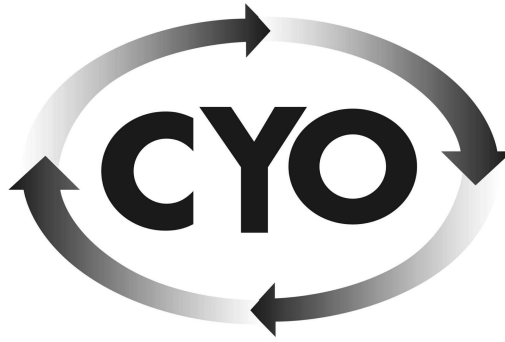


CYO SEEDS (MIDLANDS) LTD
THE MOBILE SEED
&
GRAIN PROCESSORS



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ISSUE 90

NEWSLETTER

February 2024

THANK YOU FOR YOUR CONTINUED SUPPORT

On behalf of everyone at CYO Seeds (Midlands) Ltd and Alphamix, we'd like to thank you all for your ongoing support and we hope to be servicing your needs for many years to come. We strive to offer you all, the best service we can through professionalism, reliability, integrity and value for money. Through these values **CYO Seeds (Midlands) Ltd has grown to become the largest independent mobile seed processor in the country.** We'll be at *Cereals, the Royal Norfolk Show, the Midlands Machinery Show and LAMMA. Please do come and see us, have a bite to eat, a drink and a chat. All customers, old and new are very welcome.*

WHAT'S 2024 GOT IN STORE?

After the nearly ideal establishment conditions of early Autumn 2023, things rapidly went pear shaped as the weather closed in and stopped just about all the field work by mid-ish November. With the continuing horrible weather through to mid January, this means there's still a huge area to plant up and a quite a lot that needs re-drilling. However, one thing to remember is, check out the last drilling dates for any Winter seed you may have in stock from last Autumn before opting for Spring seed. A late drilled Winter crop will often out do a Spring one.

What happens from now to harvest is anybody's guess!

HIGH BOUGHT IN SEED PRICES MEAN MORE "FARM SAVED SEED (FSS)"

Last year's bought in seed prices were high but they seem cheap compared to this Spring's prices! To be fair this isn't all due to profiteering! A lot of the cost is because it's having to be imported because the UK hasn't got enough to meet the demand. It's no surprise then, **farmers are choosing to increase the amount of FSS they do and others are doing it for the first time.** They can then look forward to huge cost savings, having greater control over seed quality and enjoy the general flexibility of doing FSS. You can save your seed again and again, it hasn't got to come from new C1 or C2 seed every year. ***Please remember, bought in seed that's sold as a "new variety" is at least 10 generations (years) old when you buy it for the first time as "new seed"! More established varieties are much older. The wheel was only invented once...***

BOOKING IN AND AREAS COVERED

If you would like some seed processing give us a call on **01858 880882** and get something in the diary.

We get a lot of farmers calling us to ask if we cover their area. It's simple, if you get this newsletter, we cover your area. We're also expanding all the time so it's worth a call. ***We'll be happy to help.***

CYO'S DIGITAL TECHNOLOGY

As with most responsible companies, CYO Seeds (Midlands) Ltd is aware of our day to day impact on the wider environment. We all need to do our bit towards reducing the drain on resources, which will ultimately help to save the world we all live in and protect it for generations to come.

To that end, we're now sending most of our invoices, statements and newsletters etc. to our customers via email. This doesn't sound like much but we were sending out over 15000 pieces of individual correspondence each year. When this is coupled to the fact that each item had its own envelope and franking label, that's a massive saving of paper, energy, ink, glue and time. There's also, obviously, a significant reduction in production costs as well.

To help us reduce these burdens even further, please can you let us have your email address's if we don't already have them. Obviously we would never pass on your details to a third party or use them inappropriately.

WEBSITE, FACEBOOK AND INSTAGRAM

Our "all new" website will be going live very soon, if it's not already live by the time you read this.

