

PIONEER

A YATES FAMILY BUSINESS

# maize

*for Silage*

2025-2026



## Like father like son

Maize silage the answer for generations of Swneys



Five challenges  
facing dairy  
farm systems

Taking good  
care of your  
maize seed

50

CELEBRATING 50 YEARS IN  
NEW ZEALAND 1975 - 2025



**PIONEER**  
BRAND · PRODUCTS





It is a pleasure to share with you the Pioneer® Maize for Silage catalogue for 2025 which contains details of our latest hybrid lineup, technical articles on looking after your maize seed, and the value of maize silage in dairy farm systems. We are grateful to the Singh, Swney and Bailey families who have allowed us to showcase their successful dairy farm businesses.

This year marks the 50th anniversary of the signing of the seed production and distribution agreement between Pioneer Hi-Bred and my father, Philip Yates, who was the Managing Director of Arthur Yates and Co. Ltd at the time. It's a great privilege for our family to have represented the Pioneer brand in the New Zealand market for the past fifty years. I want to sincerely thank all the farmers who have planted Pioneer maize seed as well as the merchants, contractors, consultants and the Pioneer team who have supported them over all those years.

We are pleased to introduce P0710 and P1185 to our lineup this season. P0710 (page 20) is our newest Optimum® AQUAmax® hybrid. These resilient products are a great option for growers planting on lighter soils or in lower rainfall areas. P1185 (page 22) is a foliar health champion with proven Northern Leaf Blight and Rust resistances.

It's been pleasing to see global dairy prices improve and interest rates drop over the past year bringing welcome relief to farmers who have been challenged by high operating and finance costs and lower product returns. Higher milk prices represent a great opportunity for farmers to further develop their farm systems to increase milk production and profit, and maize silage has an important role to play. Not only is it cost-effective, but it also offers sustainability advantages, especially when compared to imported feeds. If you are considering making changes to your farm system, feel free to contact one of our Dairy Specialists, Wade Bell or Matt Dalley, for an obligation-free visit.

The Pioneer team joins me in wishing you all the very best for the 2025-26 season. As always, we appreciate your support for Pioneer® brand products and are committed to helping you extract the maximum value from them. If we can help you in any way, please give us a call.

With warmest regards,

William Yates  
Managing Director





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## PIONEER LONG LOOK

We strive to produce the best products on the market.

We deal honestly and fairly with customers, employees and business associates.

We vigorously market our products, but without misrepresentation.

We provide helpful management information to assist customers in making optimum profits from our products.







# Feed of the future

The future for dairying looks increasingly bright with research continuing to highlight the nutritional benefits of milk products. However, farm systems will need to adapt to a changing climate as well as increased consumer demands for improved cow welfare and better environmental stewardship.



We asked Pioneer Farm Systems Specialists Matt Dalley and Wade Bell what they see as the five key challenges for dairy farm systems now and into the future, and the role of maize silage and grain in future feed systems. Here's what they said.

## 01. Pasture harvest

In many districts pasture yields are stable or even decreasing and there are increasing challenges to pasture persistence. We can expect climate change to deliver greater variation in rainfall and seasonal pasture growth rates. An added challenge will be feed quality. Under warm, dry summer conditions, perennial ryegrass will become less competitive than less nutritious C4 grasses including paspalum and kikuyu.

### Why maize?

- Feed maize silage to prevent overgrazing, creating positive substitution and increasing pasture harvest.
- Use maize silage followed by a winter crop to double the drymatter yield on a percentage of your farm and increase the yield of homegrown feed.
- Couple maize silage with a standoff facility to keep cows off wet pastures minimising pugging damage to pastures.
- Utilise maize silage as an integral part of a successful pasture renewal programme.





## 02. Reproductive performance

Empty rates and six week in-calf rates continue to be a big challenge for a number of the farms we visit. It's a big problem for the industry because it drives the need for higher replacement rates and impacts a farmer's ability to cull cows based on their genetic merit and other factors like age, health status, conformation or temperament. While the reasons for poor in-calf rates are numerous and complex, nutrition plays an important role.

Fertility is affected by body condition score (BCS) at calving, BCS at the planned start of mating, loss of BCS in early lactation, and whether cows are gaining liveweight before and during mating<sup>1</sup>.

Research showed that NZ Holstein-Friesian cows fed 3 or 6 kgDM of a maize grain-based supplement lost less condition and started to gain condition faster than cows fed pasture only diets<sup>1</sup> (Figure 1).



### Why maize?

- Maize silage is an excellent feed for reducing summer condition score loss and putting condition on cows during the autumn months.
- Maize is the highest energy grain which makes it ideal for increasing energy intake in early lactation reducing condition score loss.

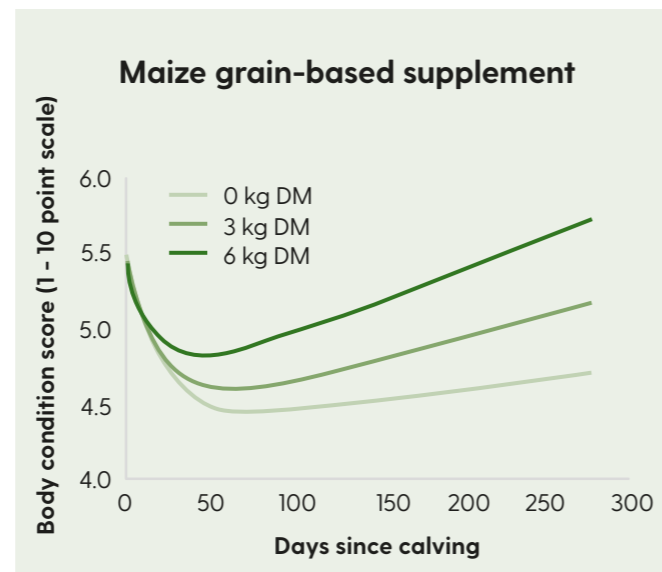


Figure 1: Body condition scores change for cows fed varying rates of a maize grain-based supplement<sup>1</sup>.

<sup>1</sup> Body condition scoring – the reference guide for New Zealand farmers <https://www.dairynz.co.nz/media/hjpl5aj2/body-condition-score-reference-guide-2024.pdf>

## 03. Per cow production

New Zealand dairy cow production has historically been lower than that achieved in Australian, Irish or North American farm systems. While per cow production has slowly risen over time, the average farm produces around 400 kgMS/cow or around 0.8 kgMS per kilogram of liveweight<sup>2</sup>.

Many of the farms we visit are focused on lifting per cow performance to help improve the efficiency of their system. The keys to high per cow production are a condensed calving, a high peak and a slow decline so that days in milk are maximised.

<sup>2</sup> Assumes an average cow liveweight of 500 kg

### Why maize?

- In spring cows can often eat more drymatter when they are fed maize silage as well as low drymatter pasture.
- Very little energy is expended eating 3-5 kgDM on a feedpad versus grazing the equivalent amount of pasture drymatter in the paddock.
- Carrying a buffer of maize silage allows farmers to fill deficits where feed demand exceeds pasture growth.
- Maize is ideal for extending lactation while at the same time meeting cow condition and pasture cover targets.

## 04. Labour efficiency

Often when we ask farmers what their key challenges are, labour features somewhere near the top of the list. There is a shortage of skilled workers in the dairy industry and the challenge of finding and retaining good staff seems to increase the further you live from a major town or city. We see an increasing number of farmers who are investing in cow collar technology and cow housing and feeding infrastructure mainly because they save labour and/or make cow management simpler. Lifting per cow performance is another way to increase labour efficiency because less animals need to be milked and less replacements raised for the same milk output.

### Why maize?

- Well-designed farm systems combining maize silage and a feedpad can help improve labour efficiency.
- Large amounts of maize silage can be fed out quickly and farmers often comment that feeding maize silage is easier and less risky than managing the intake of some grazed forage crops.
- The most efficient systems combine timed gate latches or wearable technology with well-designed feeding facilities located close to silage storage areas. Cows make their own way to the feedpad offering significant time savings especially early in the morning.





# 05. Environmental sustainability

Whether we like it or not, global food company demand for sustainably produced milk will drive milk pricing and ultimately on-farm practices. Chief Executive Miles Hurrell told the Farmers Weekly In Focus podcast that Fonterra's Scope 3 emissions programme is vital if the co-operative wants to continue to supply key customers<sup>3</sup>. Ninety percent of these emissions occur on farm<sup>4</sup> and maize silage can help by improving animal efficiency (see Point 3 on page 7), optimising nitrogen use and reducing a farmer's reliance on imported feed.

### Why maize?

- Maize has high nitrogen use efficiency - a kilogram of nitrogen fertiliser can produce around 55 kgDM of maize silage but around 15 kgDM of pasture<sup>5</sup>.
- Growing maize silage on effluent paddocks is an excellent way to utilise surplus nitrogen whilst producing low cost drymatter.
- Maize silage has a beneficial impact on nitrous oxide emissions due to its lower nitrogen concentration than pasture<sup>5</sup>.
- Feeding 5 kgDM of maize silage will give you a lower Scope 3 greenhouse gas emission than feeding 1 kgDM of palm kernel extract.

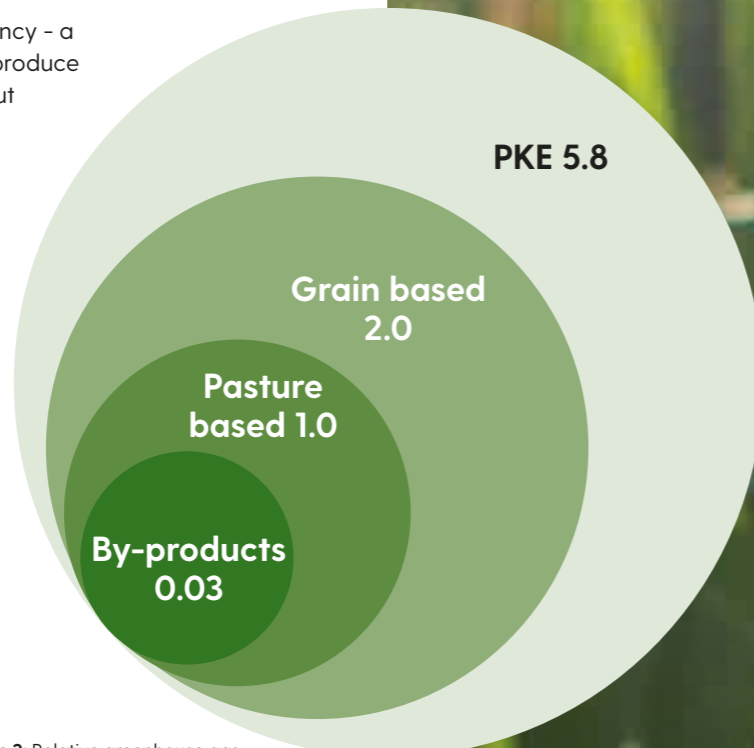
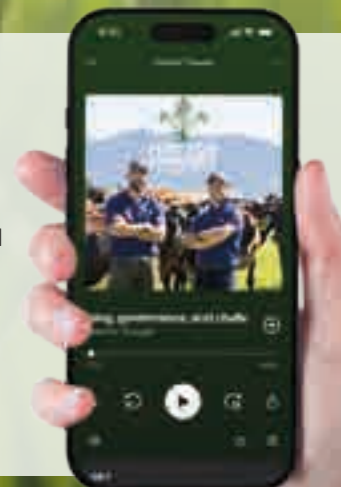


Figure 2: Relative greenhouse gas emissions associated with supplementary feed<sup>4</sup>.

<sup>3</sup> [https://www.farmersweekly.co.nz/markets/scope-3-work-is-fonterra-ticket-to-ride/#google\\_vignette](https://www.farmersweekly.co.nz/markets/scope-3-work-is-fonterra-ticket-to-ride/#google_vignette)  
<sup>4</sup> Fonterra, 2023. Our approach to on-farm emissions. May 2023  
<sup>5</sup> Williams et al, 2010. Using maize silage to reduce the impact of dairy farm systems on water use and quality in New Zealand: A review. Proceedings of the Australasian Dairy Science Symposium pp 74-77.

## Hear more from our Farm Systems Specialists

“Feed for Thought” is a regular podcast where Pioneer® Farm Systems Specialists Wade Bell and Matt Dalley share practical and relevant information on technical and farm systems topics. Our aim is to prompt thought, discussion and actions which improve the profitability and sustainability of farming. Tune in and listen to the team as well as our guests who include farmers, researchers, agronomists and nutritionists from New Zealand and abroad. **To listen and subscribe to Feed for Thought, scan here:**







# Maize runs in the family



DAVE SWNEY AND ALICE TREVELYAN, TE KAWA



**F**or more than 30 years maize silage has underpinned the profitability and sustainability of Waikato-based Ivondale farm.

