





Your local VPMAXX® team: (L to R) Barry, Alan and Alastair.

A BRAND THAT KNOWS YOUR LAND

At VPMAXX°, we make maize growing simple by offering a handful of top-performing hybrids that perform well under a range of growing conditions – backed by good old-fashioned service.

We're focused on having knowledgeable and experienced people who understand all aspects of maize growing and harvesting. Our field representatives – Barry, Alan and Alastair – are based throughout the North Island, providing region-specific knowledge and advice to help you get the most from every hectare.

By working closely with farmers, we understand the challenges and opportunities unique to each region. This local-first approach ensures VPMAXX® hybrids deliver real results where they matter most – on your farm, season after season.

To our returning growers, thank you for your continued trust. We look forward to working with you again this season. If you're considering planting VPMAXX® hybrids for the first time, we look forward to meeting and working with you. Our contact details are on the back cover.

MAIZE: FUELLING VELVET GROWTH AND MAGNIFICENT TROPHIES

At Pinewood Deer Farm, maize silage is more than just feed - it's the cornerstone of a nutritional strategy that ensures prolific velvet growth and the development of magnificent trophy stags.

For lan Bristow, who runs the 400 ha operation at South Head, northwest Auckland, feeding maize silage and grain is vital to maintaining the condition and health of his 1,500 red deer and 1,000 fallow deer.

From velvet production to trophy breeding, every aspect of lan's operation benefits from the consistent quality and high energy content of VPMAXX® maize; animal health, condition and productivity have been optimised, even in the most challenging season.

Pinewood's red deer herd includes 350 velvet stags, 450 breeding hinds, and the remainder as yearlings or replacement stock. The velvet stags' purpose is clear – to produce high-quality velvet, harvested from late spring through mid-summer. For the breeding hinds, lan carefully splits their roles: 200 are integrated into the velvet herd, while the remaining 200 are bred to Wapiti stags, creating hybrid offspring that are sold as premium meat to Silver Fern Farms.

The fallow deer herd, comprised of 500 breeding does and 500 stags and yearlings, is dedicated to trophy stag production. This line of business is particularly important to Pinewood.

"It's a big part of our operation – we sell 150 fallow trophy stags annually to trophy farms across New Zealand," lan says. "Our focus is on producing attractive, high-scoring trophies".

Maize plays a critical role in the Pinewood operation. For the past 10 years, Pinewood has grown 15 ha of maize annually, divided into 5 ha harvested for silage and 10 ha for grain.



This year lan planted VPMAXX* hybrids VP483 for silage and VP399 for grain. The silage is fed out during winter to stags and breeding hinds of both deer breeds, while the grain is fed yearround, providing essential nutritional supplementation.

"Winter is no problem for us, but we live in an area prone to summer dry," lan says. "We often reach out for the grain during the summer to fill the feed gaps left by the dry weather".

Feeding maize silage and grain has brought measurable benefits to Pinewood's deer herds.

"We've definitely seen an improvement in animal condition and health since introducing maize as a supplementary feed," Ian says. "It's hard to imagine a time when we didn't have maize in our system"

lan credits much of the success of his maize crop to his partnership with his VPMAXX® Account Manager, Alastair McConnachie.

"Alastair is very supportive," Ian says. "He follows the crop from planting to harvest,

dropping in every two to three weeks to check on things and ensure there are no bugs or health issues with the crop".

