

New Lines *Under Study*

RiceTec Continues To Develop New Varieties, Some Site Specific

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Chad Duckworth, Marketing and Sales Support Manager for RiceTec of Jonesboro, Ark., discussed RiceTec's focus for the 2008 production year, including the development of new hybrids and seed supply for 2009.

"We are in the process now of planting seed production in Texas and we'll be doing some planting in Arkansas this year, as of now we are not exactly sure what the quantities will be," he

better, but its performance has been great over its life so far, and we expect to have it until newer products consistently outperform it. CLEARFIELD XL729 has performed really well for us; it was our major seller in 2008. It's going to be in large scale production again and there should be growing acres of it next year. As for XL723, not real sure yet, it looks like we will have some quantities of it, but it may be replaced before too long."

All these new varieties are expected to perform well in the Midsouth and the Gulf Coast regions.



Chad Duckworth, Marketing and Sales Support Manager for RiceTec of Jonesboro, Ark., discussed RiceTec's focus for the 2008 production year. Photo by John LaRose

said. "I know what our goals are, but production is a moving target for us right now. Production acres are being increased in order to have a planned supply increase for our customers in 2009. We are looking at our latest hybrid release, CLEARFIELD XL745, and possibly a new hybrid for 2008 designated as CLEARFIELD XP746, which should give our customers more options to capture the advantages of Clearfield hybrids."

He explained that CLEARFIELD XL745 was in farmers' hands last year on a small scale, but this year it's one of RiceTec's mainstay products and it's being sold to everyone depending on seed availability.

"We are looking at another new standard product that will be non-IMI tolerant," Duckworth continued. "It's going to be labeled XP750. We don't have a lot of large scale data on it yet but from trial data so far it looks like it will have a good performance over our XL723 that we've been growing for several years."

This product is in large scale test plots this year, so pending its performance in those trials RiceTec could be looking at it commercially in the near future.

Several older varieties are still in RiceTec's portfolio of products.

"CLEARFIELD XL730 is still one of our major products and it will be again in 2009," he said. "It will probably start being scaled back a little after these new products come out and perform

RiceTec has been working on site-specific hybrid performance in recent years and has made some progress.

"We have. As a matter of fact, Larisa Golovko is working right now with Van and some of the guys in our Tech Services/Development division and we'll have a new pilot program this year, working with specific farmers all throughout the Gulf Coast and MidSouth."

This year, RiceTec will be polling those farmers to see what their practices are and how the products are performing for them. The poll will focus on hybrid performance across varying geographies.

"We will use the data to test the rice yield forecast model (developed in cooperation with John Deere Agri-Services) based on local climatic and soil conditions," Duckworth said.

While the hybrids may not perform the same in all geographies, all are doing significantly better than the varieties in all locations.

"However, we haven't gotten far enough yet to pin it down to say one particular hybrid does better in this location," he said. That is the ultimate goal.

RiceTec began a pre-order program in February and now is taking Pre-Orders for the 2009 growing season. This is a new program for RiceTec.

"We've had a good response from it thus far" he concluded. Δ