The original 43 ha farm located at Te Kawa, just south of Te Awamutu, was purchased by Phill and Deb Swney in 1990 and was slowly expanded through the lease and purchase of adjoining land.

The current 123 ha (eff) dairy operation is run by son Dave and his partner Alice Trevelyan who own 50% of the assets and contract milk for the business.

In the 2023-24 season, the 410-cow crossbred herd produced 189,500 kgMS, equating to 1,541 kgMS/ha or 462 kgMS/cow. Farm working expenses were \$5.85/kgMS and the property had an operating profit of \$4,893/ha.

This season (2024-25) the farm is on track to produce just over 200,000 kgMS from 410 cows.

Dave, who was a DairyNZ Consulting Officer for five years, counts himself lucky to have come home to a farm with good infrastructure and a well-bred Friesian x Jersey (F8J8) herd.

“Dad bred an amazing herd of big black crossbreds that combine the best of both breeds” says Dave. “We feel really lucky to be able to carry the genetics on”.

Determined to increase production and believing feeding level and nutritional balance were the key, Dave’s father Phill started using maize silage to complement pasture in the early 1990’s. Today, the farm feeds around 1 tDM maize silage per cow.

Each year, Dave purchases 12 ha of maize silage from local contractor John Austin Ltd’s lease block across the road. After maize silage harvest, the entire block (28 ha) is planted into annual ryegrass and Dave subleases it to winter the cows and to make grass silage.

A further 10 ha of maize is grown on farm under a strip-till system. This season half of the home crop has been grown on the effluent area with very low fertiliser inputs.



THIS PAGE LEFT TO RIGHT Phill Swney as he appeared in the June 1994 Dairy Exporter; Phill at the stack, 31 years later.

“Using a combination of growing maize silage on farm and buying it in gives us all the feed we need while diluting the average cost”.

The Swneys have grown Pioneer® brand maize hybrids for more than 30 years and appreciate the long-term relationships they have with their local Pioneer representatives as well as John Austin over that time.

When it comes to maize silage, they are looking for silage quality as well as a reliable yield.

“We take a sample out of every stack and carefully analyse the results” says Dave. “A key goal is to maximise the starch content of our maize silage and there is a significant difference between hybrids. We like the quality of the maize silage we get from P0900”.

For supplementary feeding, the farm relies solely on a 220-cow feedpad and a recently purchased mixer wagon.

“The feedpad is an essential part of our farm system and the mixer wagon has been a great addition because it has allowed us to get a more even distribution of minerals” says Dave. “You have to invest in the right tools if you want to push production and profit”.

Calves remain on the farm until the 1st of May and are grazed off for 12 months, returning home before their first calving at the start of July.

The main herd starts calving on the 10th of July. To minimise the risk of metabolic disease, springers are fed a maize-silage-based diet that includes palm kernel, molasses, straw, anionic minerals, and a “sniff” of pasture.







“It’s a great base feed that works extremely well with pasture and helps us maximise the amount of homegrown feed we harvest”

“Because we are calving so early, we feed high amounts of supplementary feed to start with and slowly ease off once the grass starts growing” says Dave. “We typically don’t make any pasture silage on farm; we are stocked high enough that we eat all the grass we can grow”.

Cows normally peak at around 2.3 kgMS/cow on a diet that comprises maize silage, palm kernel and pasture.

The cows are run in two herds. In past seasons, the young herd has been once-a-day all season. This has helped overcome historic lameness issues due

in part to the large walking distance on a long, skinny farm.

“The furthest paddock is 2.2 km from the cow shed” says Dave. “It burns up a lot of energy walking that far twice daily”.

This season, both herds started on twice-a-day milking, with the young herd moving to once-a-day after Christmas. The farm’s summer milking schedule is unique. Cups go on at 5:30 am in the mornings, and the older herd is grazed in nearby paddocks and milked again at 1 pm.

“Research has shown you don’t compromise production as long as there is no more than 18 hours between milkings” says Dave. “Lunchtime milking seems to suit both us and the cows well”.

In the autumn, maize silage is coupled with palm kernel and grass silage to extend the lactation and meet cow condition and pasture cover targets by drying off.

Four years ago Alice, who was formerly a Senior Catchment Officer with the Waikato Regional Council, turned the tennis court into a successful

native plant nursery trading as The Native Dairy Farmer. As well as creating non-farming income, the nursery allows her to spend more time with their sons Walter (2) and Rex (1).

Dave, who is on the Smaller Milk and Supply Herds (SMASH) Trust and National Committee, enjoys the hands-on aspect of a family farm and has no real desire to expand the operation. Instead, the couple plan to consolidate



ABOVE LEFT Walter, Dave, Alice and Rex.

ABOVE RIGHT Pioneer Area Manager Matt Towers with Phill and Dave Swney.

their current system by focusing on efficiently increasing pasture and crop harvested and per-cow production. Adding value to the farm by further native plantings, including shade trees, is also a priority.

While his top focus is growing and harvesting as much high-quality pasture as possible, Dave believes maize silage will continue to play an important role in his future farm system, especially as the climate becomes more challenging.

“It’s a great base feed that works extremely well with pasture and helps us maximise the amount of home-grown feed we harvest” says Dave. “I’d like to feed a bit more and rely less on imported feed”.

Listen to an extension of this story on the Feed for Thought podcast by scanning the QR code:



## Farm walk

- Milk 410 cow Friesian x Jersey (F8J8) herd on 123 ha (effective)
- In 23/24 season, produced 189,500 kgMS or 462 kgMS/cow
- 10 ha maize grown (P0900) on farm, 12 ha bought in
- Feed 1 tDM maize silage per cow





# Maize hybrids

**W**e are pleased to offer growers a powerful portfolio of high yielding, top quality silage hybrids carefully selected to meet the needs of local livestock farmers.

Our industry-leading hybrids are the result of Pioneer's world-class germplasm library, advanced conventional breeding technologies and extensive global product testing and advancement programme.

Each year Pioneer's elite genetics are tested in around 160 maize silage trials across New Zealand. Our extensive trialling programme allows us to identify superior hybrids and to position them in the growing environments where they will perform the best.

Our field team is also based in the main maize-growing regions. Give one of them, your local merchant or contractor a call for advice on choosing the right product for your paddock.



Pioneer's Optimum® AQUAmax® hybrids are highly resilient in challenging conditions and responsive to favourable ones. These hybrids are bred to include key traits that improve your crops root system and silk emergence, among other agronomic characteristics,



to manage drought stress. And this season we are proud to have P0710 as the newest recruit in our lineup of high-performing Optimum® AQUAmax® hybrids. See page 20 for more information on this exciting new hybrid which joins P0900 and P9911, our other high-performing Optimum® AQUAmax® offerings.

## Further reading on Pioneer hybrid performance

The 2025 edition of our maize silage research publication provides comprehensive data to help growers make informed decisions on which Pioneer hybrid to plant. It's packed with hybrid performance comparisons plus the results of recent agronomic and farm systems projects. To download a copy visit [pioneer.co.nz/maize-silage](http://pioneer.co.nz/maize-silage) or scan the QR code below.



SCAN THIS QR CODE TO DOWNLOAD YOUR COPY



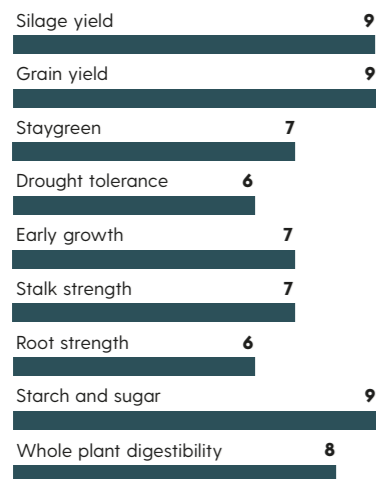




NEW



CRM 71



Max 9

### Quickest option for the coolest growing regions.

Similar in type but very much quicker to harvest than **P7364**.

- Combines superior early growth, drought tolerance and staygreen.
- Tall with low ear placement and strong standability.
- Delivers high yields of quality silage in the coolest maize-growing regions.
- Plant at similar plant populations used for **P7364**.

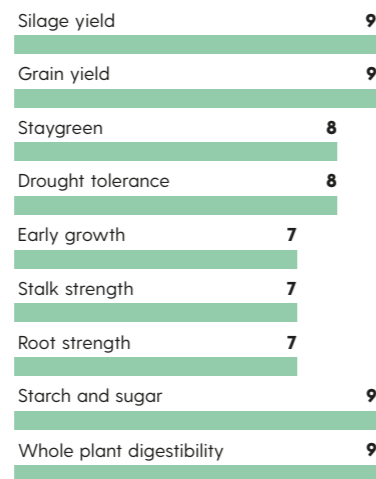
An important earlier companion hybrid to **P7364** for Central Plateau, high-altitude Taranaki and high-altitude and latitude South Island growing regions.



NEW



CRM 73



Max 9

### The new standard for yield and earliness.

Better husk cover and quicker to harvest than **P7524**.

- Dependable agronomic package with high ratings for early growth, drought tolerance and staygreen.
- Moderate in plant height with low ear placement and superior standability.
- Delivers high silage yields for maturity with superb energy and digestibility ratings.
- In medium to high-potential situations, plant 5,000 plants/hectare more than was applied in the past for **P7524**.

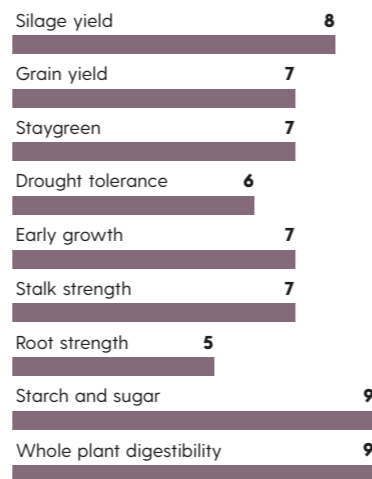
Replaces **P7524** for growers requiring a hybrid earlier than **P7647** or **P8086**.



NEW



CRM 76



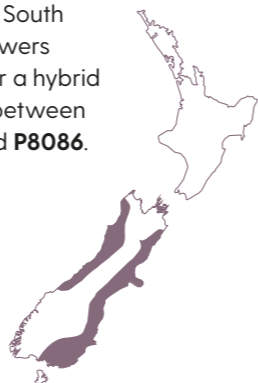
Max 9

### Delivers superior yields of top-quality silage.

Expands the options for cooler maize-growing regions.

- Combines strong early growth and staygreen to deliver silage with excellent energy and digestibility ratings.
- Trials show **P7647** is slightly quicker to reach harvest drymatter and is higher yielding than **P7524** which it replaces.
- Tall for maturity, should be planted to achieve plant populations between 105,000 and 115,000 plants per hectare depending on paddock yield expectation.

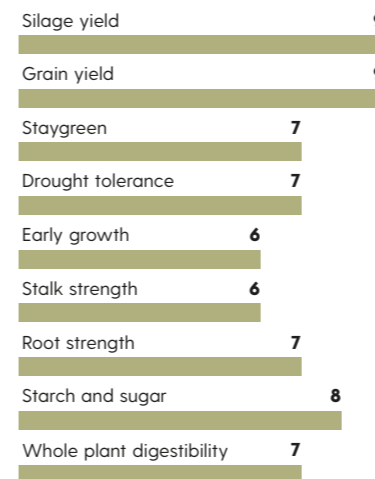
An important option for South Island growers looking for a hybrid maturity between **P7364** and **P8086**.



NEW



CRM 80



Max 9

### Reliable early hybrid with excellent feed value.

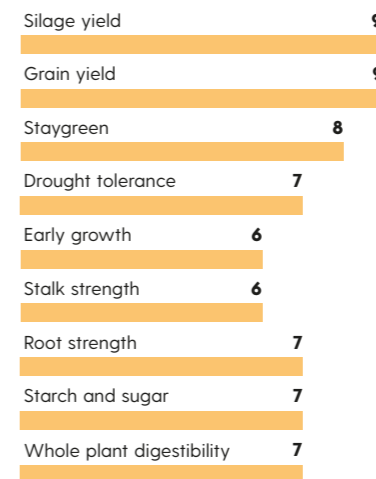
**P8086** is similar in type, maturity, and management requirements to **P8000** which it replaces.

- A long cob packed with deep dent grain to produce silage with high digestibility and energy.
- Moderate in height with low ear placement, strong standability, drought tolerance, staygreen and Northern Leaf Blight ratings.
- Trials show **P8086** delivers higher silage yields than **P8000**.