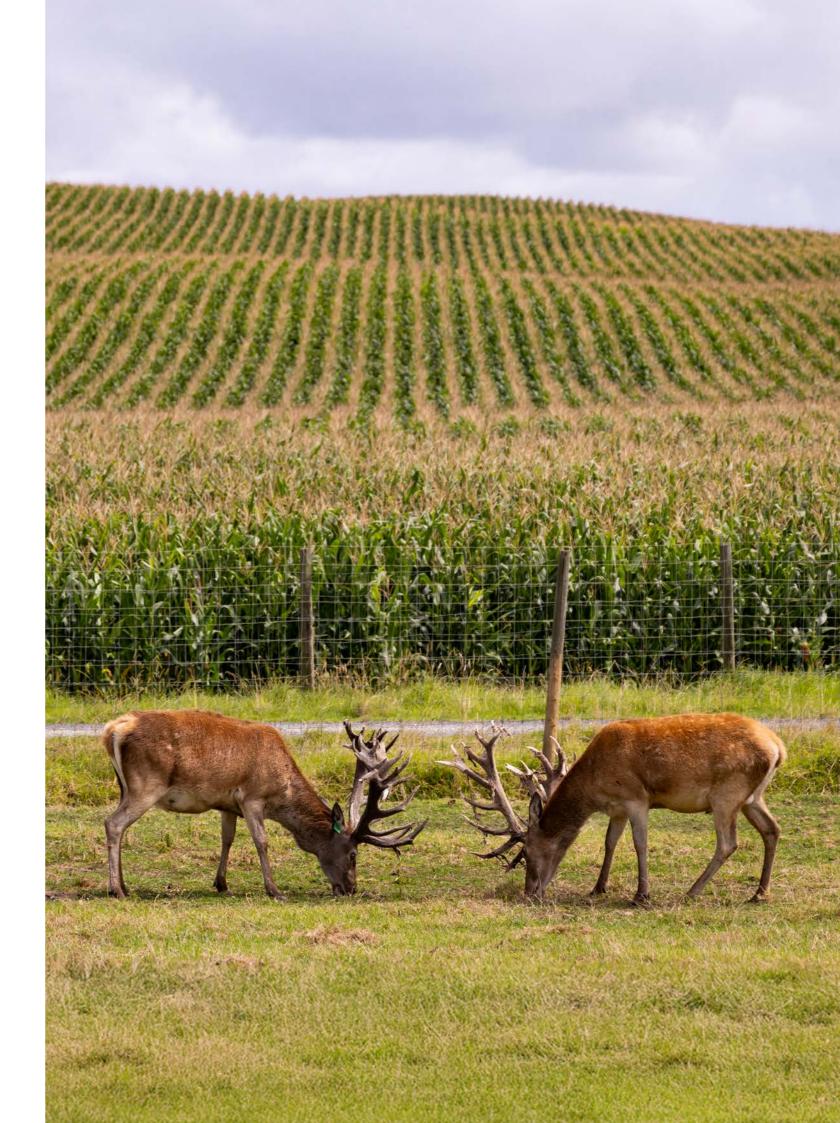
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We've definitely seen an improvement in animal condition and health since introducing maize as a supplementary feed.

lan's wife Diane, son Dean, and employees Beau Cornish and Keaton Stead-Hill are also key contributors to Pinewood's success, ensuring the farm runs smoothly year-round.

By combining superior genetics, excellent management and a high-quality and reliable supplementary feed such as maize, Ian and his family have built a world-class deer farming operation.

"We certainly intend to carry on feeding maize," lan says.





IPMXX

SEED GUIDE 2025-2026

MAIZE SILAGE A CORNERSTONE IN OPERATION EFFICIENCY

If you have maize in the stack, you have options.

That's the wise perspective of Putāruru dairy farmer Dave McPherson, who has found that having maize silage on hand has done more than boost milk production and improve cow condition - it's become an integral part of his

Dave operates three farming operations in South Waikato: a 650-cow dairy farm and a 900-cow dairy farm. His son Ryan spearheads a 1,250-ewe sheep milking operation, which was established about four years ago.

Maize silage has played the most transformative role to date on the 650-cow dairy farm. This high-input System 5 split-calving system produces an impressive 550-580 kgMS per cow annually. Supplementary feeding is key to sustaining the operation, especially during periods when grass growth slows.

"The cows are fed 3 kgDM/cow/day of a supplementary feed blend which includes maize silage when the grass is growing and up to 8 kgDM/cow/day in winter," Dave says.

Growing maize silage has been part of Dave's strategy for over 12 years, and two years ago, he transitioned to VPMAXX®. His 40-60 ha maize crop of VP399 is divided between the milking platform and

Known for its high silage yields and robust agronomic traits, VP399 is a tall, bulky hybrid with excellent drought tolerance and staygreen. This season, Dave achieved a record yield of 25 tonnes of drymatter per hectare.

"The home crop is grown using effluent from the shed," Dave says. "After the maize is harvested, we sow annuals and return the area to grazing land. It's a very efficient system".

Maize silage has brought multiple benefits to the dairy cow operation.



"It has increased milk production for sure," Dave says. "But beyond that, it gives us more control over the quality of our pasture. Our grazing rounds are exceptionally fast - 12 days in spring and 30 days in winter. Having maize silage as a buffer means we can keep our pastures in top condition. If you have maize in the stack, you have options".

In addition to milk production, maize silage has contributed to improved cow fertility, better overall condition, and the ability to sustain split-calving.

Dave's innovation doesn't stop at dairy farming. In the relatively new sheep milking operation, maize silage is proving to be just as valuable.

"We've found that maize silage is an excellent feed for milking sheep," Dave says. "It helps fill feed gaps and ensures consistent nutrition for the flock".

The success of Dave's maize crops is closely supported by his VPMAXX® Account Manager, Alan MacDougall.

"Alan provides great service, knowledge

and outstanding people skills," Dave shares. "He's out there planning paddocks, recommending hybrids, monitoring crop growth, and advising on harvest. His expertise has been invaluable"

Having maize silage as a buffer means we can keep our pastures in top condition. If you have maize in the stack. you have options.

