HYBRID MAIZE SEED GUIDE 2021-2022

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Welcome to the 2021-22 VPMAXX[®] Seed Guide. We know how busy you are, so we've kept our guide brief and easy to read. This season we're offering seven highperforming maize hybrids which have been proven over several New Zealand growing seasons. We know what works in your area and look forward to sharing our knowledge with you - from choosing hybrids to planting, growing and harvesting your silage or grain crop. This guide begins with some great stories from some of our customers who believe in our products. If you'd like to know how Kiwi-grown VPMAXX[®] maize seed can work for you, please give us a call – our contact details are on the back cover. Alternatively visit our website at **vpmaxx.nz** for more information on our products, downloadable technical resources, customer testimonials and much more...





TEAMWORK MAKES THE DREAM WORK

When Waipu dairy farmer Conrad Samu tasked VPMAXX® Account Manager Joe Heng to come up with a comprehensive maize plan for his farm, Joe rose to the challenge.

"Two years ago we told Joe we would plant the whole farm in VPMAXX[®] if he could help us meet our maize crop yield targets," Conrad says.

"Our whole feed plan is based around how much maize we harvest, so it is critical that our crop performs to the best of its ability."

Conrad and wife Aileen (Snow) have been 50/50 sharemilking for two seasons on Ken Couper's farm, milking 700 cows in the valley south of Waipu township.

They are proud milk suppliers to local company Fresha Valley, which supplies retail milk products to outlets throughout northern New Zealand.

Supplying a local milk company means the business is paid on total litres of milk produced, rather than kilograms of milk solids.

"We ramped our maize up to be able to supply the sheer volume of milk required," Conrad says.

"The amount of quality feed we can get into the cows determines whether or not we can achieve this, and if our crop yield is good, maize is the cheapest, quality feed we can get."

Supplying milk year-round also means the Samus are currently transitioning from calving three times a year, to four times a year.

"It sounds daunting, but you soon settle into a good routine," Conrad says.

"It's not as intensive as conventional farming, where you experience a big calving and then a big mating."

Conrad budgets on feeding 4 kgDM of maize silage to all cows, every day of the year.



Maize is a great tool to get through every winter, and keep condition on cows throughout the year.

"We're basically a system 6, if there was such a thing," Conrad says.

"Maize is a great tool to get through every winter, and keep condition on cows throughout the year."

This is the second season the Samus have grown VPMAXX® maize on farm. With Joe's help they worked through a plan to split the hybrid selection and planting dates to try and get the best result from their flats, as well as the drier hill areas of the farm.

Ten hectares of early/mid-maturity VP522 was planted on the drier back hills in late September and harvested in mid-February.

A lease block was also planted with 8 ha of VP522 in mid-October and harvested in early March. And on the wetter home flats, 22 ha of long-maturity VP647 was planted mid-October and harvested in early March.

Although the maize yield last season was a very respectable 22 tDM/ha, tailoring their solution and using suitable hybrids for different conditions will likely see an improved maize yield for the Samus.

"Joe has also put a number of trials on the farm this year, which have been exciting to see," Conrad says.

"Trials on the flats and lease block yielded 28 tDM/ha, which is a huge increase."

Conrad says the advice and support Joe offers goes above and beyond what is expected.

"He is not only knowledgeable about maize, but has really well-rounded views of other crops, and even whole farming systems, due to his vast experience," Conrad says.

"Joe is genuinely concerned to help us grow the very best crops we can. I've told him he's never allowed to retire."

MAIZE CROP DELIVERS SIGNIFICANT BENEFITS

The next time you eat your favourite potato chip, take a moment to acknowledge the role VPMAXX® maize has played in ensuring the success of the crop it came from.

ST Growers are a potato and onion cropping operation involving three generations of the Thomas family for over 30 years. Their crops are spread over 800 ha in South Auckland and North Waikato.

Potatoes and onions are grown across the properties, with barley used as an early-ground break crop in Pukekawa and maize as a late-ground break crop in the Waikato.