Grow alongside **P7647** or **P8240** depending on maturity and disease resistance requirements.



CRM 82



Max 9

### Bulk and energy to fill the vat.

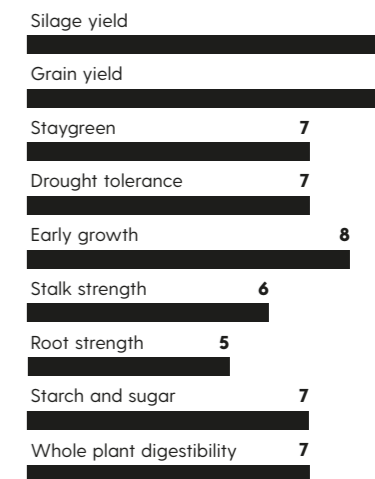
**P8240** is a very tall, high-yielding silage and grain hybrid backed by strong drought tolerance, staygreen and standability.

- Delivers top silage yields, with superior feed quality for optimal milk production.
- A balanced agronomic package including superior roots which are a real asset in this maturity.
- Established plant populations should be matched to assessed paddock yield potential.
- Where Northern Leaf Blight is a seasonal concern, consider planting **P8086**.

Well adapted to Central Plateau, Taranaki, Lower North Island and South Island growing regions.



CRM 83



Max 9

### Highly productive mid-maturity option.

**P8333** is a tall bulky plant with a long grain-filled ear, supported by strong all-around agronomics, superior drought tolerance and staygreen.

- Delivers top silage yields for maturity, with impressive energy and digestibility.
- An important mid-maturity option between **P8086** and **P8666**.
- Optimum established populations are approximately 5,000 plants per hectare less than applied for **P8086**.

Yields particularly well in the South Island and in the cooler regions of the Lower North Island where this maturity is required.







### CRM 86

Silage yield	8
Grain yield	8
Staygreen	6
Drought tolerance	8
Early growth	8
Stalk strength	6
Root strength	5
Starch and sugar	6
Whole plant digestibility	6

Max 9

### Grows well, yields very well and feeds even better.

A bulky plant with superior early growth, drought tolerance and strong all-round agronomics.

- Produces silage with high grain content that cows will thrive on.
- Plant to establish 100,000 to 115,000 plants per hectare.

Widely adapted from Ashburton to Dargaville.



### CRM 87

Silage yield	8
Grain yield	9
Staygreen	8
Drought tolerance	8
Early growth	7
Stalk strength	7
Root strength	7
Starch and sugar	9
Whole plant digestibility	9

Max 9

### Yield with superb quality for Northern Regions.

A tall hybrid with superior roots and stalks.

- High ratings for drought, Northern Leaf Blight, Rust, and staygreen deliver season-long silage appeal and yield stability. These all combine to support a wide harvest window.
- Produces silage with excellent energy and digestibility desired by high-productivity herds.

Research results show **P8711** is most productive in northern regions from Northland to Hawke's Bay particularly where standability and Northern Leaf Blight are significant concerns.



### CRM 92

Silage yield	9
Grain yield	9
Staygreen	9
Drought tolerance	8
Early growth	7
Stalk strength	7
Root strength	7
Starch and sugar	9
Whole plant digestibility	9

Max 9

### Solid, balanced hybrid with top-of-the-line foliar health.

Plant where Northern Leaf Blight, Rust, standability and drought tolerance are seasonal concerns.

- Competitive silage yields compared to **P9400**.
- Moderately tall with strong agronomics, superior roots, and stalks.
- Delivers high and stable silage yields.
- Late season staygreen and plant health delivers a wide harvest window and silage with exceptional digestibility and energy.

Adapted to all North Island growing regions where this maturity meets growers' objectives.



### CRM 94

Silage yield	7
Grain yield	7
Staygreen	6
Drought tolerance	7
Early growth	7
Stalk strength	7
Root strength	7
Starch and sugar	8
Whole plant digestibility	8

Max 9

### Stands tall – delivers big time.

A tall, dense plant producing high grain content silage with superior digestibility.

- Strong agronomically with a sound all-round disease resistance offering.
- When planting in early spring into cold wet soils consider planting **P92575** or **P9650**.

A popular high-yielding early choice in Northland and Waikato while giving stable yields in Taranaki and Lower North Island as a mid to full-season hybrid.



### CRM 96

Silage yield	9
Grain yield	9
Staygreen	7
Drought tolerance	7
Early growth	6
Stalk strength	7
Root strength	6
Starch and sugar	9
Whole plant digestibility	9

Max 9

### Security with performance.

Offers yield stability for silage and grain.

- Moderate in plant height with an erect leaf habit, strong standability and drought tolerance.
- Agronomically balanced with a strong Northern Leaf Blight resistance while producing excellent silage quality.
- Waikato research trials show **P9650** was 1% wetter at harvest than **P9400** but delivered 800 kgDM/ha more yield.

A useful mid-maturity option between **P92575** and **P9978** which is widely adapted to North Island growing regions.



### CRM 99

Silage yield	9
Grain yield	7
Staygreen	9
Drought tolerance	9
Early growth	6
Stalk strength	5
Root strength	5
Starch and sugar	6
Whole plant digestibility	6

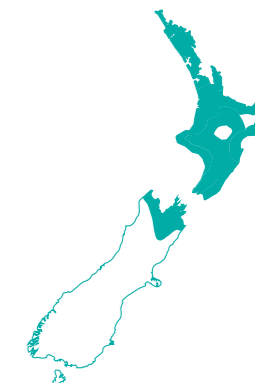
Max 9

### Top yielding, drought buster.

A key maturity option in the Optimum® AQUAmax® range provides growers more yield per drop – rain or shine!

- Tall, showy hybrid delivering yield stability in this maturity.
- A widely grown, imposing all-round hybrid.
- Top agronomics for reliable yields.

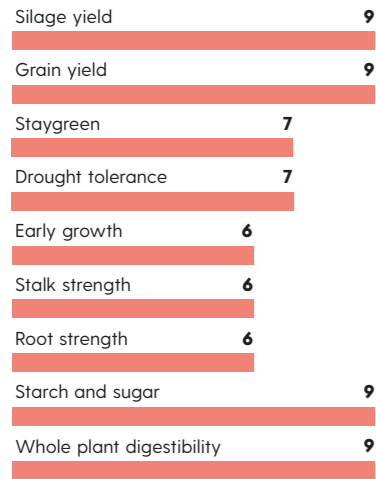
Where Northern Leaf Blight is a concern, consider planting **P9978** or **P0362**.







CRM 99



Max 9

### Defensive. Stable. Productive.

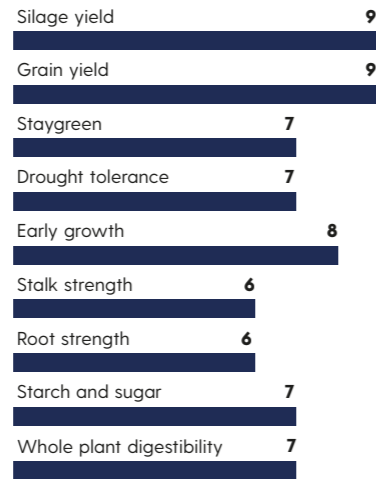
P9978 delivers a great all-round package with superior foliar health and silage eye appeal.

- A moderately tall plant with low ear placement, strong roots and stalks, superior drought tolerance, staygreen and Northern Leaf Blight resistance.
- Delivers top silage yields in this maturity with excellent feed quality.
- When planting early or into cold, wet soils, switch to P9650 or P9911.

Now widely grown in all North Island growing regions where this maturity is required.



CRM 106



Max 9

### Leaf disease champion delivering silage yield stability.

A balanced all-round hybrid with desirable leaf disease resistances.

- Tall plant with sound standability, staygreen and drought tolerance.
- Superior resistance to Northern Leaf Blight and Rust for notable mid-to-late-season plant appeal.
- Produces silage with superior digestibility and energy content.
- Supplies yield stability in moderate to high-yield environments.

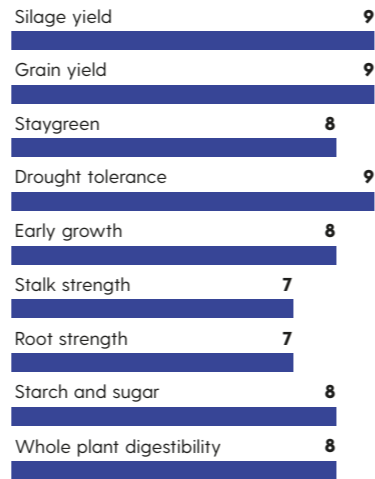
Plant with P0362, P0710, P0900 or P0937 depending on maturity requirements.



NEW



CRM 107



Max 9

### Exceptional foliar health and yield stability – wet or dry!

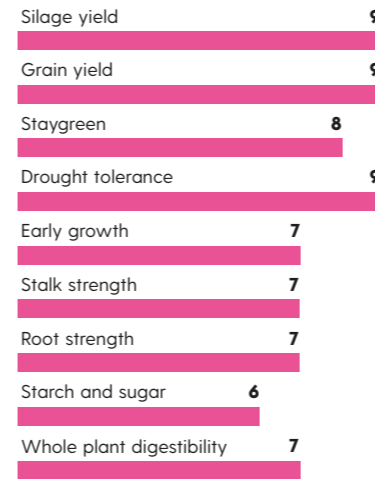
Optimum AQUAmax drought qualities provide tolerance to water and heat stress during flowering and grain fill stages.

- Starts well with strong stress emergence and early growth.
- Superior staygreen and Northern Leaf Blight resistance delivering season long plant health.
- Relatively short plant with low ear placement, strong roots and stalks.
- Similar yield profile to P0900 and P0937 but higher energy and digestibility ratings.

An excellent new option to plant alongside P0640, P0900 and P0937.



CRM 109



Max 9

### A proven, stable, all-round hybrid.

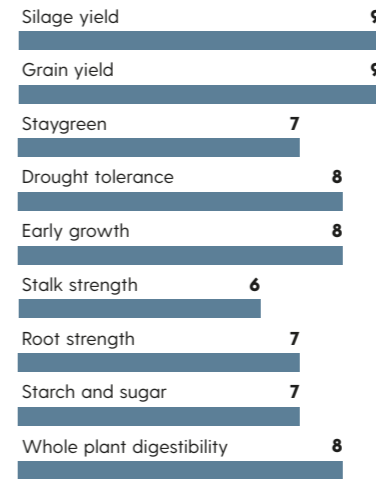
P0900 is an exceptionally balanced hybrid that delivers yield stability and a wide harvest window.

- Dependable standability, low ear placement, Optimum AQUAmax drought tolerance, great foliar health and staygreen.
- Strong resistance to Northern Leaf Blight and Rust.
- East Coast growers will value superior Head Smut resistance.
- A management-responsive hybrid that will benefit from adjusting the established plant population to match yield expectations.

Extensively planted between Kaitiaki and Napier alongside P0937.



CRM 109



Max 9

### Solid hybrid with great standability and foliar health.

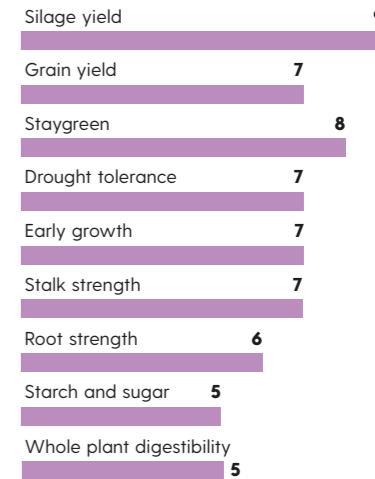
A modern plant type with erect leaves, notable foliar health, standability and exceptional staygreen.

- Widely adapted, stable, yet high-yielding hybrid.
- Emerges strongly when planted early into cold wet soils.
- Sound Northern Leaf Blight and Rust resistances will be attractive to growers in high-risk situations.

P0937 performs best in moderate to high-yielding situations in warmer northern growing regions. Companion with P0900 and P1185.



CRM 110



Max 9

### Defensive from Northland to Hawke's Bay.

An imposing hybrid like P1636 while being quicker to harvest and with much better foliar health.

- Season-long appeal is delivered by notable drought tolerance, staygreen and superior Northern Leaf Blight and Rust resistances.
- Tall with superior root and stalk strength.
- Trials show P1315 delivers higher silage yields than P0900 and P0937.
- Where Head Smut is a concern, plant P0900.

Companion with P0900, P0937 or P1636.







