



CORN • SOYBEANS • ALFALFA • RED CLOVER • SUDANGRASS • SORGHUM • SUNFLOWERS

2011-2012



Organic crops start with the seed.
PLANT ORGANIC. FARM BETTER.



Delivering Peace of Mind—with PuraMaize®

After many years of developmental work, Blue River Hybrids is now offering a powerful new tool to combat GMO contamination in corn—PuraMaize! Developed through traditional selective breeding, the PuraMaize gene blocking system impedes GMO fertilization by strongly favoring its own PuraMaize pollen. Highly effective in protecting corn from GMO field drift, PuraMaize delivers you peace of mind by preserving the non-GMO status of your grain.

For the 2012 planting season, we will be selling three PuraMaize hybrids in the 101 to 114 day range that perform well under organic farming conditions. Quantity is limited so we recommend ordering early.

47PM37cncv is a 102 day hybrid and the earliest PuraMaize hybrid. It performs best in central and eastern regions and has very good plant health. It also demonstrates very good yield and silage potential.

58PM36cncv is a 107 day hybrid adapted to all regions in its maturity range. This hybrid has very good ear flex and excellent yield potential. It is a tall hybrid with strong stalks and roots.

71PM50cncv is a 114 day hybrid suited for all regions in its maturity range and has very good yield potential and plant health. It has potential for grain or silage production.

PuraMaize has been thoroughly tested over multiple years. In side-by-side field tests with GMO corn, PuraMaize either eliminates or virtually eliminates contamination. Hopi Blue corn offers a visually compelling test to showcase the PuraMaize gene system. **As the images convey, when pollen from blue corn is applied to the silk of a PuraMaize hybrid, the PuraMaize gene system “blocks” the blue corn pollen by strongly preferring its own PuraMaize pollen, thus producing a yellow ear (even though blue corn is dominant).** (SEE ABOVE)

PHONE **800.370.7979**

ONLINE **www.blueriverorgseed.com**



TOM FERNHOLZ Madison, MN
Grower of 19AR1, aphid resistant soybeans



EARL HAFNER Panora, IA
BRH customer since 2006



JOHN POUNDER Delavan, WI
Winner of the 2010 World Forage Analysis Contest with a mix of BRH Organic Roadrunner Alfalfa and Niva Orchardgrass

REGIONAL SALES MANAGERS



BACK ROW

Maury Johnson
Director of Sales and Production

Scott Ausborn
North Central Region Manager

FRONT ROW

Joe Fries
Central Region Manager

Luke Howard
Eastern Region Manager

David Burns
Northern Region Manager

Organic crops start with the seed. PLANT ORGANIC. FARM BETTER.

Non-GMO Policy & Practices

As the leader in organic field seed production, we are committed to safeguarding seed from GMO contamination. Although the USDA National Organic Program (NOP) regulations do not establish GMO tolerance levels, certified operations must maintain an organic system plan with verifiable practices for avoiding contact with GMOs. Following are the GMO Prevention Practices Blue River Hybrids employs:

1. Blue River Hybrids tests all seed stock for GMO contamination when it's intended for organic seed production.
2. Consistent with NOP guidelines, our growers isolate fields by zone and planting time.
 - Organic seed fields are planted later and pollinate after surrounding acres.
 - Growers maintain minimum buffer zones—i.e., space between certified organic production and adjacent land that is not under organic management.
3. Prior to pollination, Blue River Hybrids' seed fields are vigorously rouged to remove non-conforming plants.
4. Blue River Hybrids' growers may not produce any GMO corn. This helps eliminate accidental mixing or contamination.
5. Blue River Hybrids requires haulers to show "clean truck affidavits" when transporting all bulk seed to conditioning plants.
6. Blue River Hybrids operates a Certified Organic conditioning plant. We do not handle any GMO corn, which removes the possibility of accidental contamination by human error in the conditioning plant.
7. After conditioning, we test all retail lots for GMO presence.
8. Blue River Hybrids operates a winter grow-out program. We plant seed from all new crop lots in November (after harvest), and visually inspect for off-types before any seed is shipped to customers. This genetic-purity program assures customers that all seed corn is true to type/hybrid.

We continue to work to provide products that maintain the integrity of the organic farm, and we appreciate the privilege of being your source for organic seed.

