

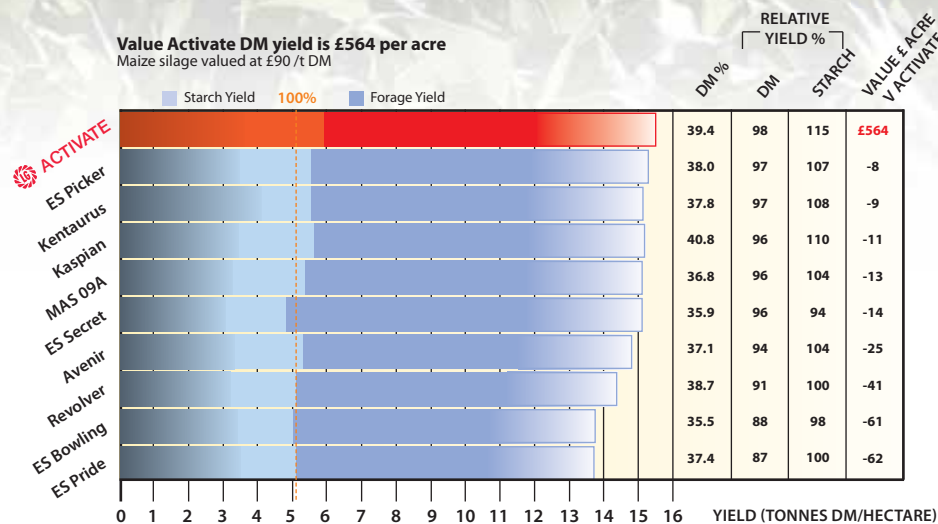
ACTIVATE

Limagrain & NIAB trials

(Combined data less favourable sites 2006 - 2010)

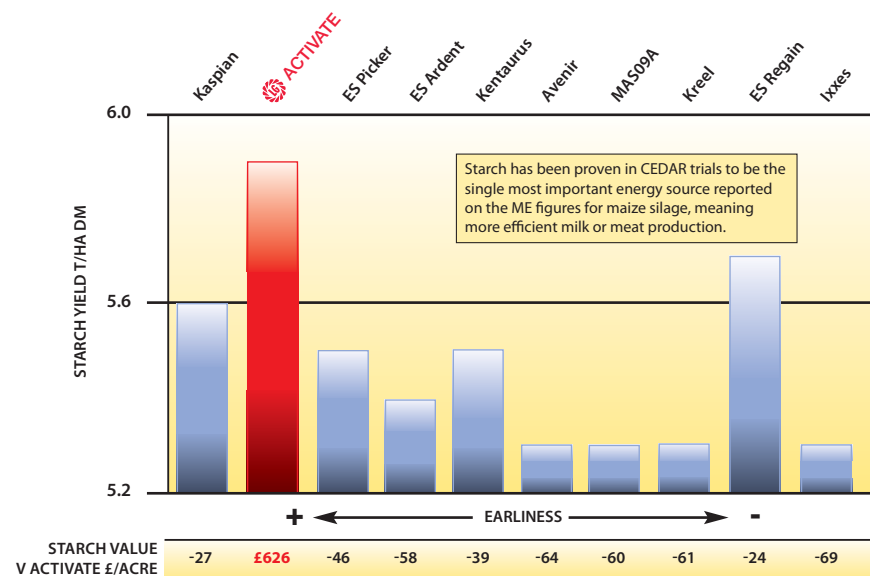


Value Activate DM yield is £564 per acre
Maize silage valued at £90 /t DM



Starch yield

(Combined data less favourable sites - Limagrain & NIAB trials 2006-2010)



Activate starch yield is worth £626 per acre.
Starch valued at £262 /t DM (based on winter wheat at £150 per tonne).



Only selected maize varieties that combine high starch content with improved fibre digestibility are awarded the LGAN seal of approval. These have the genetic potential to deliver high silage yields, of superior nutritional value, enhancing the performance of your cows.

Tel: **01472 371471**
www.limagrain.co.uk/maize

To find out more, please contact your local seed merchant.



Offer of sale is subject to confirmation that the variety will be added to the National List in March 2011



ACTIVATE

Maximises energy density per kg in your ration!