NEW



CRM 111

Silage yield	9
Grain yield	9
Staygreen	9
Drought tolerance	7
Early growth	7
Stalk strength	8
Root strength	7
Starch and sugar	7
Whole plant digestibility	8

Max 9

### Foliar health champion delivering top quality silage.

Similar in type and management requirements to P0900 and P0937.

- The standout performer in trials for Northern Leaf Blight and Rust resistances, standability, staygreen and season-long plant health.
- Delivers higher silage yields and a wider harvest window than P0937.

Plant from Kaitia to Napier as a companion to P0900 and P0937, particularly where there's been significant Northern Leaf Blight pressure in recent seasons.



CRM 112

Silage yield	9
Grain yield	7
Staygreen	7
Drought tolerance	7
Early growth	7
Stalk strength	6
Root strength	8
Starch and sugar	6
Whole plant digestibility	6

Max 9

### Enjoy the agronomics of this top-yielding hybrid.

P1636 is a tall full-maturity hybrid that consistently delivers top-end yields in this key late-maturity segment.

- Long cob to produce high grain content silage.
- Combines impressive agronomics, drought tolerance and staygreen that together provide a wide harvest window.
- Plant early to maximise yields.
- In high-risk Northern Leaf Blight situations, consider P1185, P1315 or P1837.

P1636 is well adapted to all warmer northern growing regions.



CRM 115

Silage yield	9
Grain yield	7
Staygreen	9
Drought tolerance	8
Early growth	7
Stalk strength	6
Root strength	6
Starch and sugar	5
Whole plant digestibility	5

Max 9

### Defensive full-season giant.

Very tall, with superior standability and resistance to Northern Leaf Blight and Rust.

- Excellent drought tolerance and staygreen which support season-long "silage eye appeal".
- Better foliar health than P1636 while being slightly later in maturity.
- This huge plant only requires established plant populations of 70,000 to 90,000 plants per hectare to optimise yield performance.

A widely adapted, stable, full-season hybrid. Plant early in high-potential paddocks in warm northern production areas.

Companion with P1315 or P1636.



Available while stocks last:



CRM 103



CRM 107



CRM 114





# LumiGEN<sup>®</sup> Seed Treatments



Selected for  
our genetics



Verified on  
our genetics



Proven in the field  
with our genetics

Protection today,  
performance tomorrow

**E**stablish healthy, uniform crops and maximise productivity with LumiGEN<sup>®</sup> seed treatments. This advanced seed treatment lineup from Pioneer offers industry-leading protection for your Pioneer<sup>®</sup> brand seed.

LumiGEN<sup>®</sup> seed treatments protect your investment in Pioneer seed from early-season disease, insects, and bird damage, helping to maximise yield potential.





# Understanding seed challenges and how to protect your crop

Last season, some growers faced higher-than-normal challenges with pests such as greasy cutworm, Argentine stem weevil (ASW), birds and rats. While LumiGEN® seed treatments provide industry-leading protection against most early-season threats, they are not a complete

solution on their own. **Successful pest management requires a combination of the right seed treatment and other proactive management strategies** such as fallow periods, monitoring and baiting. Taking these extra steps can make all the difference in protecting your crop's potential.

**Talk to your local Pioneer representative, merchant or contractor to determine the best LumiGEN® seed treatment option for your growing environment.**

	Fungicide	Insecticide			Bird repellent
	Seed & soil borne diseases	Black beetle	Argentine stem weevil	Greasy cutworm	Nematodes <sup>1</sup>
<b>LumiGEN®</b>					
<b>L-200</b>	✓				
<b>L-200+</b>	✓				✓
<b>L-300</b>	✓	✓	✓		
<b>L-300+</b>	✓	✓	✓		✓
<b>L-400</b>	✓	✓	✓*	✓	✓
<b>L-400+</b>	✓	✓	✓*	✓	✓

\* Research data shows the insecticide in L-400 and L-400+ is more effective at reducing plant loss due to Argentine stem weevil damage than the insecticide in L-300 and L-300+

<sup>1</sup> L-400 and L-400+ contains Bacillus spp which suppresses nematode damage in maize

## Greasy cutworm

Greasy cutworm damages maize by cutting seedlings at ground level with most losses occurring during crop emergence. The presence of weeds at planting is a major contributor to cutworm infestations because weedy patches allow caterpillars to survive and carry over until maize plants emerge.

To control greasy cutworm, a 5-6 week weed-free fallow period before planting is ideal, though not always practical.



**LumiGEN® L400 seed treatment** offers short-term control under low to moderate cutworm pressure. However, if infestation levels are high, a spray application of insecticide may be necessary to prevent further damage. These insecticides are cost-effective and can significantly reduce the impact of cutworm.

## Argentine stem weevil (ASW)

Maize can be at risk of damage by ASW larvae when planted less than four weeks after cultivation from pasture, annual ryegrass, or cereal crops. Partly developed larvae transfer from decaying grass tillers and tunnel into the young maize plants, which can result in:

- **Pre-emergence damage:** seedlings killed before emergence.
- **Post-emergence stress:** affected plants display blue-grey discolouration, and their centre leaves pull out easily. A small, round hole at the base of the plant indicates ASW entry or exit.



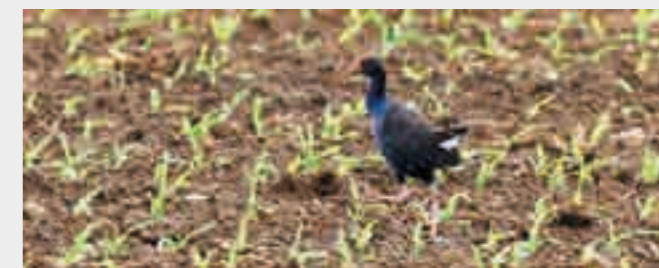
ASW damage typically occurs within the first four weeks of maize growth. The best way to reduce the risk is by planting maize seed treated with **LumiGEN® L400 seed treatment**. In high-pressure situations, a 4-6-week fallow period before planting can help reduce infestation levels.

Even if you have used insecticide treated seed, you should monitor your crop daily. Currently, no insecticides are registered in New Zealand to control Argentine stem weevil

in a germinated maize crop. Call your local Pioneer Area Manager or merchant representative if you notice ASW damage in your maize crop.

## Birds

For a reliable, safe and non-lethal way to protect maize seed from birds, consider using **LumiGEN® L-200+, L-300+ or L-400+ seed treatments**, which contain a scientifically formulated bird repellent. This unique formulation is based on an organic chemical naturally found in several plants, including aloe vera and rhubarb, and has been proven to be highly effective in deterring birds from eating maize seed.



## Rats

Rat damage occurs typically near the paddock's edge, and there is a characteristic "hoof" shaped hole where the rat dug for the seed. After consuming a kernel, rats often continue along the row, causing significant damage. Unfortunately, seed treatments do not deter rats.

To minimise rat damage, control measures should begin in autumn or winter:

- **Baiting:** place bait stations around the field perimeter and replenish bait regularly to maintain effectiveness.
- **Habitat management:** reduce cover for rats by clearing overgrown weedy areas and managing waterways along the paddock edges.

By taking these steps, you can significantly reduce the risk of rat damage and protect your maize crop.



**LumiGEN® seed treatments play a critical role in protecting your maize, but they should be part of a broader pest management strategy. Combining seed treatment with proactive control methods will give your crop the best possible start.**





# Looking after *your maize seed*

**T**he highest-yielding maize crops are harvested from proven maize hybrids planted in even plant stands that have uniform emergence. Seed quality is paramount to your maize crop's success. In this article, we outline the factors that impact

maize seed quality and detail some of the steps we take to help ensure the Pioneer® brand maize seed you plant is of the highest quality. We also discuss what you can do to ensure seed quality is maximised right through to when you plant it in the ground.



## Maize seed – a living organism

A seed is a living organism that contains the genetic material, nutrients, and energy needed to grow a new plant. A maize seed consists of three main parts: the germ, the endosperm, and the pericarp.

The **germ** contains a living embryo which grows into a maize plant.

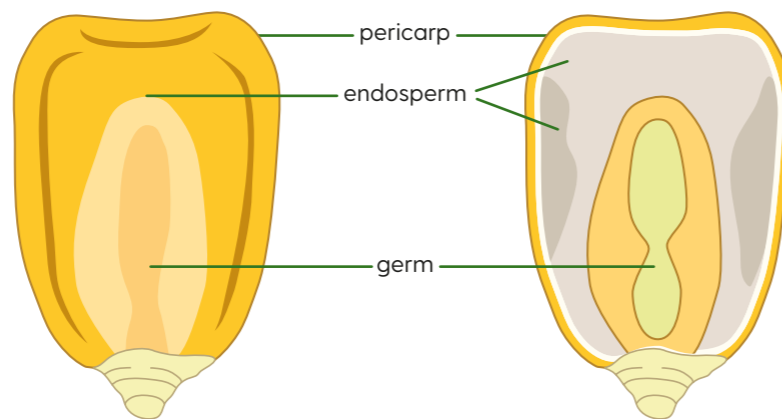
The **endosperm** is the starchy tissue surrounding the germ, providing energy and nutrients for growth.

The **pericarp** or seed coat protects the seed until conditions are favourable for germination.

Maize seed germination and growth can be impacted by both physical and physiological factors:

**Physical damage** (e.g. cracks or broken kernels) can directly damage the germ or disrupt the protective pericarp allowing moisture or pathogens into the seed.

**Physiological damage**, which impacts the dormant embryo, can occur when maize seeds are exposed to undesirable temperatures, humidity or too much light.



## Determining and defining seed quality

Samples of all lots of Pioneer maize seed undergo a range of tests and checks to ensure they meet Pioneer's stringent quality standards.



### PHYSICAL

- Uniformity of seed size and shape, and seed treatment integrity.
- Freedom from contaminants such as weed seeds and inert material.



### PHYSIOLOGICAL

- Meet or exceed required warm germination and Pioneer Stress Test standards.



### GENETIC

- Confirmation of genetic purity.



### HEALTH

- Freedom from fungal diseases.
- Absence of insect pests.



Handle the bags gently to avoid cracking seeds or rubbing seed treatment off them.

## Tips for looking after your maize seed



We asked Seed Quality Manager Mark Robertson how growers should look after their maize seed on farm.

- ✓ Handle your seed carefully and as little as possible. If your seed arrives on a pallet, try to keep it there until planting. If you need to move the seed, handle the bags gently to avoid cracking seeds or rubbing seed treatment off them. Never throw seed bags.
- ✓ Keep the seed in a cool, dry place away from direct sunlight. This will help maintain the life of your seed.
- ✓ Don't store maize bags alongside chemicals which may release fumes that could impact the seed.
- ✓ Control rodents and birds, which could make holes in the bags and damage the seed.





# Producing high-quality maize seed

Our focus on seed quality starts in the field, continues right through the seed production process and does not end until every bag of Pioneer maize seed is planted in the ground. We asked Seed Production Manager Andrew Powell, to outline some of the things the Production Team do to ensure the Pioneer® brand maize seed you receive is of the highest quality.



## CROP MANAGEMENT

A healthy seed crop is the starting point for high-quality seed production. Careful attention is paid to crop nutrition and the control of weeds, insect pests and fungal diseases.



## HARVESTING

It is important to harvest at the right time. If the seed is too wet, a lot of moisture has to be removed, and this can impact its quality. Conversely, if the seed is too dry, there is a higher risk of physical damage during harvesting and processing. Seed maize is harvested on the cob using specialised equipment. The husk is left on the cob to help protect the seed throughout the harvesting process.



## DRYING

It is important that cobs are dried as soon after harvest as possible to avoid the risk of sweating. After husking the cobs are carefully lowered into the driers. Air temperature is carefully monitored and altered throughout the drying process to ensure cobs are dried at the correct rate. The final moisture content is also important because if the seed is too damp, it will deteriorate at a faster rate. Once dried to the correct final moisture, the seed quality is stabilised and the remaining processes are less time-critical.



## PROCESSING

The seed must be shelled (taken off the cobs), cleaned, sized, treated and bagged carefully to avoid any physical damage. A combination of easy let-down ladders and specially designed conveyors ensures the seed is never dropped onto hard surfaces.



## STORAGE

Heat and moisture are the biggest enemies of seed quality. Pioneer seed is stored under controlled temperature (10°C) and humidity (50%) conditions which slow down seed metabolic processes helping to maintain seed quality.



## TESTING

The seed testing regime is an important part of ensuring seed meets Pioneer's rigorous quality standards. Samples are routinely collected throughout the seed production process and shipped to an International Seed Testing Authority (ISTA) accredited laboratory for testing. Every batch of maize seed that leaves our Gisborne production plant has been tested for genetic purity, germination and vigour.