Please also feel free to like and follow us on Facebook and Instagram. You'll find relevant information as well as some interesting events on our social media platforms.

ALPHAMIX

Alphamix, our sister company based at North Kilworth supplies concrete, screed and pumping services to the surrounding area (25 mile radius).

Having 4 concrete/screed trucks and a **NEW CONCRETE PUMP** we can cope with just about any amount we're asked for, large or small.

If you need anything please give **Alphamix** a call on **01858 881385**. website:- www.alphamix-uk.com

CYO SEEDS (MIDLANDS) LTD

Incorporating - TV & JA ROGERS, CYO SEEDS (NORTH), AGRIDRESS and REDFERN SEEDS
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COMPARATIVE SPECIES POPULARITY AUTUMNS 2019 - 2023

This is the seed processed by CYO and converted into hectares to show relative land use

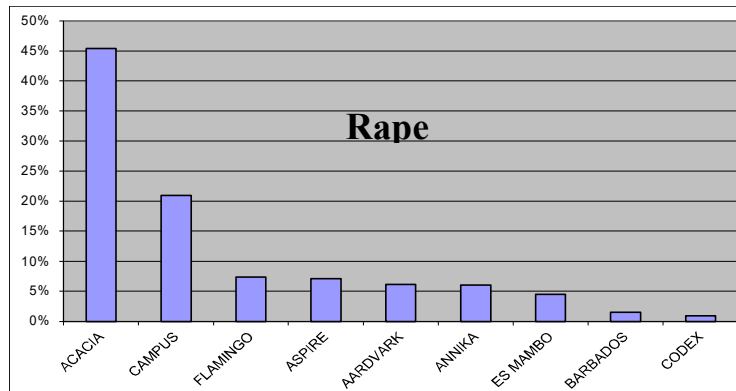
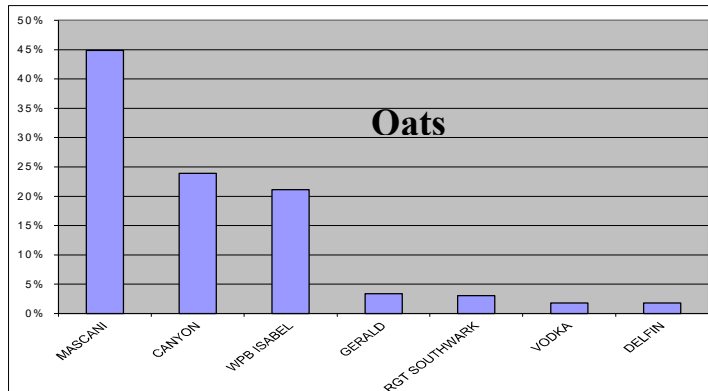
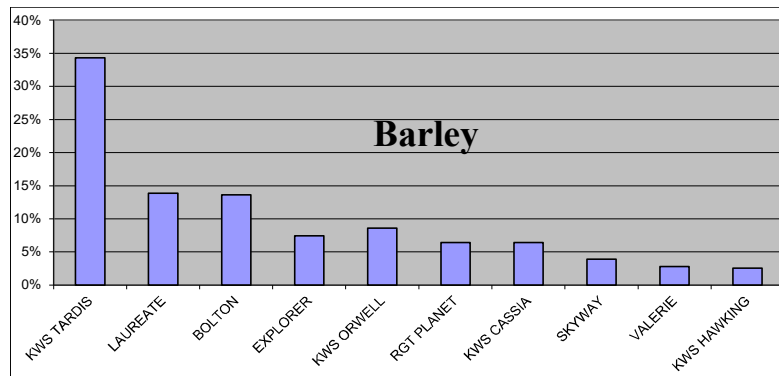
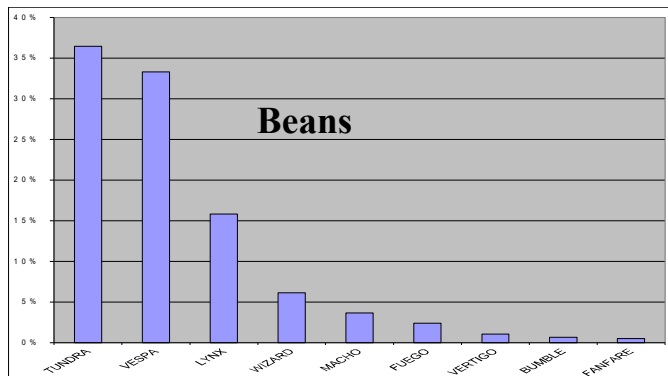
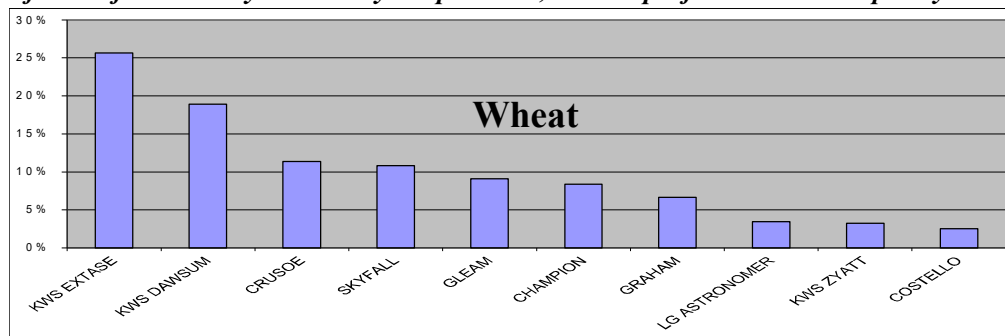
2019	2020	2021	2022	2023
Wheat 76%	Wheat 76%	Wheat 75%	Wheat 72%	Wheat 75%
Rape 8%	Rape 6%	Rape 5%	Rape 7%	Rape 4%
Barley 8%	Barley 5%	Barley 7%	Barley 6%	Barley 9%
Beans 7%	Beans 11%	Beans 12%	Beans 14%	Beans 10%
Oats 1%	Oats 2%	Oats <1%	Oats >1%	Others >2%