Maury Johnson

Maury Johnson

2011-2012

Early Order Customer Discounts

Products	SEPT 2011 Orders	OCT & NOV 2011 Orders
Corn, Red Clover, Alfalfa, Sunflowers	\$ 4.00 less per bag	\$ 2.00 less per bag
Soybeans, Sorghum	\$ 1.00 less per bag	\$ 0.50 less per bag

2011-2012

Early Payment Customer Discounts

Month	Cash Discount %
September 2011	8%
October 2011	7%
November 2011	6%
December 2011	5%
January 2012	4%
February 2012	3%
March 2012	2%
April 2012	1%
May 2012	1%

BLUE RIVER HYBRIDS



BACK ROW

Dale Clark, Jeff Frantz, Scott Ausborn, Maury Johnson, Sandra Kowalik, Gary Miller

FRONT ROW

Amy Swain, Jesus Romero, Yolanda Sanchez, Neilie Hoskins, Cheri Johnson



ORGANIC CORN

78 - 100 DAY

12N01 - 81 Day NEW

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Performs best in heavier soils
- Very healthy plants
- Early grain set, but slower than average dry-down
- Average plant height, with lower ear placement

19K19 - 83 Day

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Excellent early season vigor for northern areas
- Strong late-season integrity
- Dual purpose potential
- Very good plant health

26A17 - 88 Day NEW

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Very good early growth and emergence
- Plant hybrid only in its normal maturity zone
- Excellent dry-down
- Responds to moderate fertility environments

33L90 Leafy Silage - 93 Day

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
ROOT STRENGTH				
TONNAGE POTENTIAL				
NDFD				
DM DIGESTIBILITY				
MILK/ACRE				

- Tall Leafy Silage hybrid with more young leaves above the ear
- Flexible stalks (contain less lignin)
- Earliest leafy silage hybrid



MARK BOYDEN

Cambridge, VT BRH Customer

"This is my second year planting 25A16. Last year it out performed a pioneer hybrid planted in the same field. I was impressed with 25A16's agronomic package: leaves, stalks, early vigor. I was told that Blue River Hybrids selects hybrids that perform well in organic conditions, and I found it to be true."

23A71 - 86 Day NEW

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Responds positively to higher fertility
- Plant at higher population
- Very good early vigor
- Excellent ear flex

29D01 - 90 Day NEW

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Workhorse type hybrid from Cornell University
- Maintains performance in tougher environments
- Suited for both grain and silage usage
- Late season standability, less than average

34C17 - 94 Day

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Strong emergence and early growth
- Very good ear flex
- Maintains performance, even with unfavorable conditions
- Very good choice for hand picking



MIKE ROGAN

BRH Dealer, Stratford, WI

"33L90 Leafy Silage has done well on farms in my sales area. Leaf width has been up to 4.5". Farmers have been pleased with its performance."

37A37 - 95 Day NEW

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Good plant health and full canopy
- Very good ear flex and test weight
- Stable performance east to west
- Dual-purpose potential

42A32 - 96 Day

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Proven hybrid with best results central and west
- Maintains performance in southern environments
- Very good yield potential, even under drought stress
- Fair plant health and stalk integrity at best

40R73 - 97 Day NEW

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Excellent yield potential
- Medium tall plants with broad leaves
- Potential for grain or silage production

41R00 - 98 Day

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Showy hybrid with very good yield potential
- Excellent fall integrity with very good standability
- Tall plants with silage potential
- Good performance in varied growing environments

44R57 - 99 Day

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Medium height hybrid
- Very good ear flex
- Excellent yield potential, best in 2008
- Good choice for hand-picking

45R37 - 99 Day

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Medium height hybrid
- Medium long ear with excellent ear flex
- Excellent yield potential
- Good husk cover opening nicely in the fall

46L96 Leafy Silage - 100 Day

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
ROOT STRENGTH				
TONNAGE POTENTIAL				
NDFD				
DM DIGESTIBILITY				
MILK/ACRE				

- Tall Leafy Silage hybrid with more young leaves above the ear
- Flexible stalks (contain less lignin)
- Good husk cover, opening nicely in the fall



ORGANIC CORN

102 - 115 DAY

47PM37cnv - 102 Day NEW

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- PuraMaize hybrid, conventional untreated seed
- Very good yield potential
- Standability may be less than average in fields with very high fertility

47A30 - 102 Day

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Best suited for central and eastern areas
- Performs best planted at higher populations
- Very good plant health and disease tolerance

48B30 - 102 Day

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Excellent yields in the early 100 day group
- Tall nutritious plants, a good dual-use hybrid
- Superior performance in a variety of environments
- Very good plant health

47A36 - 102 Day NEW

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Very good yield potential, similar to 48B30
- Slightly better stalk and root ratings than 48B30
- Good performance in variety of environments

53R57 - 104 Day

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Tall plants with excellent yield potential
- Excellent plant health and stalk quality
- Excellent yield potential
- Out-yielded 48B30

56M30 - 106 Day

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Tall hybrid with excellent yield potential
- Very good seedling vigor, plant health, and roots
- Excellent ear flex, good performance under lower populations
- Widely adapted, with excellent grain and silage performance in western areas

57H36 - 107 Day

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- A top-yielder for this maturity
- Very tall hybrid
- Very good stalks and roots

58PM36cnv - 107 Day NEW

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
ROOT STRENGTH				
TONNAGE POTENTIAL				
NDFD				
DM DIGESTIBILITY				
MILK/ACRE				

- PuraMaize hybrid, conventional untreated seed
- A top-yielder for this maturity
- Very tall hybrid
- Good stalks and roots



TOM FRANZTEN

New Hampton, IA BRH Customer

"Because I pick corn on the ear, I prefer 44R57. It has good yield and standability."