A mix of foresight and innovation led the Singh family from a traditional dairy farm to a 1000-cow freestall barn system.

Lawwal Holsteins represents the vision of the late Aman Singh whose aspirations were to feed cows to their potential, increase production per cow and look after the environment, while utilising the land in a better way.

Today, the farm is managed by his three children, Arjun, Anjena, and Amreeta, and owned by the family, including their grandparents, Karamijit and Mindy, and their mother, Daljit.

In the 2023-24 season the 250 ha farm, which is located at Whitikahu near Hamilton, milked 800 cows, producing an impressive 600,000 kgMS (750 kgMS/cow or 2,400 kgMS/ha).

# Maize helps *power production*



SINGH FAMILY,  
WHITIKAHU,  
WAIKATO

LEFT Arjun Singh chats with Pioneer Regional Manager Brent Bishop.





The current system of farming 650 kg Holstein cows indoors year-round represents an evolution of cows as well as farm system. The original Law Road property of 116 hectares was purchased in 1989 and the family ran 270 cows in two herds (one Jersey, the other Holstein Friesian) through a 22-bale rotary shed.

The next two decades saw the dispersal of the Jersey herd, an increase in cow numbers and the installation of a feedpad and a 50-bale rotary. The purchase of an adjoining property in 2013 brought the farm to its current size.

The next year the family debated their next move, tossing up the alternatives of buying more land or moving to a different production system. Aman travelled to America, Europe and the South Island to view systems and capture the best ideas.

The culmination of his trip was the family's decision to build a 1000-cow freestall barn adjacent to the existing cow shed. A number of different designs were studied, and a final design that suited the climate and maximised cow comfort was chosen. The 1000-cow freestall barn was commissioned in April 2018.

The 245 m long barn is split into quarters and the farm runs four milking herds. Cows are separated based on their stage of lactation and production level and each herd gets a different

total mixed ration (TMR) suited to their unique nutritional needs. Maize and grass silage provide the base for the ration which is then balanced with bought in protein, starch and energy sources as well as minerals.

Seventy-five percent of the TMR is homegrown. Each season, the family plants 200 ha of Pioneer® brand maize for silage. The remaining 50 hectares are used for youngstock grazing, allowing the family to operate a closed system.

In the 2024-25 growing season, they have planted a mix of Pioneer maize hybrids, including P8240, P9400, P9978 and P0937.

"We are looking for hybrids which deliver a high grain yield because we want to maximise metabolisable energy and starch intake" says Arjun. "Small variances in this can have a large impact on per cow production. Good disease resistance and drought tolerance are also important".

The last few Waikato summers have delivered several cyclones, so good standability ratings are now also important.

"We choose to plant Pioneer because the service we get from our local Regional Manager Brent Bishop is second to none" says Arjun. "The replant policy is another selling point for us; we hope we don't need to use it, but having it there gives us peace of mind".

The family are ardent supporters of the Rural Support Trust and Arjun says Pioneer's contribution to this valuable organisation "shows a lot about their character".

Maize crops are planted with starter fertiliser only and the farm relies on the use of effluent (both liquid and solids) which is injected 200-300 mm into the ground for the remainder of the crop's nutrients with the exception of sulphur. The target average maize silage yield is 25 tDM/ha, which brings the cost to 13c/kgDM in the stack.



After the maize silage is harvested, the effluent is applied via a dribble bar. Then, the land is direct drilled into annual ryegrass and harvested three times for grass silage before returning to maize.

"We get 7-8 tDM/ha from the ryegrass, giving a total annual drymatter yield of around 32 tDM/ha" says Arjun. "It's a lot more than we could grow under any other pasture or cropping system".

The farm's careful nutrient management, which includes twice-yearly soil testing, and lack of synthetic fertiliser contributed to the farm being named the Regional Supreme Winner of the Waikato Ballance Farm Environment Awards in 2023.

While the business focuses on maximising milk production, selling embryos and livestock provides a significant secondary income stream for the farm. Top cows are flushed, and embryos are transferred to recipient cows. All replacements are genomic tested at birth, and this provides ratings for a large number of traits including milk fat and protein percentage, methane production, feed conversion efficiency and net genetic merit.

"All the data we gather allows us to breed for high fat and protein, good udders and functional type, which I believe are important for an efficient cow" says Arjun.

Last year the family sold a half share of the highest conformation heifer in the

and have stood the test of time".

So, what does the future look like?

Our aim is to have 1,000 cows in milk year-round and to increase cow production by improving genetics and further refining our TMR system" says

“The replant policy is another selling point for us, we hope we don't need to use it but having it there gives us peace of mind”

world to an American buyer. The heifer "Bellarina" remains on the farm while her embryos are being flushed and shipped back to the U.S.A.

Cows are all artificially inseminated with a high use of sexed semen. Seventy percent calve in February and the balance in September.

"About 90% of the herd carry North American genetics, and we utilise Semex and World Wide Sires bulls, says Arjun. "These cows are best suited to our production system; they efficiently produce high milk volumes

Arjun. We have recently started a new partnership to bring Showbox Sires to New Zealand from North America.

"The weather extremes we are currently experiencing will continue to make it even more attractive to grow maize, and we would like to have more maize silage on hand so we can carry a buffer from season to season".

 [www.lawwalholsteins.com](http://www.lawwalholsteins.com)

 [www.facebook.com/LawwalHolsteins](https://www.facebook.com/LawwalHolsteins)



## Farm walk

- Milk 800 Holstein cows indoors year-round on 250 ha
- In 23-24 season produced 600,000 kgMS or 750 kgMS/cow
- 200 ha maize grown averaging 25 tDM/ha
- Grows P8240, P9400, P9978 and P0937.



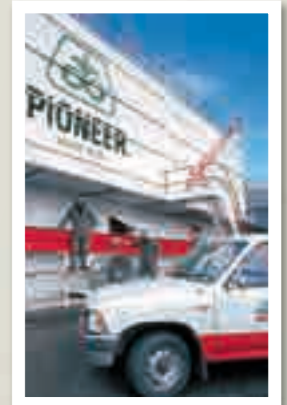
ABOVE The Singhs' 1000-cow, 245 m long freestall barn.  
RIGHT Arjun Singh







# Pioneer celebrates 50 years in NZ







This season we celebrate 50 years since the signing of the seed production and distribution agreement between Pioneer Hi-Bred International Incorporated and Philip Yates, who at the time was the Managing Director of Arthur Yates & Co. Ltd and

subsequently the Founder of Genetic Technologies Ltd, another Yates family business.

The signing marked the first step in the launch of Pioneer® brand maize and other products in New Zealand and the start of an enduring relationship between Pioneer and the Yates family, both of whom have had a long history in the global seed business.

Pioneer Hi-Bred International was founded by Henry A. Wallace who later in life was elected Vice President of the USA under President Franklin Delano Roosevelt. Henry was one of a handful of people in the world who initially recognised the immense opportunities that could be gained by growing hybrid maize. He began experimenting with the crop in high school and while at Iowa State College, became fascinated with the relatively new science of hybrid genetics. After graduating in



On Tuesday 18 December 1975 in Des Moines, Iowa, Philip Yates (second from left) and the Pioneer executives sign an agreement for Arthur Yates and Co. Ltd to be the New Zealand distributor and producer of Pioneer® brand seed.





1910, Henry started breeding hybrid maize and by 1923 had produced a high-yielding hybrid he called Copper Cross. In 1924, it became the first hybrid to win the gold medal in the Iowa State Corn Yield Contest. In 1926 Wallace incorporated the Hi-Bred Corn Company, which later became Pioneer Hi-Bred International.

**A name synonymous with seeds**

The Yates family's involvement in the seed industry started in England in the late 1700's. James Yates, a cotton importer purchased a small quantity of Egyptian cotton seed and sold it to the colonist farmers in the southern part of the present-day U.S.A. This proved an inspired move as the demand for cotton seed grew and very soon James relinquished his cotton importing business and became a seed merchant.

Almost a century later, James' great grandson Arthur who was

an asthmatic, took a sea voyage away from the smoky cold air of the industrialising British Midlands to New Zealand. Arthur worked as a shepherd and scythed grass seed from roadsides to supplement his income. The seed revenue quickly outstripped his shepherd's wages, and in 1882 Arthur moved to Auckland, rented a rickety wooden shop in Victoria St West and opened a specialised seed business.

**Philip Yates takes the reins**

Arthur's younger brother Ernest Yates travelled from England to join him in business in 1886. Ernest was followed in the trade by his son Norman and in 1973 grandson Philip became Chief Executive and Managing Director.

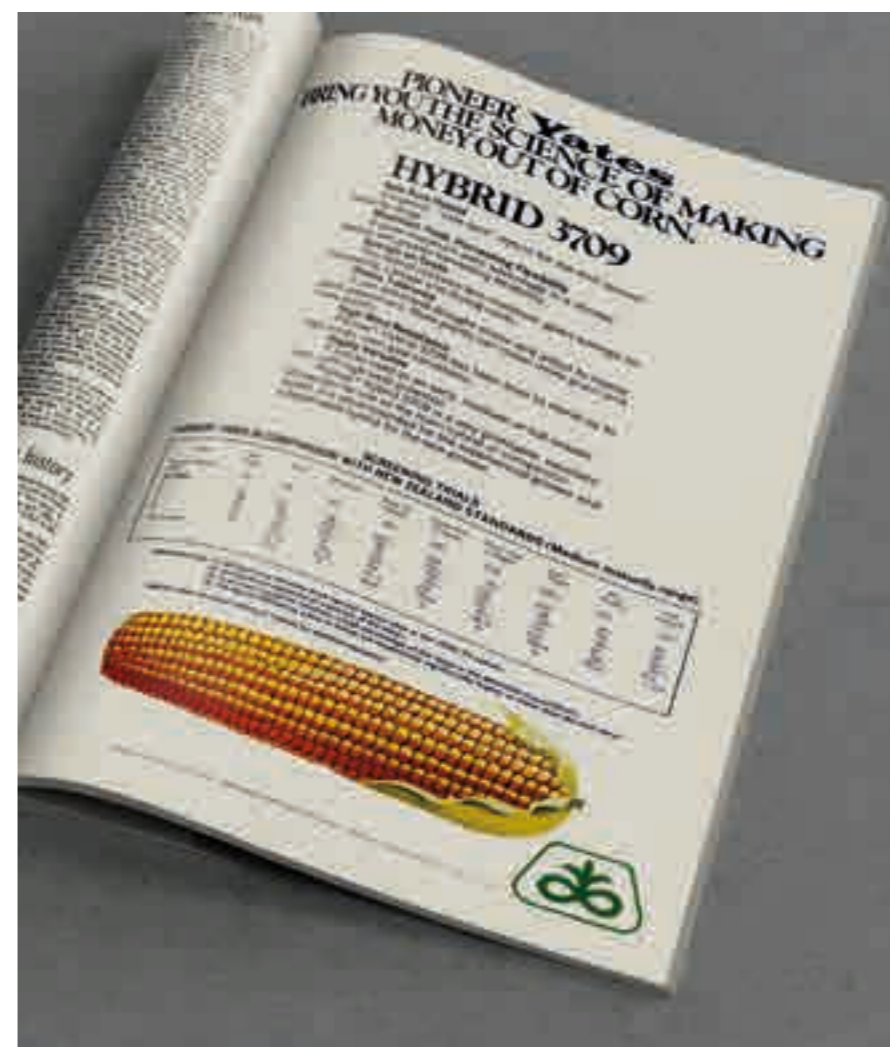
Arthur Yates and Co. Ltd prospered and Yates' Reliable Seeds became a household name, wholesaling seed of every kind from flowers to vegetables, broad acre agricultural seeds to bird seed. While their product range was

large, Philip was always looking for superior seed products. A magazine article about hybrid wheat caught his interest and ultimately led to a phone call to Pioneer Hi-Bred's Overseas Division based in Des Moines, Iowa.

**Signing with Pioneer**

After a whirlwind tour of Pioneer's U.S. operations and breeding programmes, Philip came to realise there was more near-term potential for hybrid maize than hybrid wheat in New Zealand.

Philip was impressed by Pioneer's significant library of elite maize germplasm, their commitment and innovation in plant breeding, and above all else, their conservative family values and customer-focused "Long Look" philosophies. On Tuesday 18 December 1975, an agreement was signed in Des Moines, Iowa and the Yates Company became the New Zealand distributor and producer of Pioneer® brand seed.



"Pioneer maize seed wasn't hard to sell" according to Richard Jellie who was a Waikato-based Sales Manager for Yates in the 1970's. "3709 was a reliable hybrid which produced higher yields than longer maturity competitor hybrids and it didn't fall over. Local growers had heard of the brand's success in the U.S. market and couldn't wait to get their hands on it".