The majority of the potatoes are grown for processing. ST Growers export a portion of potatoes to the Pacific Islands, with all onions being exported as well.

The role of rotational crops is critical, to minimise weed and disease build up, and ST Growers Operations Manager Chad Notman says maize is a great tool to ensure their land is not "hammered" by potatoes and onions.

"If you keep cropping the same vegetable you can't control disease or weeds, as effectively or sustainably," he says.





VP383

87 CRM

"We aim to rotate our crops on a seasonal basis between potatoes, onions and maize. Planting maize gives us the opportunity to work the ground up properly and provide a good base for the next vegetable crop."

Last season ST Growers switched to using VPMAXX[®] for the first time.

"We decided to give Joe Heng and VPMAXX[®] hybrids a go, and we haven't looked back."

This season, they are growing 100 ha of maize in the Waikato, which will increase to 140-150 ha of maize next season.

They started by planting one third of the maize cropping area with VPMAXX® maize last season – 13 ha of VP647 and 26 ha of VP577 – and will increase the percentage of VPMAXX® maize to half the total maize area this season – 13 ha of VP383, 20 ha of VP577, and 15 ha of VP647.

Approximately 20 tDM/ha of maize is harvested, which is sold as silage through local contractors to a number of large dairy farms in the area.

"We only sell the maize for grain if we can't secure buyers for the silage," Chad says. We are now getting great feedback about the quality of our silage and we are selling more of it.

VP647

114 CRM

VP577

107 CRM

"We are now getting great feedback from farmers about the quality of our silage, and we are selling more of it."

Chad, who has managed the maize crop for the last two years, says Joe Heng has been the most proactive rep they've ever had.

"Joe checks the crops every time he comes up our way, and we look forward to catching up with him whenever we can," Chad says.

"Joe is very flexible, and always considerate of when it suits us to see him, rather than the other way around.

"We have a great relationship with Joe. He's easy to deal with, and has a lot of great ideas which has encouraged us try new things."

HIGH QUALITY MAIZE SILAGE BENEFITS COWS

When your seed company's representative describes your maize crop feed test numbers as "mouth-watering", you know you're doing something right.

Okoroire dairy farmers Kevin and Lily Taylor, with son Adam and wife Celene, regularly see their maize stack outperform average feed analysis projections, leaving their VPMAXX® Account Manager Barry Smallridge in awe.

"The Taylors are outstanding farmers who have utilised maize to its best ability for a number of years," Barry says.

"The feed value they have secured from hybrid VP577 has, year-on-year, provided mouth-watering numbers that have exhibited extremely high MEs, digestibility, and starch – all conducive to providing cow performance out of the top drawer."

The Taylors, who milk 390 cows on 140 ha effective near Tirau, have grown maize on farm for a number of years. This season they planted 9 ha of VP577, yielding 26 tDM/ha. The Taylors feed maize silage strategically throughout the year, starting with around 100 tDM in the spring alongside palm kernel extract (PKE). They ramp up maize silage levels again in the summer months to fill any feed gaps that may arise.

"We don't get too dry where we are, but the cows still need a pick-me-up in those hotter months," Kevin says.

Maize silage delivers enormous animal health benefits.

"Maize silage delivers enormous animal health benefits: it gets the cows ready for the winter, and keeps body condition scores high for the next season.

"The maize crop provides a steady yield every year, which contributes to our milk production figure of 400 kgMS/cow."

Kevin's confidence in their maize crop being a top-performer was reinforced





in August 2020 when a maize test was undertaken, leaving Barry stunned by the results.

"The feed analysis was not reflective of what I would have expected from a maize test, in a season that saw lower MEs and starches thanks to the extended dry," Barry says.

"The Taylors' results were simply outstanding. An ME of 11.6 MJ is 'top drawer stuff', particularly in a season when cob development in many crops was restricted.

Barry's comprehensive reporting of feed test results, in addition to handson crop monitoring, advice and support are among the many contributing factors to his long relationship with the Taylors.