- New! - Predicted 1st Choice NIAB variety in 2013
- ACTIVATE has early cob maturity generating a superior starch content, ideal when feeding with grass silage in the ration
- ACTIVATE'S improved fibre digestibility helps to deliver top ME content maize silage
- ACTIVATE is very early maturing (Maturity Class 12) with good yields from a very short growing season.
- ACTIVATE has excellent cob tip cover reducing risk of fusarium



Limagrain UK Rothwell, Market Rasen, Lincolnshire LN7 6DT
E maize@limagrain.co.uk

MATURITY CLASS 12
VERY EARLY

EARLY VIGOUR 8.0
EXCELLENT

STANDING POWER
EXCELLENT

Harvest window

(Combined data less favourable sites - Limagrain & NIAB trials 2006-2010)



Extra days to harvest - 32% DM in October

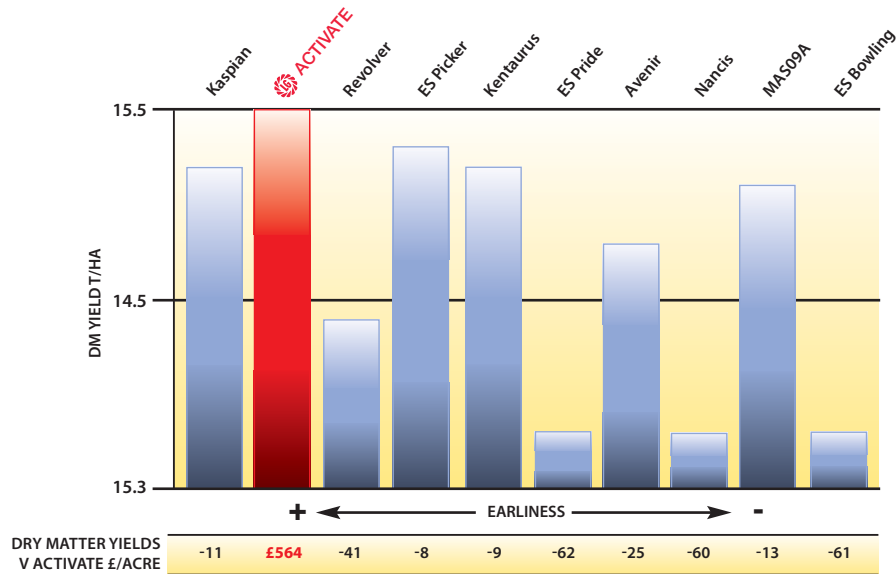


■ Outyields Kaspian – worth an extra £11 per acre

■ Higher starch yields than Kentaurus – worth an extra £39 per acre

Dry matter yields

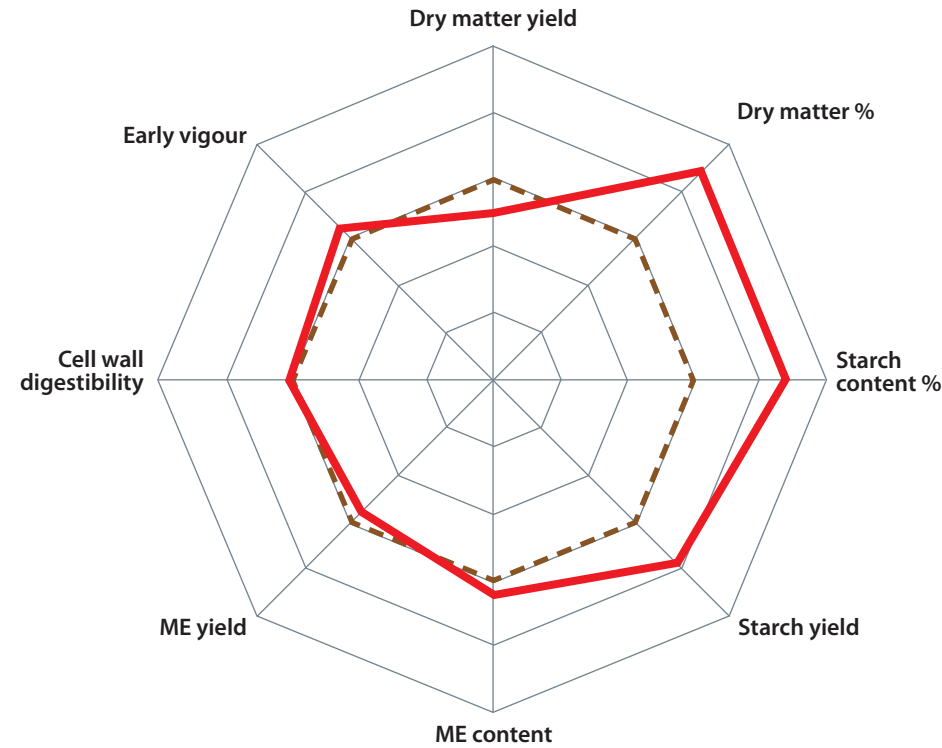
(Combined data less favourable sites - Limagrain & NIAB trials 2006-2010)



