

Long Term Data, Third Party Data, Top Researchers

*High Yields, Most Sustainable, Well
Positioned For Future*

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HARRISBURG, ARK.

Dr. Brian Ottis, industry support manager, RiceTec, spoke recently about yield consistency, disease resistance, milling quality of hybrid rice and sustainability.

"We've got long term data, going back almost 10 years, on hybrids versus varieties. We have over 900 head-to-head comparisons and trials from across the mid-south and Gulf coast. We're maintaining at least a 20 percent yield advantage across the board."

A diverse genetic background in hybrids as compared to public breeding programs has advantages explained Ottis. "We can bring host plant resistance which public breeding programs just can't offer. We're resistant to all common races of blast, we've got better tolerance to sheath blight and resistance to bacterial panicle blight and *Cercospora*. The list goes on."

"Very rarely a grower will have a need to apply fungicide, some choose to just as an aesthetic or as to help them sleep at night. The data don't support a fungicide application in most scenarios," said Ottis.

Using third party data, Ottis has been working with rice millers and industry people concerned with the milling quality of hybrid rice.

Sustainability speaking, Ottis says, "come and look at hybrid rice. I think that's where it's at. High per capita yields, reduction in the need of fungicides, unique disease resistance, faster photosynthetic rates, reduced need of nitrogen, reduced need of water, more rice produced per unit land area and faster milling/higher mill throughput."

Ottis has a message for growers. "Check us out on line. Hit us up about learning or getting on board with the podcasts and the crop report. I think if you spend a little time on the website

and give us a call you can learn a lot about rice and a lot about what we're doing. We've got the top research people. We're spending more money in research than all the public universities combined on an annual basis. We're making the investment in rice that no one else is. We feel like we're well positioned for the future. We're going to continue to bring products that are valuable for our customers as well as their customers."

Ottis encourages growers to sign up for the RiceTec podcast, email Dr. Brian Ottis at infor-



Hybrids versus varieties. Dr. Brian Ottis, industry support manager, RiceTec explains yield consistency, disease resistance, milling quality of hybrid rice, and sustainability.

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RiceTec has announced the release of RiceTec Toolbox 2.0 app for iPhone and iPad, and soon for Android devices. Toolbox 2.0 is free from the App Store. You must have an Apple ID to download apps from the App Store.

New for Toolbox 2.0: Seeding Rate Cost Calculator

- Hybrid rice management guidelines
- Drill calibration video demonstrations
- Weather
- RiceTec product information
- Latest Rice Industry News

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