64A36 - 111 Day

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Excellent plant health and agronomics
- Large, girthy, semi-flex ears
- "Early" hybrid in southern environments
- Medium tall plants

63H30 - 111 Day NEW

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Yields similar to 66H54, but grain is dryer
- Stands better than 66H54
- Good dual purpose hybrid

67M07 - 112 Day

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Tall hybrid, with excellent plant health
- Excellent disease tolerance
- Performs best in central and eastern areas
- Plant at medium to higher populations

70R50 - 114 Day

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Very good yield potential
- Good stalks and roots
- Potential for grain or silage production

71M36 - 114 Day

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- Full season hybrid with good performance in full season areas (Texas, California)
- Flex type ear with good grain quality and test weight
- Good heat tolerance
- Big, robust plants

71PM50cnv - 114 Day NEW

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- PuraMaize hybrid, conventional untreated seed
- Very good yield potential
- Very good stalks and roots
- Potential for grain or silage production

73B33cnv - 115 Day

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
PLANT HEALTH				
STRESS TOLERANCE				
STANDABILITY				
DRY-DOWN				
YIELD POTENTIAL				

- High yield potential and food grade quality grain
- Broadly adapted with above average stalks and roots
- Good performance on high fertility soils and stress-prone soils
- Highest yielding hybrid in BRH trials for 2 years



ORGANIC CORN RATINGS

1 Poor 2 Fair 3 Good 4 Very Good 5 Excellent

	PLACEMENT				AGRONOMIC CHARACTERISTICS						EAR AND GRAIN CHARACTERISTICS								
	Relative Maturity	Region	Plant Health	Stress Tolerance (Heat/Drought)	Seedling Vigor	Canopy	Root Rating	Stalk Rating	Plant Height	Ear Height	Ear Flex	Test Weight	Food Grade	Fall Dry-down	Cob Color	Yield Potential	Silage Potential	Hand Picking	Special Features
12N01	81	All	4	3	4	3	4	4	3	2	3	4	3	3	Red	3	2	2	New
19K19	83	C E	4	3	5	4	3	4	4	3	4	4	2	4	Red	3	4	4	
23A71	86	C W	4	4	4	4	3	4	3	3	5	3	3	4	Red	5	4	3	New
26A17	88	All	3	4	4	4	3	3	4	3	4	3	3	5	Red	4	3	5	New
29D01	90	C E	3	5	4	4	2	2	4	3	4	3	3	3	Red	3	4	3	
33L90	93	All	3	3	3	5	4	2	5	3	3	2	1	3	Red	4	5	1	lfy Silage
34C17	94	All	3	3	4	4	3	3	3	3	4	3	3	4	Red	4	4	4	
37A37	95	All	4	3	3	4	2	3	4	4	4	4	3	3	Red	4	4	3	New
42A32	96	C W	2	4	3	3	4	2	3	3	3	3	3	4	Red	4	2	3	
40R73	97	C W	3	4	4	4	3	3	4	3	3	3	3	3	Red	5	4	3	New
41R00	98	All	5	4	3	4	4	5	5	4	3	3	3	3	Red	4	4	2	
44R57	99	All	4	4	3	3	4	3	3	3	4	3	3	4	White	5	3	4	
45R37	99	All	4	4	3	3	4	3	3	3	4	3	3	4	Red	5	3	4	
46L96	100	All	3	3	4	4	4	2	5	3	3	2	1	2	Red	4	5	1	lfySilage
47A30	102	C E	4	3	3	4	3	3	4	4	2	3	3	3	Red	4	4	2	
47PM37cnv	102	C E	4	3	3	4	2	3	4	3	4	3	3	4	Red	4	4	2	PuraMaize
47A36	102	C W	3	4	3	4	3	4	4	3	3	3	3	4	Red	4	3	2	New
48B30	102	All	4	4	3	4	4	3	4	4	4	3	3	3	Red	5	4	2	
53R57	104	All	5	3	4	3	4	3	5	5	4	3	3	3	Red	5	4	2	
56M30	106	All	4	3	4	3	3	3	4	4	5	3	3	3	Red	5	3	3	
57H36	107	All	4	3	3	4	4	4	5	4	4	3	3	3	Red	5	3	4	
58PM36cnv	107	All	3	3	3	4	4	3	5	4	4	3	3	3	Red	5	3	4	PuraMaize
63H30	111	All	4	3	3	3	4	3	4	4	3	3	3	4	Red	4	4	2	New
64A36	111	All	5	3	3	4	4	4	4	3	4	3	3	3	Red	4	4	3	
67M07	112	C E	5	2	4	4	4	4	5	4	3	5	4	3	Red	4	3	2	
70R50	114	All	4	3	3	3	4	3	4	4	3	3	3	3	Red	4	4	2	
71M36	114	C W	3	5	3	4	4	4	4	3	5	5	4	3	Red	5	4	3	
71PM50cnv	114	All	4	3	3	3	4	3	4	4	3	3	3	3	Red	4	4	2	PuraMaize
73B33cnv	115	All	5	4	4	4	4	4	3	3	3	5	4	4	Red	5	4	4	

