



*Leadership and Innovation Within the Field of Rice*

**Don't forget to book  
your RiceTec Levee Seed**

# Preseason 2014

Published for the customers of RiceTec, Inc.

## RiceTec Hybrids are the Economical Choice

**Garrison Hardke**

Many people equate the word economical as simply being “cheap”, and we all know that hybrid technology is not cheap. However, the term economical is defined as: giving good value or service in relation to the amount of money, time, or effort spent. These are the characteristics of RiceTec Hybrids that allow growers to increase profits, while at the same time reducing stress.

The cost of seed is only one component of a rice grower's overall production cost. Many of the features that come standard with RiceTec Hybrids must be purchased separately with traditional variety seed, such as seed treatments and late season fungicide costs. Insecticide seed treatments are also significantly more expensive on variety seed than hybrids because of the high seeding rate.

Time and effort are more difficult to put a dollar figure on, but are no less important, as they contribute to a grower's peace of mind in producing a successful rice crop every year. The inherent value in hybrids is the ability to overcome stressful growing conditions and resist diseases such as sheath blight, blast, and bacterial panicle blight. These features are not always available in varietal rice, which means that intensive scouting, water management, and precise timing of all irrigation, fertilizer, and disease treatment allow no room for error.

RiceTec adds additional value to its customers by providing unmatched service throughout the year. This includes advice on crop planning and management, helping to calibrate planting equipment, support during the growing season, and extensive research developing and evaluating products and improving farming methods.

Since no two years are ever the same, RiceTec Hybrids allow growers to succeed in spite of the variables that weather and markets throw at them. All of our products are proven to perform in multi-year, head-to-head comparisons, under diverse conditions. When planning for the 2014 rice crop, these characteristics combine to make RiceTec Hybrids the economical choice.

Comp. Crops Gross Profit Comparison - University of Arkansas 2014 Crop Budgets/New Crop \$ (1/20/2014)						
Crop	Corn	Soybeans	Roy J	CL151	XL753	CLXL745
Price/unit	\$4.47	\$11.41	\$6.25	\$6.25	\$6.25	\$6.25
Yield	175	50	175	168	212	203
Revenue	\$ 782.25	\$ 570.50	\$ 1,093.75	\$ 1,050.00	\$ 1,325.00	\$ 1,268.75
Expenses	\$ (655.39)	\$ (371.75)	\$ (716.82)	\$ (741.83)	\$ (805.98)	\$ (811.58)
Return	<b>\$ 126.86</b>	<b>\$ 198.75</b>	<b>\$ 376.93</b>	<b>\$ 308.17</b>	<b>\$ 519.02</b>	<b>\$ 457.17</b>
Rent/Land	150	150	150	150	150	150
Net after rent	<b>\$ (23.14)</b>	<b>\$ 48.75</b>	<b>\$ 226.93</b>	<b>\$ 158.17</b>	<b>\$ 369.02</b>	<b>\$ 307.17</b>
All expenses from UA Crop Enterprise Budgets for 2014 production adjusted to spring 2014 hybrid seed price and yield. No land use value or land rent. Cash rent can be estimated at \$150/ac and deducted to calculate net return. Prices are CBOT Nov/Dec 2014 closing price 1/18/2014 w/ basis adjusted as follows: corn -\$0.25, soy bean -\$0.30, rice - current cash price						
Yields based on average hybrid and conventional yields from a combination of University and RiceTec yield trials. Data are not a guarantee of performance nor a warranty for a particular use.						

Clearfield XL745 is the "4x4" hybrid, offering excellent yield, milling quality, disease tolerance and grain retention. Over the past 5 years it has become the most widely grown long grain rice in America. As shown in the table above, it delivers a 21% yield advantage over CL151.

XL753 is the highest yielding long grain rice available, as demonstrated by the 21% yield advantage over Roy J in the table, providing the greatest net income potential of any competitive rice product. It is protected by RiceTec's superior disease package.

- 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](mailto:bottis@ricetec.com)



**Also available on our website: [WWW.RICETEC.COM](http://WWW.RICETEC.COM)**



## Don't Neglect Your Levee Acres

If a rice grower were to figure how many acres that levees occupy in an average field, he would probably be surprised at the number of levee acres he has. Since these levee acres are included in field averages, they can significantly help or hurt your bottom line.

If you have chosen to plant RiceTec Hybrids, you probably did so because of high yield, disease resistance, and stress tolerance. These advantages are even more apparent on levees, where conditions are more stressful than in the paddy. That is why RiceTec offers it's Levee Brand products in both Clearfield® and non-Clearfield® versions.

Since levee seeding equipment is often more difficult to calibrate, Levee Brand products are priced favorably to the varieties you may have planted on your levees in the past. They are comprised of current commercially available hybrids and perform to the standards that you expect from all your RiceTec seed. Take a look at the cost and performance data at the right to see how RiceTec Levee Brand products can benefit you. Contact your local RiceTec Representative for more information.