"We worked with Barry when he was in a previous role, and we decided to come along with him when he started his role as VPMAXX® Account Manager," Kevin says.

"We find him very good to deal with; he provides great support throughout the season, helps us select the ideal hybrids for the farm, and monitors the crops.

"We put all our trust in Barry."

MAIZE SILAGE AN ALL-ROUNDER FOR A SMOOTH SEASON

Happy, healthy cows are the foundation of a successful dairy farming operation, a key to which is that they maintain condition throughout the year with little fluctuation.

Bay of Plenty dairy farmer Bryon Osborne, who milks 420 cows on 158 ha at Waimana, has created a feed strategy that aims to do just that, as well as improving conception rates and milk production.

"Our primary goal is to maintain our cow condition scores so the herd is cycling and back in calf without any issues," Bryon says.

"The carbohydrates in maize silage are a critical component to achieve that weight gain."

Bryon has been growing maize on-farm for seven years.

This season he planted 11 ha of VPMAXX[®] longer maturity hybrid VP647, yielding a consistent 22 tDM/ha; a good year can see a harvest of 25 tDM/ha.

The resulting maize silage, of which 260-270 tDM is consumed annually, is fed on the feed pad in a PKE/maize silage mix.

"We have found a mix of 2 kgDM maize silage and 2 kgDM PKE very strategic in helping improve in-calf rates," Bryon says.

"The increase in milk production, to achieve our annual production figure of 165,000 kgMS, is a bonus on top of that."

Bryon starts feeding maize silage in autumn, continuing through the dry period to keep condition on cows until calving.

He tries to stretch the maize silage through until mating in mid-November if he can, which has been made possible with the help of VPMAXX[®] Account Manager Barry Smallridge.

Two seasons ago Barry suggested Bryon change from a short maturity



hybrid to long maturity hybrid VP647, to achieve more tonnage.

"Bryon has always wanted to improve maize yields. Planting VP647 increased total silage yield by more than 40 tDM above what was budgeted for, and this got them comfortably into mating," Barry says.

The carbohydrates in maize silage are a critical component to achieve that weight gain.

"That season was excessively dry and maize yields across the board were down, but we got a great result with VP647."

Bryon's farm consultant Mike Beavon says the performance of the maize crop is paramount to the success of the business.

"As the maize is grown on the milking platform, we have to maximise the yield of the crop that is growing there," he says. Bryon says an advantage with maize silage is that it can be mixed with small amounts of other products to increase the energy and protein levels of the diet pre-mating.

Bryon also feeds maize silage as a supplement to balance the high levels of protein and ME in early spring pasture, increasing dry matter percentage and encouraging the maintenance of body condition score.

Feeding maize silage helps keep the level of imported feed to less than 20%, so the farm is eligible for the Fonterra Cooperative Difference Payment.

Bryon is confident the longer maturity hybrid VP647 – resulting in higher tonnage and the ability to feed maize silage for longer – will continue to positively impact the business, something he thanks Barry for.

"I've known Barry for yonks, and his support here on-farm has been really good," he says.

"He has assisted us through any issues we've had with insects and weed control that would have otherwise impacted the maize we're growing.

"We've had a long relationship and value and trust his advice."



SEED GUIDE 2021-2022

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

VP432

93 CRM

Recommended established population (plants/ha)

GRAIN	85-105K
SILAGE	95-110K



A mid maturity for lower North Island 139–153 DAYS (for silage) Estimated from planting to harvest

AGRONOMY TRAITS

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

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
 95-105K

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



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	*****

VP601

110 CRM

Recommended established population (plants/ha)

GRAIN not rec SILAGE 90-105K



Not recommended for lower North Island

AGRONOMY TRAITS

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



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 Managemen	t ****
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	*****

OUR ADVICE IS TO FOLLOW THEIR ADVICE



VPMAXX[®] Account Managers Barry Smallridge and Joe Heng between them have close to 55 years of experience in the New Zealand maize industry. Both are passionate about the crop and the role and contribution it makes to New Zealand farmers and wider industry.