Plant Health is the ability of hybrid to tolerate diseases, and remain healthy throughout the growing season. **Stress Tolerance** is the ability to tolerate times of high heat and or lack of moisture. **Seedling Vigor** refers to the seeds' ability to vigorously grow, even when conditions are not ideal. **Canopy** refers to the hybrid's ability to cover the row and "shade out" or limit the ability of weeds to grow. Hybrids with wider, less vertical leaves will have a better canopy rating. **Root Rating** is the rating given a hybrid for having good roots to anchor the plant. **Stalk Rating** is the plant's ability to maintain good stalk strength, both during the growing season and after. **Ear Flex** is a hybrid's ability to produce bigger ears (either in girth or length) when total populations are down, or an individual plant has more room around itself. There are various definitions for **"Food Grade"**, but here it means that test weight is higher, and kernels have a harder texture. **Fall dry-down** is the hybrids' ability to dry down quickly after kernel black layer has formed. **Hand picking** is a rating that combines (1) convenient ear height, and (2) shucks that loosen around the ear

Corn

Row Width in Inches	Feet	Inches
8	65	4
15	34	10
20	26	2
30	17	5
36	14	6
38	13	9

Length of single row to equal 1/1000th of an acre

Inches Between Each Corn Kernel				
Seeds/Acre (Planted)	30" Row	36" Row	38" Row	Final Population Allowing 15% Stand Loss
15,000	14.0	11.6	11.0	12,750
18,000	11.7	9.7	9.2	15,300
21,000	9.9	8.3	7.8	17,850
24,000	8.7	7.2	6.9	20,400
28,000	7.5	6.2	5.9	23,800
30,000	7.0	5.8	5.5	25,500
32,000	6.6	5.4	5.2	27,200

Alfalfa

Expected Moisture	Lbs of Seed/Acres	Acres Planted/50 lb Bag
Limited Irrigation or Favorable Dryland Direct Seeding	15 – 18	3.3 – 2.8
With Companion Crop	12 – 15	4.2 – 3.3
Full Irrigation	18 – 20	2.8 – 2.5
Dryland	10 – 12	5.0 – 4.2

Alfalfa stands should be re-evaluated each year to measure deterioration. The grower may wish to make new seedlings when stands are less than the levels shown below.

Stand Age	Plants/Square Foot
Seeding Year	20 – 30
Second Year	12 – 20
Third Year	8 – 12
Fourth/Subsequent Years	6 – 8

Sudangrass

Seeding Rates for Sudangrass Forage			
Row Width	Intended Use	Dryland lbs of Seed/Acre	Irrigated lbs of Seed/Acre
32"-40"	Grazing	4 – 5	8 – 10
20"- 30"	Grazing	6 – 8	10 – 12
Drilled	Grazing	8 – 10	15 – 18
Drilled	Hay	15 – 30	20 – 35
Broadcast	Hay or Grazing	20 – 35	30 – 40

Red Clover

Red Clover Seeding Rate	lbs/Acre
Pasture or Forage Blend	4 – 6
Inter-seed with Small Grains	4 – 8
Pure Red Clover Stand	12 – 15

Sunflowers

Acres Planted with 1 bag of Sunflower Seed

150,000 Seeds per Bag	200,000 Seeds per Bag	Seeds Planted/Acre	Final Stand
7.5 Acres	10 Acres	20,000 Seeds	17,000 Plants per Acre
6.8 Acres	9.1 Acres	22,000 Seeds	18,700 Plants per Acre
6.3 Acres	8.3 Acres	24,000 Seeds	20,400 Plants per Acre
5.8 Acres	7.7 Acres	26,000 Seeds	22,100 Plants per Acre
5.4 Acres	7.1 Acres	28,000 Seeds	23,800 Plants per Acre