For Dave, VPMAXX® maize silage is more than just a crop - it's a cornerstone of his multi-faceted farming operation. Whether it's driving milk production, supporting sheep milking or enhancing pasture quality, the results speak for themselves. With VPMAXX® maize silage in the stack, the possibilities are endless.

VP383

87 CRM

Recommended established population (plants/ha)

85-105K **GRAIN** 95-115K SILAGE

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 6000
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 95-115K **SILAGE**

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

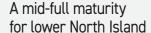
98 CRM

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







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

A full maturity for upper North Island

139-156 DAYS (for silage) Estimated from planting to harvest

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	Good

RECOMMENDATIONS

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

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	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

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	AAAA
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

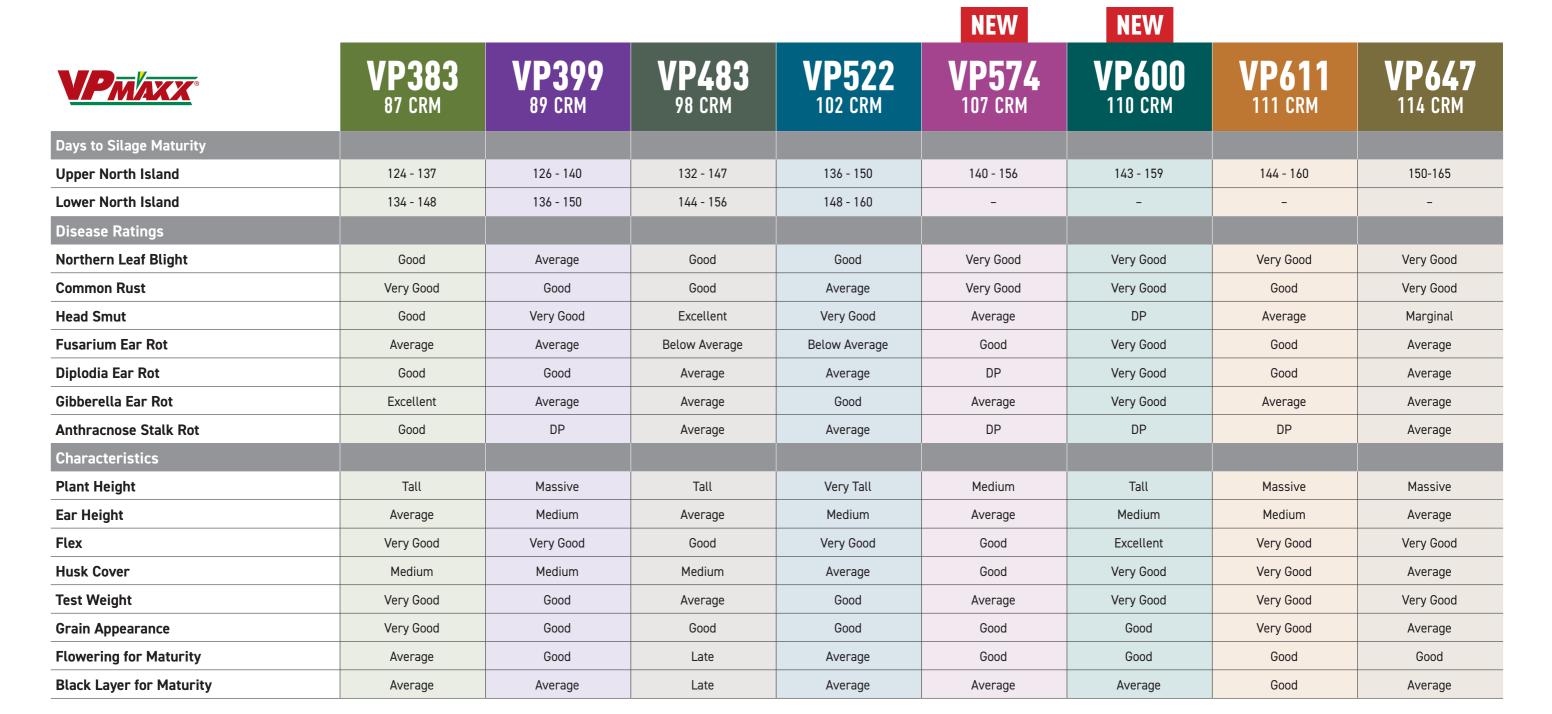
AGRONOMY TRAITS

Very Good
Excellent
Good
Exceptional
Good
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	***





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

FOR ALL YOUR MAIZE SEED REQUIREMENTS, GIVE US A CALL

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High-performing, Kiwi-grown maize hybrids.