Barry, who lives at Pongakawa in the Western Bay of Plenty, has worked with dairy farmers, grain and silage growers and other maize industry participants for almost 30 years. He offers outstanding technical support to his customers and this is what motivates him to get out of bed each day.

"Working in the field day-to-day allows me to spot potential issues and provide agronomic advice to help improve yields" says Barry, "I wouldn't do this job if I couldn't add value to my clients' businesses."

Growers can count on Barry's solid agronomic advice and experience. He also assists with maize silage harvest and feeding management. When he is not in a maize paddock, Barry is most likely to be found at the local golf course knocking a few balls around and winning the odd game or two.

Most Helensville locals know Joe who has worked in the agricultural sector since 1991. Joe helped introduce farmers in the Helensville area to growing maize for grain nearly 25 years ago.

"I've got a deep passion for maize not only because it is a fantastic crop, but also because it helped establish a new farming option in my local area" says Joe. "I've met a lot of people, forged a lot of relationships with growers, and made a lot of friends along the way."

Joe is equally at home on his trail bike as he is in a maize paddock, and when it's not maize growing season, you can find Joe playing Presidents Grade Rugby for Helensville.

For any advice on planning your maize for next season, or just for a chat, please feel free to call or email Barry or Joe.

VP_M/XXX®	VP383 87 CRM	VP432 93 CRM	VP483 98 CRM
Days to Silage Maturity			
Upper North Island	124 - 137	127 - 142	132 - 147
Lower North Island	134 - 148	139 - 153	144 - 156
Disease Ratings			
Northern Leaf Blight	Good	Good	Good
Common Rust	Very Good	Good	Good
Head Smut	Average	Very Good	Excellent
Fusarium Ear Rot	Average	Good	Below Average
Diplodia Ear Rot	Good	Good	Average
Gibberella Ear Rot	Excellent	Very Good	Average
Anthracnose Stalk Rot	Good	Very Good	Average
Characteristics			
Plant Height	Tall	Tall	Tall
Ear Height	Average	Average	Average
Flex	Very Good	Good	Good
Husk Cover	Medium	Medium	Medium
Test Weight	Very Good	Average	Average
Grain Appearance	Very Good	Good	Good
Flowering for Maturity	Average	Average	Late
Black Layer for Maturity	Average	Average	Late

VPMAXX Trait Table

9-1 score	Agronomic Traits	Plant Height	Ear Height	Husk Cover
9	Exceptional	Massive	Lofty	Long & Tight
8	Excellent	Very Tall	Very High	Long
7	Very Good	Tall	High	Protective
6	Good	Medium	Medium	Medium
5	Average	Average	Average	Average
4	Below Average	Below Average	Below Average	Below Average
3	Fair	Short	Low	Fair
2	Marginal	Squat	Very Low	Short
1	Poor	Dumpy	Squat	Poor
DP	Data Pending			

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VP522 102 CRM	VP577 107 CRM	VP601 110 CRM	VP647 114 CRM
136 - 150	139-155	142 - 160	150-165
148 - 160	-	-	-
Good	Very Good	Average	Good
Average	Good	Good	Very Good
Very Good	Below Average	Poor	Marginal
Below Average	Average	Below Average	Average
Average	Good	Fair	Average
Good	Average	Good	Average
Average	Good	Below Average	Average
Very Tall	Medium	Very Tall	Massive
Medium	Average	Medium	Average
Very Good	Very Good	Very Good	Very Good
Average	Medium	Average	Average
Good	Average	Very Good	Very Good
Good	Good	Very Good	Average
Average	Average	Late	Good
Average	Average	Late	Late

Management Recommendations (star rating)

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



WE LOOK FORWARD TO YOUR CALL

Barry Smallridge

Account Manager, Bay of Plenty, Manawatu and East Coast

bsmallridge@nzsh.co.nz **027 801 9992**

Joe Heng

Account Manager, Northland, South Auckland, and Taranaki

jheng@nzsh.co.nz **021 514 114**





High-performing, Kiwi-grown maize hybrids.