ORGANIC SOYBEANS

GROUP 0 - 3.4

06F8 Brand - Group 0.6

FOOD GRADE

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Excellent combination of yield and good grade potential
- Yellow hilum, possible food use, 34.0% protein
- Taller, bush type bean with very good canopy
- 109% of plot average in Blue River Hybrids trials

11A1 Brand - Group 1.1

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Higher yielding early Group I variety, replaces 1A24
- Strong defensive package against PRR, BSR, and WM
- Widely adapted from Dakotas to New York

12A2 Brand - Group 1.2 NEW

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Yields have been 8 - 10% above location averages
- Very good emergence and standability
- Good tolerance to PRR and BSR

1F44 Brand - Group 1.4

FOOD GRADE

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Proven performer over several years
- Yellow hilum, excellent food/tofu use variety
- Excellent canopy from taller plants with a medium bush profile
- High protein (39.2%) and more yield than Vinton

16C1 Brand - Group 1.6

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Very good yield potential
- Medium height plants with cyst resistance
- Adapts to a variety of soil types

17C2 Brand - Group 1.7 NEW

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Improved yield potential
- Yielded 6% over the test average for this maturity
- Very good tolerance to white mold, PRR, brown stem rot, and IDC

19AR1 Brand - Group 1.9

APHID RESISTANT

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Aphid resistant variety, providing peace of mind to growers
- Very good yield potential
- Earliest aphid-resistant variety available
- Dark hilum, feed-type variety

2A12 Brand - Group 2.1

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Reliable performer over several years
- Dark hilum, high yielding feed-type
- Excellent stress tolerance, performs well even on poorer soils
- 12% above mean in 2006 Wisconsin organic trial



Some points about soybean aphid resistant varieties:

- Resistant varieties were developed through conventional breeding, and are not genetically modified.
- Aphid resistant lines will not be totally free of aphids, but aphids will do less damage to the plants.

23C2 Brand - Group 2.3 NEW

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Quick emergence and bushy canopy for weed control
- Adapts to variety of soil types and geography
- Excellent multiple state trial performance in 2009, 2010
- All around good agronomic performance

25AR1 Brand - Group 2.5 APHID RESISTANT

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Aphid resistant variety, providing peace of mind to growers
- Good yield potential
- Dark hilum, feed-type variety

26F0 Brand - Group 2.6 FOOD GRADE

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Food-type variety with very good yield potential
- Good scores for PRR and BSR
- Medium tall plants with medium bush profile
- Protein has been 38.8%

2A71 Brand - Group 2.7

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Reliable performer over several years
- Dark hilum, feed use
- Good canopy from taller plants with a medium bush profile
- Yield was 110% of plot mean in Wisconsin State trials

29AR9 Brand - Group 2.9 APHID RESISTANT

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Aphid resistant, dark hilum variety
- Yield advantage most significant in environments with heavy aphid pressure

30A2 Brand - Group 3.0 NEW

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Strong yields from west to east
- Resistant to BSR and white mold
- Good PRR tolerance

32F0 Brand - Group 3.2 FOOD GRADE

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Yellow hilum, possible food/tofu use
- Excellent yield for Tofu and soymilk
- Excellent PRR resistance, and good standability
- Very good yield potential for a food variety
- About 37.0% protein

eMerge 348.TCS - Group 3.4 NEW

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Consistent, stable high yields over multiple years
- Very good cyst tolerance
- Good standability at harvest time
- Yields similar to 34A7

ORGANIC SOYBEANS

GROUP 3.4 - 5.1

34A7 Brand - Group 3.4

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Excellent yields in Group III variety
- Dark hilum, feed type, proven over multiple years
- Great yield stability even in stressed environments

eMerge 389F.Y - Group 3.8 FOOD GRADE

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Very good yield potential
- Yellow hilum, above average protein (35.8%)
- Yield stability from east to west
- Excellent SDS and SCN scores

eMerge e5110 - Group 5.1 NEW

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Very good standability at harvest time
- Excellent stress heat/drought tolerance
- Good yield stability across a variety of environments
- Medium tall and medium bushy plants



LUKE HOWARD RSM East Region & BRH customer, Millington, MD

Protein and oil values are reported on a 13% moisture basis. Environmental conditions may cause protein and oil composition to fluctuate.

35F1 Brand - Group 3.5

FOOD GRADE

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Very good yield potential, has beaten 34A7
- Yellow hilum, above average protein
- About 37.9% protein
- Medium tall and medium bush plants

43A7 - Group 4.3

POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
SEEDLING VIGOR				
CANOPY				
IDC				
STRESS TOLERANCE				
STANDABILITY				
YIELD POTENTIAL				

- Consistent high yields over a variety of regions
- Medium plant height and medium bush type plants
- Higher than average protein for a dark hilum variety



Paper bags used for Blue River organic corn and soybean bags are made using kraft paper. Most seed bags are made using paper that has been bleached. Kraft paper bags are made using processes that do not use bleach and other harsh chemicals. We believe that using kraft paper bags is better for the environment.