Garrison Hardke

Spring Pricing				
	Unit	Seed Costs/Ac x Seeding Rate		
		450,000	600,000	2,000,000
<b>2014 HYBRID LEEVE BRAND</b>	\$81	\$41	\$54	—
<b>2014 HYBRID LEEVE BRAND CL</b>	\$135	\$68	\$90	—
<b>Variety</b>	\$24	—	—	\$47
<b>CL Variety</b>	\$52	—	—	\$104
<b>Revenue</b>		<b>\$956</b>	<b>\$1,044</b>	<b>\$625</b>

RiceTec 2014 Hybrid Levee Brands are comprised of current commercially available hybrids  
 Hybrid Levee products intended to be planted on levees only and are limited to 15% of your total RiceTec seed order  
 Variety seed costs are directly from UA Crop Enterprise Budgets for 2014  
 Revenue based on \$6.25 per bushel with yields based on RiceTec Levee Brand Seeding Rate trials  
 CLEARFIELD tech fee of \$21.60/unit added to RiceTec seed price listed above as a pass through to BASF

**Hybrid Levee Brand Seeding Rate**  
4 locations over 2 years

Seeding Rate (lbs/ac)	Grain Yield (bu/ac)
600,000 (30 lbs)	167
450,000 (22.5 lbs)	153
300,000 (15 lbs)	141
Variety Checks 2,000,000 (100 lbs)	109

Seeding Rate on Levees - Seeds per Acre

These data are not a guarantee of performance, nor do they constitute a warranty of fitness for a particular use.

## Sustainability with Smart Rice

Craig Hamm

Sustainability in agriculture is gaining momentum, particularly among the production sectors within the industry. The rice industry is no exception. Sustainability to the rice grower simply means maximizing profits through high yields, sound cultural practices and technology while being good stewards of the land. Sustainability to the general public or consumer means providing a high quality affordable product with minimal environmental consequence. In order to meet the demands of the time, advancements in technology and farming methods must be realized to address an ever-growing population and shrinking land availability. Planting Smart Rice, or hybrid rice, is the first step toward improving sustainability for rice growers and consumers alike.

For people throughout all levels of the rice industry, Smart Rice is becoming the rice seed and grain of choice. Smart Rice, or hybrid rice yields an average of 15-20% more per unit area than the leading commercial inbred varieties. This also equates to 15-20% less land needed to grow Smart Rice for the same output as commercial varieties. Smart Rice requires less pesticide and fungicide due to natural resistance to pests and disease. It is resistant to common races of blast and is proven as a viable alternative crop choice under a sprinkler irrigation system using up to 30% less water than the delayed flood approach. Some Smart Rice hybrids can be milled to white rice more quickly than other rice, reducing energy expenditures.

Hybrids yield more grain per unit of water than varieties by utilizing heterosis, or hybrid vigor, to produce a plant with a more robust root system and above ground biomass. The hybrid's more robust root system also endows each plant with a greater capacity to mine macro & micro nutrients from the soil. This capacity in turn allows the plant to produce more grain per unit of nitrogen applied. Smart Rice has the highest nitrogen use efficiency of all long grain varieties, allowing farmers to reduce nitrogen usage by 15% on average.

Hybrid rice has a smaller carbon footprint than inbred varieties. Smart Rice emits less methane and net carbon emissions per acre. Replacing one acre of conventional rice with one acre of Smart Rice reduces greenhouse gas emissions by 82 lb. of carbon equivalents. The combination of several factors make Smart Rice the most sustainable rice choice. For more information on Smart Rice visit [www.smartrice.com](http://www.smartrice.com)

## PRESEASON 2014

### Increase Seeding Rate and Reduce Cost

Looking for a way to increase hybrid rice seeding rate for a reduced cost? Maybe your seedbed is less than perfect, no-till planting into last year's rice stubble, or water seeding. RiceTec's 2014 Silver Brand CL may be just the product for you.

2014 Silver RT Brand CL is being offered for \$28 per acre less than CLEARFIELD XL745, even when planted at 500,000 rice seeds per acre (approximately 25 lbs/acre). You can push the rate to 30 lbs per acre and still cost less than RiceTec's best selling long grain CLEARFIELD Hybrid planted at 450,000 rice seeds per acre (approximately 22.5 lbs/acre). So what is Silver RT Brand CL? It is the same hybrid CLEARFIELD XL745, only a little lower germination. Silver RT Brand CL is labeled at 70% germination instead of the standard label of 80% germination. In head to head yield trials in 2013, Silver RT Brand CL performed equal to or better than CLEARFIELD XL745. Contact your dealer or RiceTec representative for more details.

