

Don't forget to book your RiceTec Levee Seed

Preflood 2013

Published for the customers of RiceTec, Inc.

Preflood Nitrogen

Garrison Hardke

The timing of this article may seem premature to many mid-South rice growers, as there have been many challenges that have delayed planting this spring. Crop progress in the Gulf Coast regions are well ahead of the Midsouth this year, and the goal here is to provide the information to everyone, so it is available when needed.

It has been established that preflood nitrogen fertilizer (N) is one of the most important factors in setting the yield potential for a rice crop. Therefore, we cannot overstate the importance of maximizing the efficiency of this N application. These RiceTec Hybrid N recommendations are backed by multi-year studies that include various N rates and timing splits.

Soil Type (texture)	South AR, MS, LA	AR Grand Prairie, NE AR, SE MO	TX, East and S of Houston	TX, W of Houston
Silt soil (med)	120-0-30*	120-0-30	120-0-30	90-0-30
Sandy soil (coarse)		90-0-30		90-0-30
Clay soil (fine)	120-0-30	120-0-30	120-0-30	120-0-30

*(120-0-30) – Preflood N-Midseason N-Boot N

Adjustments to Base Recommendation

These recommendations are provided as base N rates under normal conditions, and do not vary by hybrid, but may be adjusted according to specific conditions or cropping history. RiceTec is a proponent of The University of Arkansas N-STAR[®] soil test for rice. This is a good tool to help you find the most efficient N rate for a specific field, especially if that field has experienced issues that may be related to improper N rates.

Timing of Application

The recommended time for applying preflood nitrogen is typically when rice reaches the four-leaf, one-to-two tiller stage of growth. This stage occurs approximately 30 days after emergence.

Proper Conditions and Water Management

It is very important that preflood nitrogen be applied to dry ground in order to move down into the soil upon addition of the floodwater and reduce ammonia volatilization. It is almost always better to wait for the right soil conditions rather than applying fertilizer in the water or on muddy soil. Also, if it may take more than 3-5 days to flood the field, the use of a urease inhibitor such as Agrotain[™] is highly recommended to keep from losing your nitrogen to ammonia volatilization. Yield lost due to improper application is not recoverable, so get it right the first time.



Once preflood N has been applied and a field has been flooded, it is very important to maintain the flood for a minimum of 10 days to hold N in the soil. This is especially important if you drain and dry fields because of a straighthead history.

If you have any questions regarding fertilization of RiceTec Hybrids, please contact your local RiceTec Technical Representative.

- Contact your local seed dealer or RiceTec Rep. to book your Hybrid Levee Brand seed.
- Check our website for the latest news, economic models, and yield forecasts.
- To sign up for the RiceTec podcast, email Dr. Brian Ottis at bottis@ricetec.com

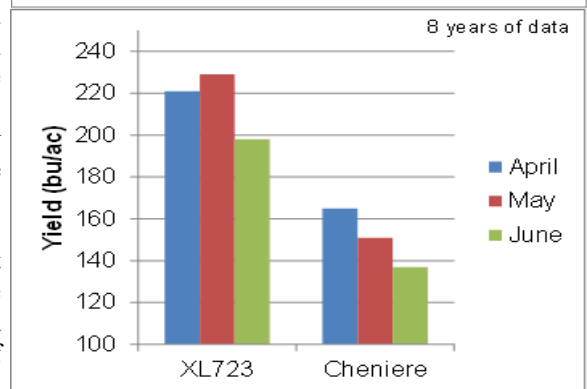
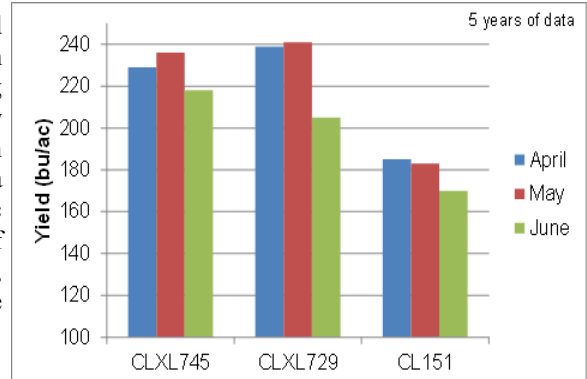
Stand Establishment and Late Planting