The improved standability was a real bonus because prior to 3709's introduction it was not uncommon for people to walk alongside the combine standing up plants so the cobs could be harvested.

**Early days of seed processing**

The initial Pioneer seed crops were hand-picked and sun dried, but as sales grew Arthur Yates and Co. Ltd built a seed production plant at Waharoa in the eastern Waikato. Cobs were sorted and dried and the seed was then sent to the Manawatu for conditioning.

Neville Westbury, who started with Yates in 1978, can remember the challenges of drying seed maize in the damp Waikato climate.

"Maize was planted a lot later and the seed harvest didn't take place until June or July" says Neville. "When it was foggy you could stoke the furnace all night and you were lucky if the seed hadn't gained moisture by the morning".

The seed drier was fired by burning the cob cores as well as coal. This saved fuel costs but ultimately proved to be a costly decision.

"The level of technology was low at the time and the smoke and gases discharged from incomplete cob combustion was so acidic that after a short few years the new seed production plant was almost completely rusted away" says Philip.

**An end and a beginning**

As the maize seed production plant was coming to an untimely end, so too was the Yates family's involvement in the Yates company. In 1985, Equiticorp, a recently established investment bank, took control of the company via a share market raid and at the age of 53, Philip was dismissed and given two days to vacate his office.



The timing of the relationship between the two companies could not have been better. In the 1970's Pioneer invested significantly in developing hybrids with ever-higher yields. Their new maize hybrids were breaking U.S.A. yield records and sales were on a rapid upward trajectory increasing five-fold from 1972 to 1980.

**A slow process**

While Pioneer had a range of exciting new products, New Zealand's tight biosecurity requirements meant that only 48 individual maize seeds could be imported at a time. On arrival, seed had to be treated with a toxic combination of fungicides which meant only half would remain viable. Getting to the point of commercial release of a Pioneer hybrid was therefore a slow and labour-intensive process.

"We started with a handful of Pioneer parent seed which we had to multiply before we could get enough to produce even trial quantities of seed" says Philip. "It took a very long time to multiply the quantity of inbred seed to produce commercial volumes".

The first Pioneer maize hybrid to be commercialised in New Zealand was 3709. The next hybrid was 3591 and a couple of seasons later 3901 was released as a shorter maturity option for lower North Island growers.

**A winning hybrid takes off**

Winning an independent maize grain trial at Kaipaki in the western Waikato was a turning point for sales with the two Pioneer hybrid entries 3709 and an experimental outstripping all the commercially available competitor hybrids.

**LEFT** Philip Yates as he appeared on the front cover of The New Zealand Financial Times (July 1979).

**ABOVE** An advertisement for P3709, the first Pioneer hybrid commercialised in New Zealand.





Pioneer executives in the U.S. were unimpressed by the turn of events which did not sit well with their business ethics. They cancelled their distribution agreement with the now Equiticorp-controlled Yates company and offered Philip the Pioneer representation in New Zealand. Genetic Technologies Ltd was formed.

The new company had humble beginnings with the original two staff members, Operations Manager David Lobb and Administration Assistant Patricia Kessler, sharing an office with Philip in the downstairs of his Auckland home.

“Our company vision is to enhance the future of New Zealand agriculture”

**Ideal conditions for growth**

For the first three seasons, Genetic Technologies imported Pioneer® brand maize seed or had it produced locally under contract. In 1989 Philip employed Phil Evans as Production Manager and in 1990 a new seed production plant was commissioned in Gisborne.

“The growing conditions in the Gisborne region were ideal for maize allowing us to produce some of the world’s finest quality seed” says Philip.

Over the next few years, Genetic Technologies invested significantly in hybrid and agronomic research as well as continuing to promote the adoption of maize silage into the dairy industry. The field team grew to include Area Managers located in all maize growing areas as well as Dairy Specialists and a sizeable research team.

“We quickly realised it was impossible to get high quality trial data from a handful of trials” says Philip. “Pioneer had an enormous pool of maize genetics and we needed to invest in a large-scale local hybrid evaluation programme which would allow us to accurately identify those which performed best under New Zealand’s wide range of growing conditions”.

**Vision for the future**

Philip’s son Will joined the company in 1990 and became the seventh generation of the family to be involved in the seed trade. Will “did his time” working alongside the field team including in the South Island market. Today he leads the management team for Genetic Technologies Ltd in New Zealand.

“Our company vision is to enhance the future of New Zealand agriculture, and we are investing in a range of hybrid, agronomic, farm systems and environmental research which will help local growers and users of Pioneer® brand products build profitable and sustainable businesses” says Will.

“It is a real privilege for the Yates family to have represented Pioneer in the New Zealand market for the past 50 years and I want to personally thank all the farmers who have planted Pioneer as well as the many merchants, contractors and Pioneer team who have supported them over all those years”.

ABOVE Will and Philip Yates.



A WARM  
THANK YOU  
FROM PIONEER

FOR ORDERING  
YOUR MAIZE SEED  
BY 31 JULY 2025



SCAN  
HERE TO  
LET US  
KNOW  
YOUR  
FLEECE  
SIZE.

To celebrate 50 years of Pioneer in New Zealand, we’re giving away a **limited-edition Stoney Creek fleece** with every maize seed order placed before 31 July 2025.\* Plus you’ll get our **100% Seed Replant Benefit Cover\***, meaning you’ll receive replacement seed at no charge if a crop needs replanting.

Talk to your Pioneer Area Manager or local merchant | [www.pioneer.co.nz/early-order](http://www.pioneer.co.nz/early-order)

\*One fleece per customer. Terms & conditions apply. See [www.pioneer.co.nz/early-order](http://www.pioneer.co.nz/early-order)







# Delivering more higher-quality silage

**D**elivering fast, efficient fermentation to protect nutrients, improve drymatter recovery and improve aerobic stability, Pioneer® brand inoculants maximise the quality of your silage from harvest to feeding.

## Technology that exceeds just a bottle

With a range of product options suitable to be used across a number of crops and a field team to ensure you get



the best outcome, Pioneer inoculants help deliver better silage for your farm every season. There are many reasons Pioneer inoculants maximise your silage returns:

**Patented bacterial strains.** Each bottle of Pioneer® brand inoculant contains patented strains selected from Pioneer's world-leading collection of naturally occurring silage fermentation bacteria.

**Crop-specific inoculants.** Research has shown that some bacterial strains perform very well in one crop but not as well in another. For this reason, Pioneer® brand inoculants consist of individual strains and combinations selected to optimise the fermentation of specific crops.

**Rapid React® aerobic stability technology.** Pioneer® brand inoculants with Rapid React®



technology create stable feed in just seven days, meaning you can feed your silage one week after harvest whilst still capturing the benefits of a cool bunker face, reduced drymatter losses and extended bunk life.

**Local and overseas product research<sup>1</sup>.** Pioneer® brand inoculants have been tested and proven under a range of ensiling conditions. We can provide trial data for each of our quality inoculant products.

**Quality assured with ISO 9001:2000.** All Pioneer inoculants are produced and managed to the highest quality control standards. We publish guaranteed bacteria levels on the label of every bottle.

**Comprehensive in-field support.** Every bottle of Pioneer® brand inoculant is supported by an experienced, local field team with extensive silage-making expertise.



<sup>1</sup> Trial results available on request.



**Shaun Body**  
Pioneer® brand products Portfolio Manager

## According to Shaun

Shaun Body has seen firsthand the difference that feeding quality silage can make to livestock performance. He believes local farmers increase the return they get from feeding silage by applying best management harvest, storage, and feed-out practices, including applying a proven Pioneer® brand inoculant.

“Often there is little difference between the cost of high-quality and poor-quality silage, but the difference in milk or meat producing potential can be huge” says Shaun. “It’s important to do the job right so that you maximise the return from your silage”.

“Part of ‘doing the job right’ is ensuring you get the best fermentation possible, and that means applying efficient fermentation bacteria rather than relying on the naturally occurring strains”.





# Maize inoculants

## NEW 11C33 with Rapid React® aerobic stability technology

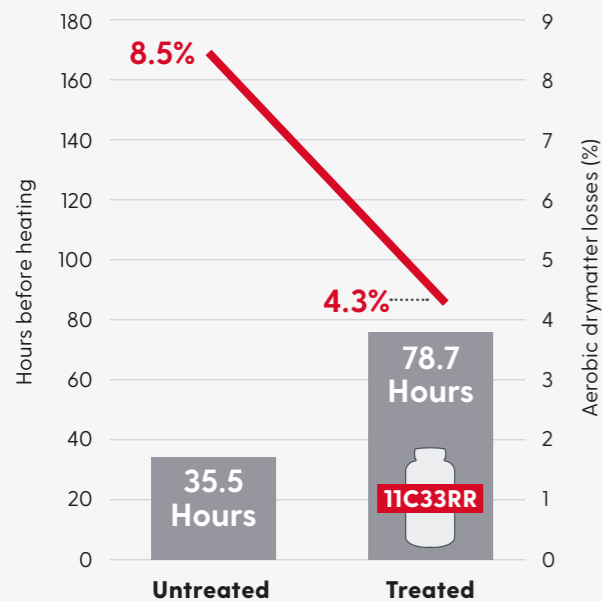
Pioneer® brand 11C33RR maize silage inoculant has been proven to reduce heating and feed-out losses under New Zealand silage-making conditions. It improves silage quality by providing a low terminal pH and a desirable volatile

fatty acid profile. New Zealand trials show that Pioneer's advanced Rapid React® aerobic stability technology creates stable feed in as little as 7 days<sup>2</sup>.

While 11C33RR is supported by overseas data, New Zealand's warm, humid growing and feed-out conditions can result in silage which is more prone to heating. For this reason, we tested four local maize silages that had been inoculated with 11C33RR. These were opened early (day 9-11) or late (day 60) and compared to an untreated control<sup>3</sup>. The results showed the 11C33RR improved aerobic stability by 43.2 hours for early opening and 97.3 hours for late opening.

## Improved aerobic stability and reduced heating

Early opening (day 9-11) – heating and drymatter losses



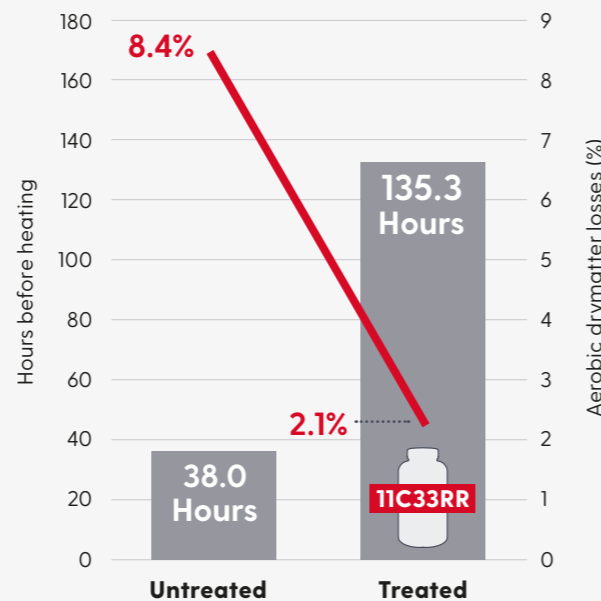
■ Aerobic drymatter loss %  
■ Hours until heating

Source: 2022 NZ inoculant study. Significance level P<0.05.

**+43.2** hours before heating  
**4.2%** less DM loss

Inoculating with 11C33RR resulted in 43.2 more hours before heating and 4.2% less DM loss when compared to the untreated control when the stack was opened at day 9-11.

Late opening (day 60) – heating and drymatter losses



■ Aerobic drymatter loss %  
■ Hours until heating

Source: 2022 NZ inoculant study. Significance level P<0.05.

**+97.3** hours before heating  
**6.3%** less DM loss

Inoculating with 11C33RR resulted in 97.3 more hours before heating and 6.3% less DM loss when compared to the untreated control when the stack was opened at day 60.



### Pioneer® brand **11C33RR**

Maize silage-specific inoculant with next-generation L. buchneri designed to reduce heating and improve silage quality. Rapid React aerobic stability technology provides less heating and stable feed in 7 days<sup>2</sup>.



### Pioneer® brand **1174**

Improves drymatter recovery and silage quality of all forage crops.

<sup>2</sup>Improved aerobic stability and reduced heating are relative to untreated silage. Actual results may vary. The effect of any silage inoculant is dependent upon management at harvest, storage and feed out. Factors such as moisture, maturity, chop length, and compaction will determine inoculant efficacy. <sup>3</sup>2022 NZ inoculant study, using the Honig method to determine heating and DM losses.