Looking at the the above figures for Autumn 2023 it's all change again. How much of the changes are purely weather related remains to be seen. We'll have a better idea after our Spring processing season. Wheat area is back to where it normally is. Rape and Bean areas are down significantly as farmers are reacting to fluctuating quality and yields issues. It's no surprise that the barley area's up. However, more interestingly, our second most popular variety is a Spring one.

Looking at the graphs below you'll see that **KWS Extase** has retained the top spot for **wheat** varieties for the third year running. However, **KWS Dawsum** another high yielding all rounder has come from nowhere to claim second place. **Crusoe** has overtaken **Graham** and **Skyfall** to claim third. The **Oil seed rape** list is dominated again by **Acacia** with **Campus** and **Flamingo** pushing **Aspire** down to fourth place. **Winter Barley's** front runner is **KWS Tardis**, whilst **Bolton** and **Explorer** have pushed **KWS Orwell** back down the list. The **Beans** area is topped by **Tundra** again but **Vespa** has gained a lot of popularity this year and could be a challenger next Autumn. **Oats** are just oats, but with **Canyon** and **WPB Isabel** it's no longer a one horse race for **Mascani**. *No prizes for figuring out that the main farmer focus is very much on yield potential, disease profile and overall quality.*

Varietal Popularity

Autumn 2023: These graphs show the relative popularity of the main varieties that we processed last Autumn (including some early processed spring 2024 varieties).



Bank Details: Sort Code 40-32-04 Account No 31568140

We hope you find our newsletters of legitimate interest. Please let us know by email or telephone if you no longer wish to receive our newsletters. (Any information we hold will not be passed on to a third party)