Each year presents a new set of circumstances in relation to planting and stand establishment, and this year has certainly been stressful for many Midsouth growers. Getting in the field has been a challenge, as the window for planting has only been 1-2 days before the next rain event. The good news is that May has historically been a great time to plant RiceTec Hybrids. As illustrated in these charts, multi-year planting date studies have actually demonstrated a higher yield for May 1st planting than April 1st planting among RiceTec Hybrids. While varieties are beginning to lose yield potential by the end of April, that has not been the case for RiceTec Hybrids. Compared to varieties, RiceTec Hybrids maintain a large advantage no matter the planting date. Rice planting may be behind schedule, but a high yielding crop is still within reach.

Many factors contribute to the yield potential of a rice field, and stand establishment is certainly one of the most important. Seeding date, seed treatments, and environmental conditions all play key roles in determining the final plant population. All RiceTec hybrids are treated with Zinc, broad-spectrum multiple fungicides, and Gibberellic Acid to enhance early growth and provide protection to ensure an adequate plant population. These treatments are especially beneficial under these cool, wet conditions.

Flushing is normally a topic when discussing stand establishment, but has not been an issue this year. Although drill seeding is preferred, some growers are actually beginning to consider water-seeding their rice. RiceTec has changed it's Replant Policy since last year, and is now covered at 50%, regardless of seeding method. This means that in the event where replanting is needed, your risk is the same no matter your seeding method. Full details on RiceTec's replant policy can be found at www.ricetec.com.

Garrison Hardke



Data taken from RiceTec's Harrisburg research station and is not a guarantee of performance.

Research Confirms Benefits of Hybrid Rice

Dr. Lanier Nalley and Nate Lyman

A duo of researchers has found that farmers growing hybrid rice often exhibit a significantly higher economic return than those planting conventional rice varieties. Researchers Lawton Lanier Nalley, an associate professor of agricultural economics at the University of Arkansas at Fayetteville, and his research assistant Nathaniel Lyman concluded that hybrid rice cultivars are found to have significant yield advantages over the best-performing conventional alternative. "Evidenced by the price discount scenario, attempts to curb hybrid adoption to preserve the status quo will probably lead to large, statewide revenue losses," they wrote.

They also concluded that hybrid milling yields are the same, and in some cases better, than the milling yields of conventional varieties. "The results presented here of the available experimental data on hybrid and corresponding conventional yields available in Arkansas suggest no reason to discount hybrid rice based on milling quality," they wrote.

The pair compared the economic risks and returns of three popular hybrid rice varieties: XL723, Clearfield (CL) XL729, and CL XL745; and eight conventional varieties: Cheniere, CL 142-AR, CL151, Francis, Roy J, Taggart, Templeton, and Wells. They used experimental test plot data from 2006 to 2010. Nalley and Lyman's findings have been recently published in *Agronomy Journal*, a publication of the American Society of Agronomy.

Return Unused RiceTec Seed to Your Service Partner

Philip Northcutt

With planting underway (and finishing up in the Gulf Coast Region), note that RiceTec's return policy has changed from last season. Any unused (unopened) RiceTec Seed can be returned up to 5% of the Fall Program seed on order by hybrid, and up to 10% of the Spring Program seed on order by hybrid. Below are highlights on the program, as with all RiceTec Programs, if you have any questions or concerns, please give us a call at 877-580-7423 or read it in full detail at <http://www.ricetec.com/programs/seed-return>

- Both unopened Mini Bulk bags and unopened Paper bags are eligible for return
- Seed must have been appropriately stored, protected from weather and pests, and still in its original unopened packaging.
- Seed must be returned to Service Partner where it was purchased by June 14th, 2013
- Returns June 15th, 2013 thru June 21st, 2013 subject to approval and 15% restocking fee (using original invoiced price).
- After June 21st, 2013 "NO" returns will be accepted.

