

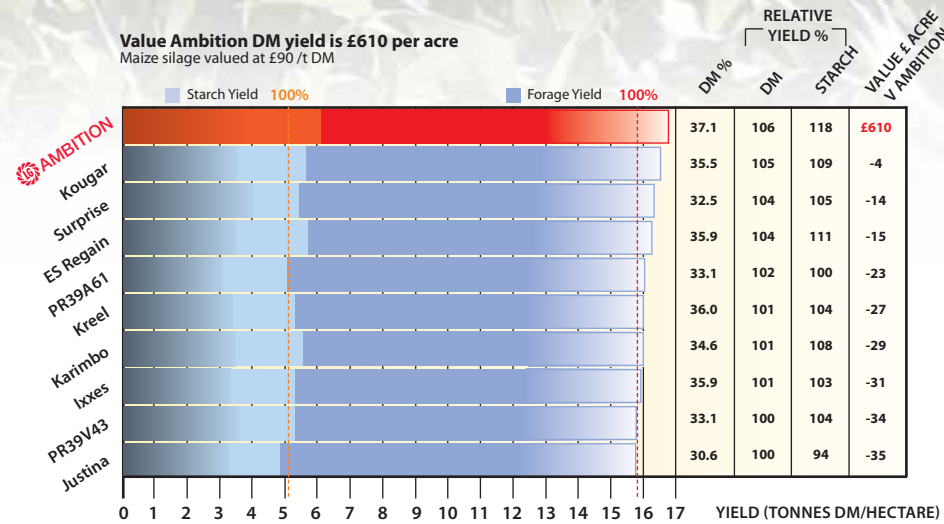
# AMBITION

## Limagrain & NIAB trials

(Combined data less favourable sites 2006 - 2010)

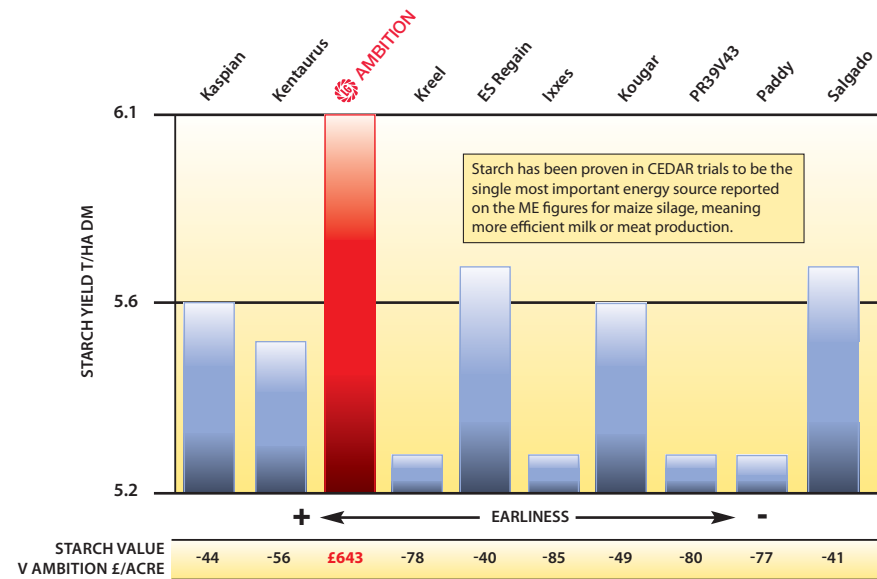


Value Ambition DM yield is £610 per acre  
Maize silage valued at £90/t DM



## Starch yield

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



Ambition starch yield is worth £643 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](http://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



# AMBITION



Maximises energy yield on every hectare of maize grown!

- New! - Predicted 1st Choice NIAB variety in 2013
- AMBITION produces exceptionally high starch and ME yield per hectare
- AMBITION has superb early vigour that helps maximise crop yield in all conditions
- AMBITION is early maturing (Maturity Class 9) with yields superior to all other early varieties available!



Limagrain UK Rothwell, Market Rasen, Lincolnshire LN7 6DT  
E [maize@limagrain.co.uk](mailto:maize@limagrain.co.uk)