# Pioneer® brand Summer feed

**W**hen it comes to summer feed, forage sorghum and sudan grass hybrids are a great option if you are in a warm part of the country. When looking to plant in November or December, choosing forage sorghum and sudan gives you a high-yielding, drought-tolerant option that can be grazed or harvested and stored as silage or hay for when you need it most.

## Drought tolerant

Forage sorghum and sudan grass hybrids have an extensive secondary root system and a waxy leaf surface giving them a significantly higher water use efficiency than most pasture species. This makes them the ideal crop for warm, dry weather. If you are after a cropping option that can tolerate dry conditions, look to plant some Bettagraze or SSS this season.

## Pasture and other crop inoculants

**NEW**



### Pioneer® brand **11G22RR**

A grass/lucerne/cereal silage inoculant with next-generation *L. buchneri* designed to reduce heating and improve silage quality.



### Pioneer® brand **11H50**

Lucerne-specific silage inoculant selected to best use plant-available sugars, maximising fermentation quality, silage digestibility and animal performance.



### Pioneer® brand **1127**

Produces top-quality pasture silage with enhanced fermentation for high-producing dairy cows and specialised beef production<sup>1</sup>.



### Pioneer® brand **1174**

Improves drymatter recovery and silage quality of all forage crops.

<sup>1</sup> Trial results available on request.



Fast feed	9
Silage making	9
Hay making	9
Sheep grazing	9
Beef grazing	9
Dairy grazing	9

Max 9 |

#### The next generation hybrid.

Super Sweet Sudan (SSS) hybrid is quick to graze and sustains multiple grazings. Fine leaves make SSS suitable for grazing with sheep or cattle or making high quality baled silage or hay.

Key features:

- Sudan x sudan grass
- Quick regrowth allows multiple cuts or grazings
- Prolific tillering habit and superfine stems
- Sweet and leafy for enhanced palatability

**Bag size:** 15 kg

**Recommended planting rate:**

15-25 kg/ha

**Planting depth:** 2.5-3.5 cm



Fast feed	9
Silage making	9
Hay making	8
Sheep grazing	7
Beef grazing	8
Dairy grazing	9

Max 9 |

#### First to plant, first to feed.

Excellent recovery from grazing or cutting, along with delayed flowering makes Bettagraze a versatile, easy to manage summer feed option. Excellent palatability and a high leaf-to-stem ratio.

Key features:

- Sorghum x sudan grass
- Fine stems and disease-free leaves
- Larger seed size for better establishment in dry conditions.
- Suitable for grazing with dairy or beef cattle.

**Bag size:** 25 kg

**Recommended planting rate:**

25-45 kg/ha

**Planting depth:** 3-5 cm

Scan for more information regarding Pioneer summer forage hybrids:



**Key**

1 = Poor, 9 = Excellent. Ratings based on Pioneer research comparisons with other Pioneer® brand sorghum/sudan hybrids.





# A proud history, *an exciting future*

**A** long family farming history has made a significant contribution to Will and Louise Bailey's dairy farming journey.

The couple, who have two children – Stella (5) and Blake (almost 2) – have been contract milking 650 Holstein Friesian cows at Swannanoa in North Canterbury for the past seven seasons. Their 225 ha property consists of a 185 ha milking platform and a 40 ha run-off used to grow maize silage as well as kale for cow wintering. The couple co-owns the farm in partnership with Louise's family and Will's grandparents.

Will and Louise's Knightlea Stud combines Knighton, the name of Louise's family's beef and cropping farm and Karalea, the name of Will's grandparents' original Holstein-Friesian stud.

"There is a lot of history and breeding in the herd" says Will. "Grandad registered his first Holstein Friesian cow in 1965. I'd like to carry that herd on for another generation".



When it comes to breeding, the focus is on creating a high-producing cow that's not too big, has good conformation, good feet and legs, excellent fertility and an all-round correct cow.

The herd is split calving with approximately 500 spring (1st of August) and 150 autumn (1st of March) cows.

"We split calve because we have a winter milk contract to fulfill" says Will, "High-producing Holstein-Friesians can be a bit trickier to get in calf, so having two chances is another bonus of the system".

WILL AND LOUISE BAILEY,  
SWANNANOA, NORTH  
CANTERBURY



| RIGHT Blake, Will, Stella and Louise Bailey.





# Farm walk

- Milk 650 Holstein-Friesian cows on 225 ha (185 ha milking platform, 40 ha run-off)
- In 2023-24, 630 cows produced 375,000 kgMS or 595 kgMS/cow
- Planted 8 ha maize and will purchase in a further 17 ha maize silage
- Last year P7524 yielded 23 tDM/ha with paddocks regressed before winter

This season they have planted 8 ha on the milking platform, and will purchase in a further 17 ha.

“We’ve always planted Pioneer® brand maize hybrids, and we like the shorter maturity ones best” says Will. “They deliver excellent yields of high grain content maize silage”.

Will plants the farm’s maize crop each year, and he also does some contract planting in the local area.

In the 2024-25 season the couple planted P7524. Last season the same hybrid grown on the milking platform yielded 23 tDM/ha and was harvested in mid-March, which was early enough to get the paddocks regressed prior to the winter. All of the maize silage is inoculated with Pioneer® brand 11C33 Rapid React which helps to reduce heating and spoilage at feed out time.

Historically, all the farm’s silages were fed in the paddock. Pioneer Farm System Specialist Matt Dalley and Area Manager Paige Farrell helped the couple assess the financial feasibility of building a feedpad. The numbers stacked up and the pad was commissioned in July 2024.

Already, the couple are seeing significant benefits.

“Building the feedpad has allowed us to minimise silage wastage as well as pasture damage” says Will. “We’ve also found we are spending a lot less time on a tractor feeding out”.

Spring-calving cows are wintered on kale and grass silage on the run-off. They return to the milking platform as springers and are fed a maize silage-based transition cow diet, which helps to minimise milk fever.

“All of the maize silage is inoculated with Pioneer® brand 11C33 Rapid React which helps to reduce heating and spoilage at feed out time”

The mating period is 12 weeks in the spring and six weeks in the autumn. Sexed semen is used over the top-performing cows while the rest of the herd is mated to beef genetics.

In the 2023-24 season, the herd peak milked 630 cows to produce 375,000 kgMS, which equates to 595 kgMS/cow or 1,667 kgMS/ha.

“Production is a major focus for us, and we are targeting 600 kgMS per cow each season” says Will. “Breeding is important but to get the most from our 600 kg cows we also need to focus on feeding them well”.

The couple are strong advocates for maize silage.

“I worked for a contractor harvesting maize silage about 12 years ago and saw the high yield potential of the crop” says Will. “We love maize silage and wouldn’t farm without it”.



Once they calve, cows are fed wheat, a protein meal and minerals through the in-shed feeding system.

“We don’t believe there is much value in feeding palm kernel to our high-producing cows” says Will. “We would rather spend a bit more money and purchase feeds with much higher energy or protein levels”.

Maize silage is fed on the feedpad at about 6 kgDM per cow per day in the spring and dialled back to 2 kgDM/cow as the pasture grows. Typically, the only months the farm doesn’t feed maize silage are November, December and January.

“We aim to carry a buffer of maize silage so that we can start feeding it again in February before the next crop is harvested”.

While Will can see the benefits of feeding maize silage at other times of the year, he feels he gets his biggest “bang for buck” in the autumn.

“We have a lot of sloppy wet grass and maize silage helps to balance the diet, increase energy intakes and improve cow condition”.

OPPOSITE TOP LEFT Pioneer Area Manager Paige Farrell and Will Bailey.  
ABOVE Will and Louise Bailey’s crop of Pioneer P7524 maize.





Maize silage

# Growing and Harvest Cost Guide

The costs to grow, harvest and store maize silage are estimates only based on a sample of contractor rates, typical industry charges and product costs. All costs exclude GST and are indicative as at 31 March 2025. Given the volatility of farm input prices over the last few months, we encourage you to complete your own budget prior to the start of the growing season.

To use this cost guide, enter your own growing and harvesting costs in the "My Costs" column. For help and notes on this table refer to the assumptions on the next page.

**2025-26 Average Estimated Cost**  
(exclusive of GST)

**Growing Costs**

		Average estimated costs* (\$/ha)		My Costs (\$/ha)
		Typical fertility	High fertility	
Pre-planting	Cost of leased land <sup>1</sup>	?	?	<input type="text"/>
	Soil test, other	10	10	<input type="text"/>
	Spraying out pasture including glyphosate	75	75	<input type="text"/>
	Lime including cartage and application <sup>2</sup>	170	0	<input type="text"/>
	Base fertiliser cost including application	375	0	<input type="text"/>
	Cultivation to planting specifications <sup>3</sup>	520	520	<input type="text"/>
Planting	Pioneer® brand P9978 maize seed @1.30 <sup>#</sup> or 1.35 <sup>##</sup> bags/ha	665	695	<input type="text"/>
	FAR maize seed levy (\$8.00/80,000 kernels @ 1.30 <sup>#</sup> or 1.35 <sup>##</sup> bags/ha)	10	10	<input type="text"/>
	LumiGEN® System L-400 seed treatment @ 1.30 <sup>#</sup> or 1.35 <sup>##</sup> bags/ha	170	180	<input type="text"/>
	Starter fertiliser cost including application <sup>2</sup>	295	0	<input type="text"/>
	Planting	220	220	<input type="text"/>
Post-planting	Pre emergence weed control (herbicide + application)	120	120	<input type="text"/>
	Post emergence weed control (herbicide + application)	105	105	<input type="text"/>
	Sidedress nitrogen cost including application <sup>2</sup>	330	0	<input type="text"/>
	Interest on maize expenditure (7 months @ 6.5%)	135	90	<input type="text"/>
<b>Total growing cost</b>		<b>\$3,200</b>	<b>\$2,025</b>	<input type="text"/>

**Harvest Costs**

Harvesting	Harvesting and stacking	1405	1405	<input type="text"/>
	Covering	240	240	<input type="text"/>
	Pioneer® brand 11C33RR maize specific inoculant <sup>4</sup>	270	270	<input type="text"/>
<b>Total harvest cost</b>		<b>\$1,915</b>	<b>\$1,915</b>	<input type="text"/>

**Total Growing & Harvest Costs**

		<b>\$5,115</b>	<b>\$3,940</b>	<input type="text"/>
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\*Rounded to the nearest five dollars # Typical fertility ## High fertility

## Maize silage drymatter cost

Research has shown that maize can be grown in high fertility dairy farm paddocks, including those with a history of effluent application, without the need for additional fertiliser.

The table below gives indicative drymatter costings for both high and typical fertility maize growing environments. High fertility environments include dairy paddocks coming out of long-term pasture as well as paddocks with a history of effluent application. Typical fertility environments include run-out pasture paddocks and repeat cropping blocks. Very low fertility paddocks including repeat cropping blocks are likely to require additional fertiliser nutrients depending on a number of factors including maize crop yield and winter management system. Always soil test maize paddocks and apply nutrients according to the results.

## Drymatter yield per hectare and cost per kg drymatter and per megajoule of metabolisable energy

		Maize silage drymatter costs			
		Typical fertility paddock		High fertility paddock	
	tDM/ha	Maize silage cost per kgDM in the stack (c/kgDM)	Maize silage cost per MJME (c/MJME) <sup>5</sup>	Maize silage cost per kgDM in the stack (c/kgDM)	Maize silage cost per MJME (c/MJME) <sup>5</sup>
Maize silage yield (tDM) in the stack	16	32.0	2.96	-	-
	18	28.4	2.63	21.9	2.03
	20	25.6	2.37	19.7	1.82
	22	23.3	2.15	17.9	1.66
	24	21.3	1.97	16.4	1.52
	26	19.7	1.82	15.2	1.40
	28	18.3	1.69	14.1	1.30
	30	-	-	13.1	1.22

**Assumptions**

- 1 Average land rentals have not been included because of a large regional variation. Provision to consider land rental has been included in the My Costs column.
- 2 Fertiliser and lime application rates vary according to soil pH and nutrient status and crop yield targets. Always soil test maize paddocks and seek professional advice to develop a nutrient application plan.
- 3 Cultivation costs will vary depending on soil types, land class and cropping history.
- 4 Costs for Pioneer® brand 11C33RR are based on inoculating a 22 tDM/ha crop.
- 5 Maize silage cost per MJME assumes a maize silage energy content of 10.8 MJME/kgDM.
- 6 Farmers growing maize silage for sale are usually responsible for costs up to and including the sidedress nitrogen application.
- 7 The amount of pasture lost during the maize growing season will vary between paddocks, farms and districts. The value of pasture lost during the maize growing season has not been considered in the calculation of the maize silage drymatter cost.
- 8 The costs and benefits of regrassing have not been included.