Weed Control Considerations

Dr. Brian Ottis

Even though we're off to a late start on a majority of the rice acres in the Midsouth, don't forget about the potential for herbicide injury under cool, wet conditions. As in years past, it is important to note the 5-day forecast before making a preemergence herbicide application. Certain herbicides can cause rice injury if not applied at the appropriate rate and timing, or if overlap occurs.

When applying Command® on silt loam soils, it is recommended to use a rate of 18 oz/Ac. This rate can be increased to 21 to 25 oz/A if planting on clay soils. Command® is not recommended if planting on sandy soil. Facet® can also be applied preemergence, but be careful to avoid using Facet® on freshly-graded silt loam and lighter soils, as injury can occur. Prowl® must be applied delayed preemergence to rice, meaning that the rice seed must imbibe, or absorb water, prior to the application. If planting to moisture, a delayed preemergence Prowl® application can usually be made after the seed has been in the ground for three days.

Because of the cool start we've had this year, I've visited with a couple of growers that are going to hold off on the Command® application until early postemergence. Research has shown that tank mixtures of postemergence herbicides with products such as Command® and Prowl® can be quite effective if activated properly by rainfall or a flush. This year, moisture has not been an issue, so we shouldn't be experience any lack of herbicide activation this year. If conditions following planting are not conducive for optimum growth, consider waiting to apply these herbicides until good growing conditions return to avoid any potential herbicide injury. If you have any concerns about herbicides and their use on RiceTec Hybrid Rice, please contact your Technical Services Representative for your area. As always, refer to the herbicide label before making an application.

Increase Seeding Rate and Reduce Cost

Garrison Hardke

RiceTec customers have an opportunity this year to purchase our largest selling hybrid, CLXL745, at a savings of \$25 per acre. Hybrid Silver Brand CL is labeled at 70% germination instead of the standard label of 80% germination for CLXL745. With Hybrid Silver Brand CL, it is recommended to increase the seeding rate to 500,000 to achieve the same plant population as CLXL745 at a 450,000 seeding rate, thus maintaining the performance you expect from CLXL745.

RiceTec has priced Hybrid Silver Brand CL significantly lower for growers who wish to save money or increase their seeding rate. To clarify, at a 500,000 seeding rate, this product is \$25 per acre cheaper than CLXL745 at a 450,000 seeding rate. This reduced cost is especially beneficial for growers who are wishing to increase seeding rates, as it will allow them to increase seeding rates, while still reducing seed cost. Contact your dealer or RiceTec representative for more details.

New Clearfield® Education Module

Garrison Hardke

BASF Crop Protection has recently released a new online Rice Education Module for the Clearfield® Production System, and is offering a \$25 gift card for those that complete the module. This module only takes a few minutes to complete, and offers some very helpful information to maximize the value of the system on your farm.

The module can be accessed by logging on to www.clearfieldriceeducation.com, and is available to all farmers, consultants, retailers, and distributors. Growers pay a premium for Clearfield® Rice Seed, and this is a great way to learn how you can make the most of your investment, while also receiving a \$25 gift card for your time.

