 CRM

Recommended established population (plants/ha)

 GRAIN
 80-95K

 SILAGE
 80-105K



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

SILAGE

not rec 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	*****

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

#### VPMAXX<sup>®</sup> 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			

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VP574 107 CRM	VP577 107 CRM	<b>VP600</b> 110 CRM	VP611 111 CRM	<b>VP647</b> 114 CRM
139 - 155	139-155	143 - 159	144 - 160	150-165
-	-	-	-	-
Very Good	Average	Very Good	Very Good	Good
Very Good	Good	Very Good	Good	Very Good
Average	Below Average	DP	Average	Marginal
Good	Average	Very Good	Good	Average
DP	Good	Very Good	Good	Average
Average	Average	Very Good	Average	Average
DP	Good	DP	DP	Average
Medium	Medium	Tall	Massive	Massive
Average	Average	Medium	Medium	Average
Good	Very Good	Excellent	Very Good	Very Good
Good	Medium	Very Good	Very Good	Average
Average	Average	Very Good	Very Good	Very Good
Good	Good	Good	Very Good	Average
Good	Average	Good	Good	Good
Average	Average	Average	Good	Average

#### Management Recommendations (star rating)

Excellent	****
Very Good	****
Good	*****
Average	
Fair	
NR	Not Recommended
DP	Data Pending

#### Hybrid Recommendations

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

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High-performing, Kiwi-grown maize hybrids.