ORGANIC SOYBEAN RATINGS

1 Poor 2 Fair 3 Good 4 Very Good 5 Excellent

SOYBEANS

	PLACEMENT					AGRONOMIC CHARACTERISTICS								GRAIN CHARACTERISTICS						
	Group - Maturity	Early Growth	Plant Height	Plant Type	Canopy	Plant Health	Phytophthora Tolerance	IDC (Iron Chlorosis)	Aphid Resistance	Cyst Tolerance	Stress Tolerance	Shatter Resistance	Standability	Hilum Color	Feed/Food Use	Seeds / lbs (Est)	Expected Seed Size	Protein % (@13%)	Oil % (@13%)	Yield Potential
06F8	0.6	4	4	4	4	4	3	3	No	2	4	4	4	Y	Food	3,000	Medium	33.9%	18.9%	5
11A1	1.1	3	4	4	3	4	4	3	No	2	3	4	4	D	Feed	3,000	Medium	35.3%	17.9%	5
12A2	1.2	4	3	3	3	4	4	4	No	3	3	3	5	D	Feed	3,200	Medium	35.0%	16.9%	5
1F44	1.4	4	4	4	5	3	3	2	No	2	3	4	4	Y	Food	2,200	Large	38.8%	16.7%	3
16C1	1.6	3	4	4	3	4	3	3	No	4	3	4	3	D	Feed	3,000	Medium	35.5%	17.7%	4
17C2	1.7	3	4	3	3	4	4	4	No	4	4	3	4	D	Feed	3,200	Medium	35.0%	17.8%	5
19AR1	1.9	3	3	3	3	3	3	2	Yes	2	3	4	3	D	Feed	2,600	Medium	34.9%	17.8%	4
2A12	2.1	3	3	3	3	4	3	2	No	2	5	4	5	D	Feed	2,900	Medium	34.6%	17.5%	5
23C2	2.3	4	4	4	5	4	4	3	No	4	4	5	3	D	Feed	2,900	Medium	34.4%	20.2%	4
25AR1	2.5	3	3	3	3	3	3	2	Yes	2	3	4	3	D	Feed	2,700	Medium	35.1%	17.1%	3
26F0	2.6	3	4	4	4	4	4	3	No	2	3	4	3	Y	Food	2,000	Large	38.8%	16.6%	4
2A71	2.7	3	3	3	3	3	4	3	No	2	5	4	5	D	Feed	2,900	Medium	35.9%	16.8%	5
29AR9	2.9	3	3	3	3	4	3	2	Yes	2	3	3	4	D	Feed	2,800	Medium	33.7%	19.2%	4
30A2	3.0	4	4	3	4	4	4	3	No	3	3	3	3	D	Feed	2,600	Medium	36.0%	19.1%	5
32F0	3.2	3	3	3	3	4	5	2	No	2	3	3	4	Y	Food	2,300	Large	38.1%	17.8%	4
34A7	3.4	3	3	3	3	4	4	3	No	2	5	4	4	D	Feed	2,600	Medium	36.1%	16.8%	5
348.TCS	3.4	3	3	4	3	3	4	3	No	4	3	3	4	D	Feed	2,800	Medium	33.6%	19.9%	4
35F1	3.5	3	4	4	3	3	3	2	No	2	3	4	4	Y	Food	2,500	Medium	37.9%	16.4%	4
389F.Y	3.8	4	3	3	3	4	3	2	No	2	3	3	4	Y	Food	2,800	Medium	35.8%	17.1%	4
43A7	4.3	4	3	4	3	4	3	3	No	2	4	5	4	D	Feed	2,700	Medium	NA	NA	4
e5110	5.1	3	3	3	3	4	4	3	No	4	5	3	5	D	Feed	2,700	Medium	38.8%	18.4%	4

Calculating soybean needs

Seeds/Acre	150,000	175,000	200,000
Bags at 140,000 seeds	1.07 bags	1.25 bags	1.43 bags
Bags at 110,000 seeds	1.36 bags	1.59 bags	1.82 bags

Seeds per Foot	150,000	175,000	200,000
15" Row Width	4.3	5.0	5.7
20" Row Width	5.7	6.7	7.7
30" Row Width	8.6	10.0	11.5
36" Row Width	10.3	12.1	13.8

Seeds/lb	Seeds/Unit	Lbs/unit	Size
3300	140,000	42.4	Medium
3200	140,000	43.8	Medium
3100	140,000	45.2	Medium
3000	140,000	46.7	Medium
2900	140,000	48.3	Medium
2800	140,000	50.0	Medium
2700	140,000	51.9	Medium
2600	140,000	53.8	Medium
2500	140,000	56.0	Medium
2400	110,000	45.8	Large
2300	110,000	47.8	Large
2200	110,000	50.0	Large
2100	110,000	52.4	Large
2000	110,000	45.0	XLarge
1900	110,000	47.4	XLarge
1800	110,000	50.0	XLarge

High Yielding - General Purpose

Roadrunner Organic Alfalfa

- Roadrunner Organic has excellent leaf to stem ratio.
- It has very good disease resistance and excellent winter hardiness.
- The yield is 16% better than vernal in a 2 year Iowa test, ranking 11th of 24 varieties.