**Notes**

The information in this cost guide is general in nature and is not intended to be representative of actual costs. We do not accept any responsibility or liability (whether as a result of negligence or otherwise) for any loss of any kind that may arise from actions based on the contents of this cost guide or otherwise in connection with the use of this cost guide.





**Trait characteristic notes (for table on page 62).**

- 1 Silage comparative relative maturity (CRM):**  
Pioneer silage CRM ratings provide a comparison between Pioneer hybrids indicating the relative rates at which hybrids reach harvestable whole plant drymatter. They do **not** represent actual calendar days from planting to harvest.
- 2 Yield for maturity:**  
Pioneer hybrid trait comparisons should only be made within a range of + or - 4 CRM. Analysis of differences in harvest drymatter percentages between hybrids measured in our New Zealand silage research programme show products compared within + or - 4 CRM will reach ideal silage harvest maturity (defined as 30% - 38% DM) within about seven days of each other.
- 3 Adaptability to high population:**  
A measure of the mix of genetic factors that permit a maize plant to withstand the stresses of high population and still give good standability and high yields.
- 4 Adaptability to low population:**  
An indicator of a hybrid's ability to compensate (flex) cob size for stand loss from insect damage or poor emergence.
- 5 Stress emergence:**  
These ratings are based on data collected from local replicated small plot trials planted early and at depth into wet and cold conditions and vigour ratings on New Zealand commercial seed provided by Pioneer's regional seed laboratory. All seed supplied to the market is expected to establish excellent plant stands if planted well and under normal germination conditions. Ratings of 7-9 indicate very good potential to establish normal stands under stressful environmental conditions of cold, wet soils. A 5-6 rating indicates good potential to establish normal stands under moderate stress conditions; and ratings of 1-4 indicate the hybrid has below average potential to establish normal stands under stress and should not be used if severe wet and cold conditions are expected after planting. Hybrids with high ratings are best adapted to early planting but due care to apply best agronomic practices is still required.
- 6 Early growth:**  
Ratings are taken when two leaf collars are visible.
- 7 Plant height:**  
9 = Tall. 1 = Short.
- 8 Staygreen:**  
A measure of late season plant health. A lower score means that the plant stover loses colour and dries down more rapidly at maturity.
- 9 Whole plant digestibility:**  
Based on estimated 24 hour in vitro, whole plant digestibility percentage (DM basis) as predicted by Near Infrared Reflectance Spectroscopy (NIRS). A 1 rating point difference reflects 0.50 percent difference in digestibility.
- 10 Starch and sugar:**  
Based on total starch and sugar content of hybrids harvested at silage maturity. Use this score as a relative comparison of the whole plant concentration of readily available energy (primarily grain) among individual hybrids. A 1 rating point difference reflects 0.75 percent difference in starch and sugar.
- 11 Northern Leaf Blight (NLB) and Eyespot:**  
In conditions where NLB and Eyespot risks are high, growers should consider planting hybrids with resistance ratings of 6 or higher for these diseases.

- 12 Hybrid disease resistance ratings:**  
8 to 9 = Highly resistant. 6 to 7 = Resistant.  
4 to 5 = Moderately resistant. 1 to 3 = Susceptible.  
- = Insufficient data. Common Rust, Eyespot and NLB ratings are based on overseas data together with New Zealand observations. Scores are based on visual assessment only and not on yield reduction data.
- 13 Cool environments:**  
In cool environments, including high altitude sites greater than approximately 150 m / 500 ft above sea level, select your yield environment using the descriptions in note 16, then increase established plant populations to the next level i.e. for P9911 in a medium yield environment at high altitude, plant to achieve 115,000 established plants per hectare.
- 14 Established plant populations:**  
These assume good seed establishment conditions. If you are planting very early or into a less than ideal seedbed or where insect pressure may be high (e.g. a shorter than optimum fallow period), seeding rates may need to be increased to compensate for reduced establishment due to field losses.
- 15 Plant populations:**  
The tabulated established populations are recommendations only. Work with your local Pioneer or merchant seed representative to determine the appropriate plant populations for your specific growing environment.
- 16 Growing environment definitions:**  
May include some or all of the following characteristics:
  - **Challenging yield environments (CYE)**
    - Typically light, sandy or shallow soils of low fertility, low moisture retention, and predictably low summer rainfall (drought-prone environments).
    - High cob or leaf disease pressure.
  - **Medium yield environments (MYE)**
    - Average fertility soils with predictably adequate summer rainfall and good moisture retention.
    - Continuously cropped soils.
    - Medium to low cob or leaf disease pressure.
  - **High yield environments (HYE)**
    - Typically deeper, highly fertile and well structured soils with good moisture retention.
    - Predictably good summer rainfall, shelter from high wind run.
    - Good soils straight out of long term pasture.
    - Low or no cob or leaf disease pressure.

**Publication abbreviations**

- DM** = drymatter
- bags/ha** = bags per hectare
- kgDM** = kilograms of drymatter
- kgDM/ha** = kilograms of drymatter per hectare
- kgMS** = kilograms of milk solids
- kgMS/cow** = kilograms of milk solids per cow
- \$/ha** = dollars per hectare
- MJME** = megajoules of metabolisable energy
- MJME/kgDM** = megajoules of metabolisable energy per kilogram of drymatter
- t/ha** = tonnes per hectare
- tDM** = tonnes of drymatter
- tDM/cow** = tonnes of drymatter per cow
- tDM/ha** = tonnes of drymatter per hectare
- c/kgDM** = cents per kilogram of drymatter

**Step by step guide**

# Choosing the right Pioneer hybrid for your farm

Complete the following four steps to determine the right hybrid for your paddock.

## 1 Calculate your days from planting to harvest

Use the chart below to calculate. Line up your planned planting date **column** with your target harvest date **row** to find the actual number of days.

2025  
 planting date

2026  
 harvest date

Days from planting to harvest

[GO TO STEP 2 >](#)

		Planned planting date 2025														
		September		October					November							
		21	26	1	6	11	16	21	26	31	5	10	15	20	25	30
Target harvest date 2026	February	5	137	132	127	122	117									
		10	142	137	132	127	122	117								
		15	147	142	137	132	127	122	117							
		20	152	147	142	137	132	127	122	117						
	March	25	157	152	147	142	137	132	127	122	117					
		2	162	157	152	147	142	137	132	127	122	117				
		7	167	162	157	152	147	142	137	132	127	122	117			
		12	172	167	162	157	152	147	142	137	132	127	122	117		
		17	177	172	167	162	157	152	147	142	137	132	127	122	117	
	April	22		177	172	167	162	157	152	147	142	137	132	127	122	117
		27			177	172	167	162	157	152	147	142	137	132	127	122
		1				177	172	167	162	157	152	147	142	137	132	127
6					177	172	167	162	157	152	147	142	137	132	127	
11						177	172	167	162	157	152	147	142	137	132	

**Notes**

It is possible to plant in most areas from late September to mid-December. However, it is important to consider a number of factors that can impact silage yield and quality. These include hybrid pollinating timing relative to potential moisture stress, the planting date needs of the following winter crop or pasture, and the likelihood of autumn frost damage. Please contact your local Pioneer Area Manager or phone 0800 PIONEER (746 633) for advice on hybrid selections for earlier or later plantings.





# 2 Hybrid options for your region



Use the tables below to choose your region then identify hybrid options by matching your number of days from planting to harvest.

## Region 1

Northland, Auckland North, Coastal BOP, Gisborne & Northern Hawke's Bay



Hybrids	Estimated days from planting to harvest	Hybrids	Estimated days from planting to harvest
<b>NEW</b> P8086	110-125	<b>NEW</b> P0710	135-150
P8666	117-131	P0891	137-151
P8711	119-133	P0900	140-155
<b>NEW</b> P92575	123-140	P0937	140-155
P9400	126-140	P1315	140-155
<b>NEW</b> P9650	129-143	<b>NEW</b> P1185	143-157
P9911	130-150	P1636	144-158
P9978	130-148	P1477W	145-160
P0362	132-147	P1837	146-161
P0640	135-149		

## Region 2

North & Central Waikato



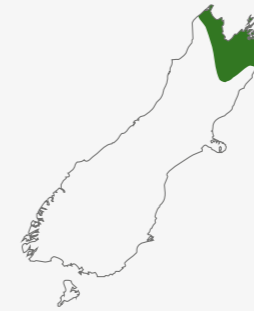
Hybrids	Estimated days from planting to harvest	Hybrids	Estimated days from planting to harvest
<b>NEW</b> P8086	115-129	<b>NEW</b> P0710	140-156
P8666	121-134	P0891	141-156
P8711	123-136	P0900	143-162
<b>NEW</b> P92575	128-145	P0937	143-162
P9400	131-145	P1315	144-162
<b>NEW</b> P9650	133-147	<b>NEW</b> P1185	146-164
P9911	134-154	P1636	147-165
P9978	134-151	P1477W	147-165
P0362	136-151	P1837	148-166
P0640	140-156		

## Notes

Hybrid maturity is based on heat unit accumulation through the season. Hybrids will therefore be quicker to harvest in warmer regions or warmer seasons. For example, a hybrid planted in coastal Nelson will be ready for harvesting much earlier than the same hybrid planted on the same day in mid Canterbury due to the faster accumulation of heat units in the Nelson environment. This has important implications for hybrid selection. The table below is a guide as to the estimated days from planting to harvest for Pioneer® brand hybrids in the regions for which they are recommended for silage. This information is generated from silage hybrid trials carried out in these regions over several seasons.

## Region 5

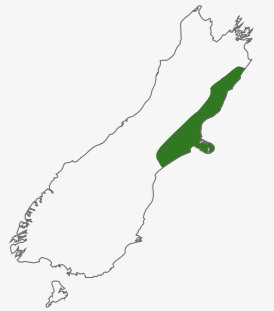
Nelson & Marlborough



Hybrids	Estimated days from planting to harvest	Hybrids	Estimated days from planting to harvest
<b>NEW</b> P8086	132-146	<b>NEW</b> P92575	146-164
P8240	133-147	P9400	150-164
P8333	134-148	<b>NEW</b> P9650	154-166
P8666	142-156	P9911	155-175
P8711	144-158	P9978	155-170

## Region 6

North & Mid Canterbury



Hybrids	Estimated days from planting to harvest	Hybrids	Estimated days from planting to harvest
<b>NEW</b> P7179	135-148	P8240	147-161
<b>NEW</b> P7364	142-155	P8333	148-162
<b>NEW</b> P7647	145-158	P8666	153-168
<b>NEW</b> P8086	146-160	P8711	155-170

## Region 3

South Waikato, King Country, Coastal Taranaki, Rangitikei, Manawatū, Southern Wairarapa & Central Hawke's Bay



Hybrids	Estimated days from planting to harvest	Hybrids	Estimated days from planting to harvest
<b>NEW</b> P7364	118-133	<b>NEW</b> P92575	136-154
P8086	122-136	P9400	140-154
P8240	124-138	<b>NEW</b> P9650	144-156
P8333	125-139	P9911	145-165
P8666	129-143	P9978	145-161
P8711	131-145	P0362	147-162

## Region 4

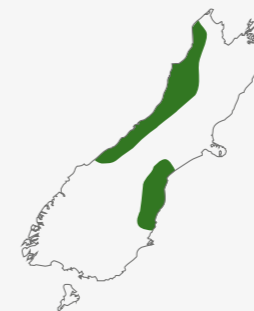
Rotorua, Reporoa, Taupo, Central Taranaki, Southern Hawke's Bay, Northern Wairarapa & Horowhenua



Hybrids	Estimated days from planting to harvest	Hybrids	Estimated days from planting to harvest
<b>NEW</b> P7179	120-135	P8711	139-154
<b>NEW</b> P7364	127-141	<b>NEW</b> P92575	145-163
P8086	130-145	P9400	149-163
P8240	132-147	<b>NEW</b> P9650	150-165
P8333	133-148	P9911	153-173
P8666	137-152	P9978	153-169

## Region 7

South Canterbury & West Coast



Hybrids	Estimated days from planting to harvest	Hybrids	Estimated days from planting to harvest
<b>NEW</b> P7179	139-153	P8240	152-167
<b>NEW</b> P7364	146-160	P8333	153-168
<b>NEW</b> P7647	148-162	P8666	157-172
<b>NEW</b> P8086	152-166	P8711	159-174

## Region 8

North Otago & Southland



Hybrids	Estimated days from planting to harvest
<b>NEW</b> P7179	145-160
<b>NEW</b> P7364	151-166
<b>NEW</b> P7647	154-168
<b>NEW</b> P8086	156-170









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