MATURITY CLASS 9  
EARLY

EARLY VIGOUR 8.6  
SUPERB

STANDING POWER  
EXCELLENT

## Harvest window

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



Extra days to harvest - 32% DM in October

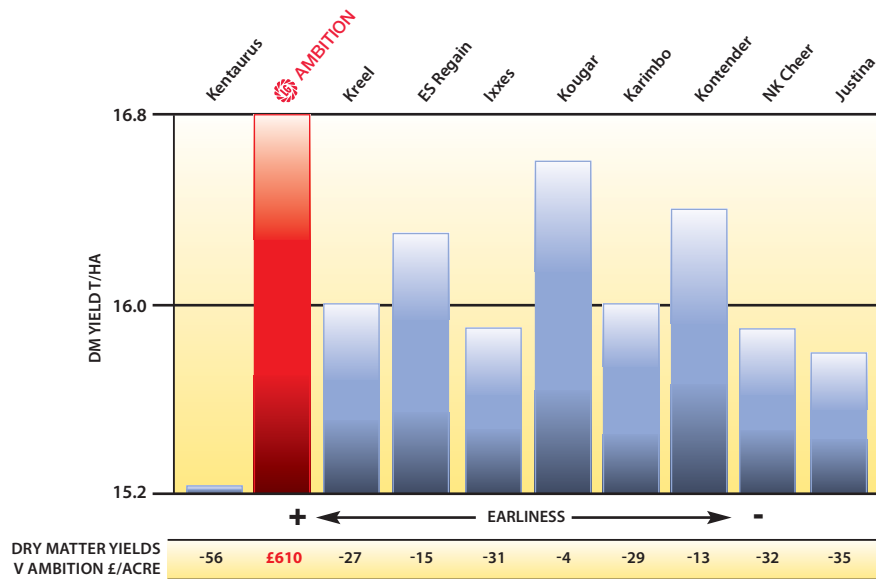


■ Outyields ES Regain – worth an extra £15 per acre

■ Higher starch yields than Kougar and ES Regain – worth an extra £40+ per acre

## Dry matter yields

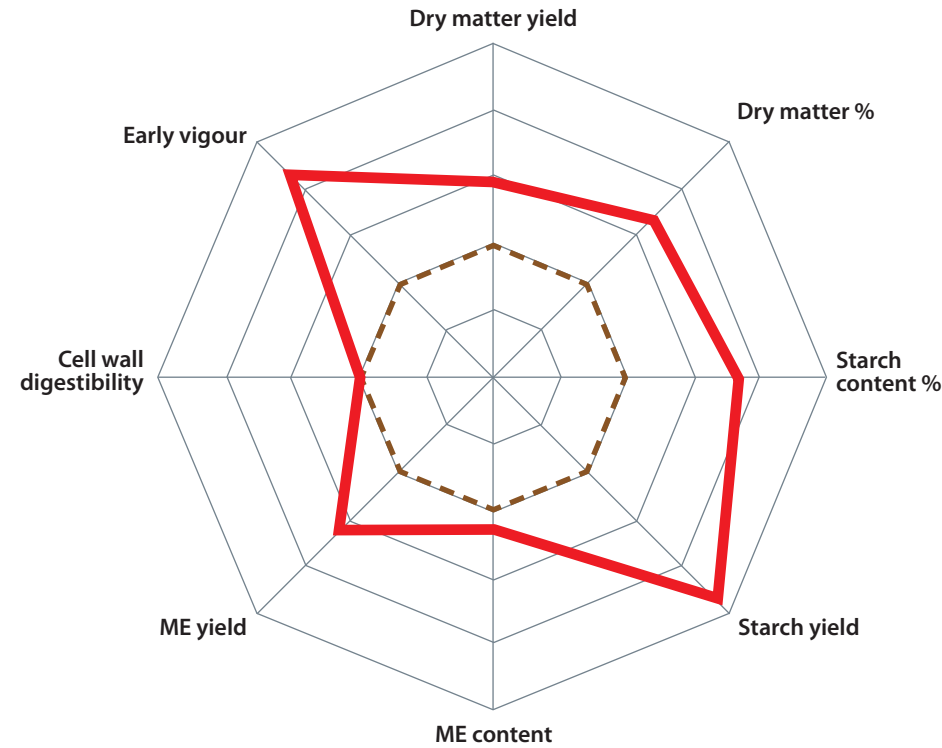
(Combined data less favourable sites - Limagrain & NIAB trials 2006-2010)



**Ambition dry matter yield is worth £610 per acre.**  
Dry matter value £/acre @ £90/t DM.



## AMBITION



As the radar diagram illustrates: Ambition has an exceptional starch yield, and exceptional early vigour. It also boasts excellent dry matter yield, starch content, ME content and ME yield.

**Marginal areas:** The early maturity of Ambition means growers will no longer miss out on maximising high energy yielding crops, traditionally only possible using later maturing varieties.

**Mainstream sites:** Ambition's combined earliness and high yields will provide the same yield benefits as later maturing types, plus come with the added benefit of an earlier harvest.

**Whatever the growing conditions, growers can be sure to maximise their energy yields per hectare by growing Ambition.**



## AMBITION

The value of high energy yield per hectare

Combined Limagrain and NIAB Data 2003 -10 chart



Plotting Ambition against other varieties in a scattergram chart clearly shows its outstanding nutritive value derived from a high starch content and exceptional ME yield.

## Economic benefits

Ambition has a high ME of 11.6 MJ/kg DM. The table below demonstrates that this high energy content can support the production of more milk and hence generate a bigger income.

The energy yield of Ambition is compared to a mid-ME variety, and it is assumed that both crops achieve the same 18t/ha of DM yield in the field. In this example, an extra £170/ha can be made.

Ambition is also an exceptionally high yielding variety – so the extra income will be even greater when the DM yields per hectare are also taken into account.

Variety	MJ/ha @ 18t/ha DM yield	Extra energy MJ/ha	Extra litres of milk/ha*	Extra income/ha†
<b>Ambition</b> 11.6 MJ/kg DM	<b>208,800</b>	<b>+3,600</b>	<b>+679</b>	<b>+£170</b>
Mid-ME variety 11.4 MJ/kg DM	205,200	0	0	0

\*5.3MJ energy needed per litre †milk @ 25p per litre