Raven Organic Alfalfa

- Raven organic alfalfa is a general purpose alfalfa with excellent persistence, especially in heavier soils.
- Raven has resistance to a wide range of alfalfa diseases.
- Yields are above the plot average.
- This alfalfa has a medium to fine stem.

Hopper Resistant

Bluejay 2 HR Organic Alfalfa

- Glandular hairs help reduce feeding by leaf hoppers.
- Allow time for new seeding to develop resistance; first time growth needs to be 8 - 12" for expression of resistance.
- Bluejay 2 HR has very good disease resistance.
- This alfalfa is a good choice for areas where fusarium wilt, phytophthora root rot, and aphanomyces are a problem.
- Supply is limited for 2011-12. All seed will be coated with Apex coating.

Recessed Crown

Meadowlark RC CNV

- Meadowlark RC is a deep crowned, high forage yielding variety
- The recessed crown is protected from severe winter weather, equipment wheel traffic, and animal hoof damage.
- Meadowlark RC CNV displays quick re-growth and an upright growth habit.
- Seed supply for 2011-2012 is conventional untreated.

Multi-foliolate

Pheasant MF Organic Alfalfa

- Pheasant MF Organic is a multi-foliolate variety with a fine stem, which helps to shorten drying time.
- It has high leaf-to-stem ratio, allowing a longer harvest window to accommodate harvest delays because of weather.

Bobwhite 2 MF CNV

- Bobwhite 2 MF has an outstanding yield of high quality forage.
- This alfalfa has a high multi-foliolate expression.
- It has a high resistance to major diseases.
- This alfalfa is winter hardy and has good tolerance to wheel traffic.
- Seed supply for 2011-2012 is conventional untreated.

ALFALFA



Branch Rooted

Red Falcon BR CNV

- This branch-rooted alfalfa stays productive in poorly drained soils.
- It is a multi-leaf variety which produces excellent quality forage.
- High disease resistance (DRI 30/30) means that Red Falcon will remain highly productive against a wide range of diseases and pests.
- For yield, Red Falcon ranked 7th of 20 varieties in a University of Wisconsin trial.
- In a trial of 14 varieties, Red Falcon had the best persistence, and is tolerant of heavy wheel traffic.
- Seed supply for 2011-2012 is conventional untreated.

Lower Cost Blend

Goldfinch Blend

- Goldfinch is a blend of several varieties.
- It has good winter hardiness.
- It is priced to meet the needs of shorter crop rotations.

Apex Seed Coating

Apex Green seed coating provides protection to ensure seed survivability and to stimulate vigorous early growth. It can increase seed/young plant survivability by 50%. Seed coated with Apex Green results in more live plants per pound of seed, even though there is about one-third less actual seed/lb. Apex Green is a mix of minerals and rhizobia bacteria, and bonds to each seed in a dense, durable coating.

Apex Green seed coating has been approved by OCIA for use on organic farms.

Establishing Alfalfa Stands

- Alfalfa roots are sensitive to low soil oxygen levels. As a result, alfalfa performs best on deep soils with adequate moisture drainage.
- Alfalfa seed has a limited supply of stored energy, so seed placement is important.
- Seeding depth of 1/4" to 1/2" is the goal on fine textured soils with proper seed-soil contact.
- There are approximately 220,000 alfalfa seeds per pound. Each pound of seed planted per acre provides about 5 seeds per square foot.
- The number of seedlings surviving the first year of seeding is likely to be between 10% and 50%.
- When no companion crop is used, it is important to have 20 to 30 plants/sq ft during the seeding year.
- Planting 12 to 25 lbs/acre should attain this goal.
- The seeding rate is normally reduced to 8 to 12 lbs/acre when a companion crop is used.