Collect Your RiceTec Seed Rebate

Garrison Hardke

RiceTec has three rebate programs on seed ordered for the 2013 growing season. To simplify the process, we offer several methods of submitting the rebate form for your convenience, and the same form can be used for all rebate periods. Simply log on to www.ricetec.com/rebate. You may fill out the online form and upload your documents, or if you prefer to use the manual form, you may print it from the website and either mail or fax your documents to RiceTec. Qualification is subject to the following terms:

- RiceTec seed must be purchased from a RiceTec Service Partner by a customer and paid for under one of three qualifying Rebate Program time periods. Cold storage seed does not qualify.
 - Customer must be in good financial standing with RiceTec (customer's Fall and/or Spring accounts must be paid in full).
 - RiceTec Hybrid Levee Seed must be less than 15% of customer's total order.
 - Customer must submit to RiceTec the following documents postmarked no later than June 15, 2013:
 - **Completed Rebate form**
 - **Proof of purchase from RiceTec Service Partner (paid receipt or warehouse receipt showing units of each seed product purchased).**
 - Rebate is limited to one per RiceTec customer or entity
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RiceTec Newsletter
Preflood 2013

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Technical Services Contacts

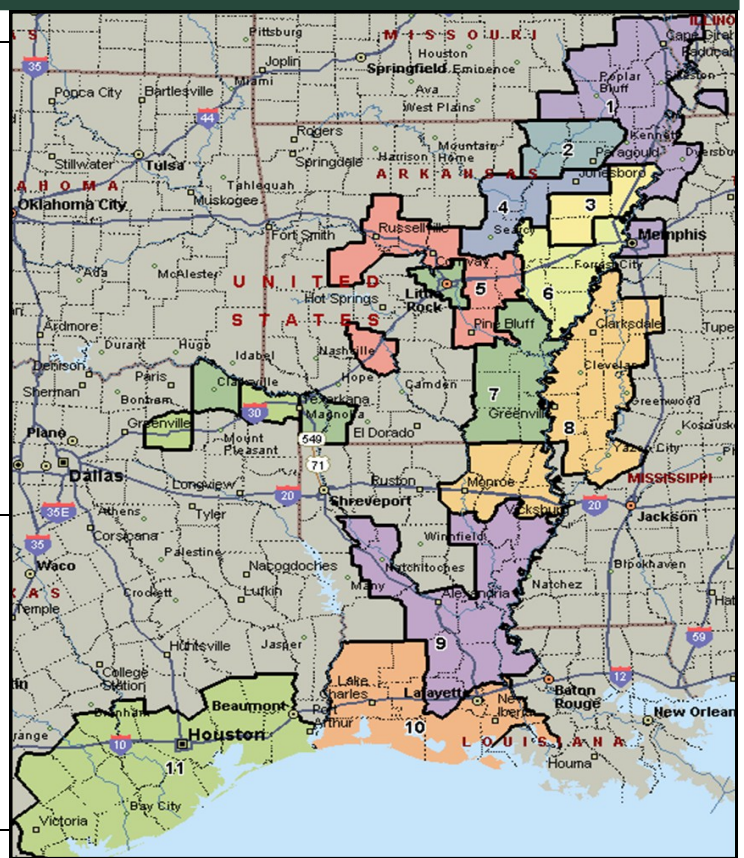
District 1	Whitney Blake	870-273-4988
District 2	Stewart Runsick	870-571-6069
District 3	Kurt Johns	870-243-4696
District 4	William Hutchens	870-273-9291
District 5	Whitney Jones	501-516-6904
District 6	Garrison Hardke	501-772-1715
District 7	Jeff Branson	870-578-8436
District 8	Jay Burchfield	662-402-2781
District 9	Zachary LaHaye	337-831-6464
District 10	Cullen Minter	337-499-6498
District 11	Derrol Grymes	281-381-9371

Sales Contacts

Districts 1 - 2	DJ Shipman	870-273-9286
Districts 3 - 4	Brian Graf	870-243-2603
Districts 5 - 6	Jeff Reeves	870-919-6944
Districts 7	Wes Long	870-830-0160
Districts 8	Jeff Mosley	662-719-1034
Districts 9-10	Mike Worthington	337-263-4297
Districts 11	Mark Spilman	281-389-3527

Customer Services Contact

Toll-Free	Carla Sullins	877-580-7423
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Email addresses for RiceTec representatives available at www.RiceTec.com