Stewart Runsick

### Spring Pricing

	Unit	Seed Costs/Ac x Seeding Rate		
		450,000	500,000	600,000
2014 SILVER RT BRAND CL	\$225	\$113	\$125	\$150
CLEARFIELD XL745	\$306	\$153	\$170	\$204

2014 SILVER RT BRAND CL labeled at 70% germ. Seed cost calculated at 500,000 seeds per acre

CLEARFIELD tech fee added to RiceTec seed price listed above as a pass through to BASF. \$24.00/unit for CLEARFIELD XL 745, \$21.60/unit for 2014 SILVER RT BRAND CL

Silver Brand CL-500,000 sd/ac

CLXL745-450,000 sd/ac



### 2013 RiceTec Farm Scale Yield Trials

(9 locations)



### Performance

	2013 Silver Brand CL	CLEARFIELD XL745
Grain Yield	9,724 lb/ac (216.1 bu/ac)	9,647 lb/ac (214.4 bu/ac)
Whole Milling	61.3	61.2
Total Milling	71.5	71.6
Production Costs	\$791.44	\$818.32
Net Revenue	\$820.21	\$781.07

Hybrid yield and milling based on 17 RiceTec head to head yield trials in 2013

Costs of production from UA Rice Budgets for 2014 planting adjusted to Hybrids Spring 2014 seed price including BASF tech fee

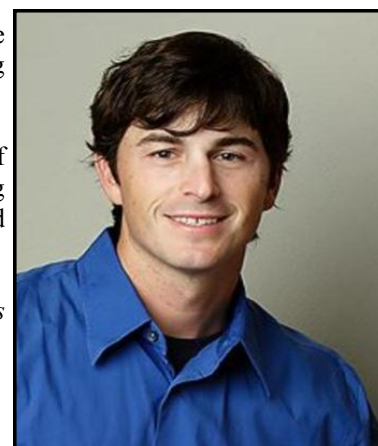
These data are not a guarantee of performance, nor do they constitute a warranty of fitness for a particular use.

### New Technical Service Representative

RiceTec is excited to announce the addition of Nicky Miller as the new Technical Service Representative for District 9, covering Central Louisiana. In this role, Nicky will be coordinating RiceTec yield trials, as well as providing agronomic and sales support to area growers.

Nicky received a Bachelor's Degree in Business Administration from The University of Louisiana at Lafayette in 2003. Over the past decade, Nicky has assumed several roles in the Ag industry, one as a Field Representative scouting rice and soybeans for Helena Chemical and Agrilience, and another as an Agronomist for RiceCo. He resides in Eunice, Louisiana.

*\*Contact information for all local RiceTec representatives can be found on the back of this newsletter.*







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### **RiceTec Newsletter Preseason 2014**

- **RiceTec Hybrids are the Economical Choice**
- **Don't Neglect Your Levee Acres**
- **Sustainability With Smart Rice**
- **Increase Seeding Rate and Reduce Cost**
- **New Technical Service Representative**

### **Technical Services Contacts**

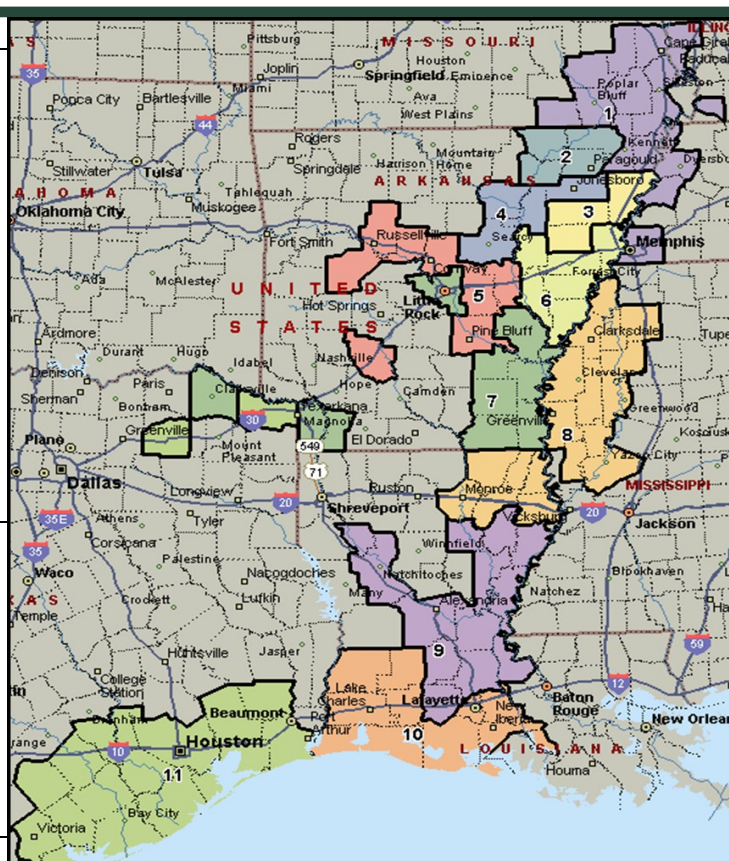
District 1	Whitney Blake	870-273-4988
District 2	Nick Ragsdell	870-878-1554
District 3	Hunter Jones	870-273-9289
District 4	William Hutchens	870-273-9291
District 5	Whitney Jones	501-516-6904
District 6	Garrison Hardke	501-772-1715
District 7	Jeff Branson	870-578-8436
District 8	Jay Burchfield	662-402-2781
District 9	Nicky Miller	337-207-6572
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	Kurt Johns	870-243-4696
Districts 5 - 6	Jeff Reeves	870-919-6944
District 7	Wes Long	870-830-0160
District 8	Jeff Mosley	662-719-1034
Districts 9-10	Mike Worthington	337-263-4297
District 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](http://www.RiceTec.com)**