ALFALFA

Winter Hardiness Rating

1 = Most Hardy
6 = Least Hardy

Fall Dormancy based on Fall Growth

1 = Most Dormant
9 = Least Dormant

R = Resistant
HR = Highly Resistant
MR = Moderately Resistant
LR = Low Resistance
N/A = Not Available

Agronomic Characteristics	Bluejay HR Organic	Pheasant Organic	Raven Organic	Roadrunner Organic	Bobwhite ML Conventional	Red Falcon Conventional	Meadowlark Conventional
Fall Dormancy	3.0	4.0	3.0	4.0	4.0	3.6	3.0
Winter Hardiness	2.0	2.3	NA	2.1	1.8	1.6	2.01
Disease Rating	30/30	25/30	26/30	29/30	30/30	30/30	28/30
Phytophthora Root Rot	HR	R	R	HR	HR	HR	HR
Bacterial Wilt	HR	R	HR	HR	HR	HR	HR
Verticillium Wilt	HR	R	R	R	HR	HR	HR
Fusarium Wilt	HR	HR	R	HR	HR	HR	HR
Anthraxnose	HR	R	R	HR	HR	HR	R
Aphanomyces	Race 1 = HR	LR	R	HR	HR	HR	R
Stem Nematode	NA	NA	R	HR	HR	HR	R
Pea Aphid	HR	MR	HR	HR	R	NA	NA
Spotted Alfalfa Aphid	R	R	NA	HR	NA	NA	NA

RED CLOVER



Cardinal Brand Organic Red Clover

- This is a multi-year medium red clover with consistent performance.
- It has good early spring green up with semi-erect plant growth.
- Cardinal Brand Organic Red Clover has faster recovery after harvest.
- It has strong disease resistance to anthracnose, powdery mildew, and common crown rots.
- Cardinal Brand Organic has better yield and persistence than Arlington Red Clover.

Red-Wing Blend Red Clover

- Red-Wing is a VNS blend of medium red clover.
- Its persistence and disease resistance are generally less than Cardinal.

SORGHUM SUDANGRASS



Black Hawk 12 Organic BMR

- Black Hawk 12 BMR is an excellent forage during the heat of the summer when other forage grasses are less productive.
- For finer stems, better palatability, and faster drying, plant 30–50 lbs/acre.
- Primary uses are for pasture and hay; secondary use is for greenchop.
- It is best when cut at 35" to 42", leaving 6–10" of stubble to promote better re-growth.
- Lower lignin content increases intake by animals and increases digestibility.
- To avoid prussic acid poisoning, allow young plants to grow taller than 24" before pasturing, and avoid pasturing for 10 days after frost.
- In 2009 hay trials at Texas A & M, Black Hawk 12 had the most tons per acre of 34 varieties tested.

Planting Sorghum Sudangrass

- Black Hawk 12 Organic BMR sorghum sudangrass seed is untreated.
- Sorghum sudangrass is a warm season crop, and generally should not be planted before June 1.
- Plant 1–2" deep in moist soil, with good seed-soil contact.
- For seeding rates, refer to the chart on page 9.

GRAIN SORGHUM



55R6 cnv

- 55 days to mid-bloom, red grain color
- Works for a double crop, or for grain in shorter season areas
- Medium height, open head, and good threshability

64B6 cnv

- 64 days to mid-bloom, bronze grain color
- Biotype "E" greenbug resistance
- Excellent yield potential

67C6 cnv

- 67 days to mid-bloom, cream grain color
- Very drought tolerant
- Good emergence, standability, and threshability
- Biotype "C" greenbug resistance

60W2 cnv

- 60 days to mid-bloom, white grain color
- White, translucent grain, threshes easy, and has high test weight
- Qualifies for sorghum food buyers, produces high quality white flour
- Grain threshes easy, has high protein

66W2 cnv

- 66 days to mid-bloom, white grain color
- White, translucent grain, threshes easy with high test weight
- Meets needs of sorghum food buyers, produces high quality white flour
- Performs well under irrigation, can also tolerate drought conditions

SUNFLOWERS



Sierra Organic Sunflower Seed

Sierra is a high yielding, high oleic hybrid best suited to full season, high yield environments. When combining very high yield potential with high oil content, the results are maximum oil production per acre.

- Very high yielding
 - High oil content and High oleic oil quality
 - Excellent seed set and center fill
 - Very good disease tolerance and plant health
- High oleic sunflower oil has a minimum of 80% of (monounsaturated) oleic acid. The oil has a very neutral taste and provides excellent stability without hydrogenation. High oleic sunflower oil offers a trans free oil solution for consumers.



27087 Timber Road
Kelley, Iowa 50134
800.370.7979 office
515.233.3069 fax
www.blueriverorgseed.com

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Ask a Blue River Hybrids dealer about our alfalfa product line. Blue River Hybrids offers alfalfas for various types of soils and needs.

- High performing General Purpose
- Branch Rooted for variable soils
- Recessed Crown for high traffic fields
- Hopper Resistant

We have good supplies of organic alfalfas. Several of our alfalfas have multi-foliolate expression.

To contact a Blue River Hybrids dealer in your area call the BRH office at 800-370-7979, or go to www.blueriverorgseed.com and use the dealer locator.

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