Activate dry matter yield is worth £564 per acre.
Dry matter value £/acre @ £90/t DM.



ACTIVATE



— Performance of Activate — Mean value of 2012 NIAB listed varieties

Activate is a chart-topper for ME – giving 11.8 MJ/kg DM, higher than any current NIAB 2012 variety. Activate's exceptional energy content is due to the variety's excellent starch content and improved fibre digestibility.

Marginal areas: Activate is also an exceptionally early maturing variety, making it ideal for farmers even in marginal growing areas for maize.

Favourable areas: Farmers can benefit from this variety's earliness – as it delivers high yields of energy but the earlier harvest will allow a follow-on crop to be sown.

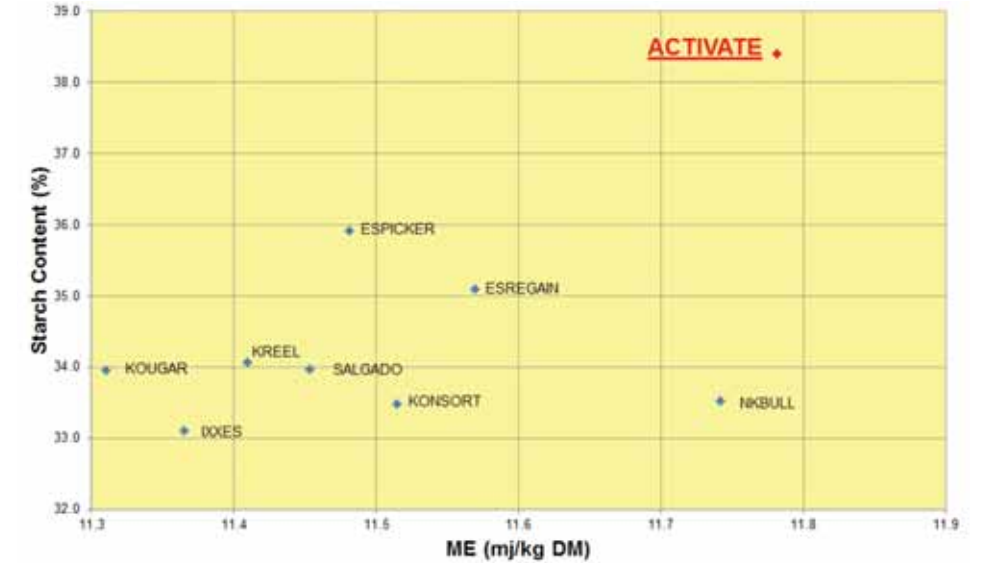
Activate delivers an extremely early crop of maize silage with a very high energy density.



ACTIVATE

The value of high energy yield per kilogramme

Combined Limagrain and NIAB Data 2003 -10 chart



The chart above shows that Activate has an outstanding ME value derived from an excellent starch content and improved fibre digestibility.

Economic benefits

Maize varieties on the current NIAB 2012 List have an average metabolisable energy contents 11.4 MJ/kg DM. Activate has an ME of 11.8 MJ/kg DM, of giving an extra boost to animal performance.

Take a 100 cow herd, milked 300 days/year, with a forage intake of 20kg DM/day and maize included in the ration at 60%, i.e. 12kg/day. The table below demonstrates an extra £6,793 of revenue can be made by feeding Activate silage, as opposed to a variety of average ME.

Variety	ME from 12kg silage	Daily difference per cow	Annual difference for 100 cow herd ME MJ	Extra litres of milk*	Extra income†
Activate 11.8 MJ/kg DM	141.6	+4.8	+144,000	+27,170	+£6,793
Mid-ME variety 11.4 MJ/kg DM	136.8	0	0	0	0

*5.3MJ energy needed per litre of milk @ 25p per litre

