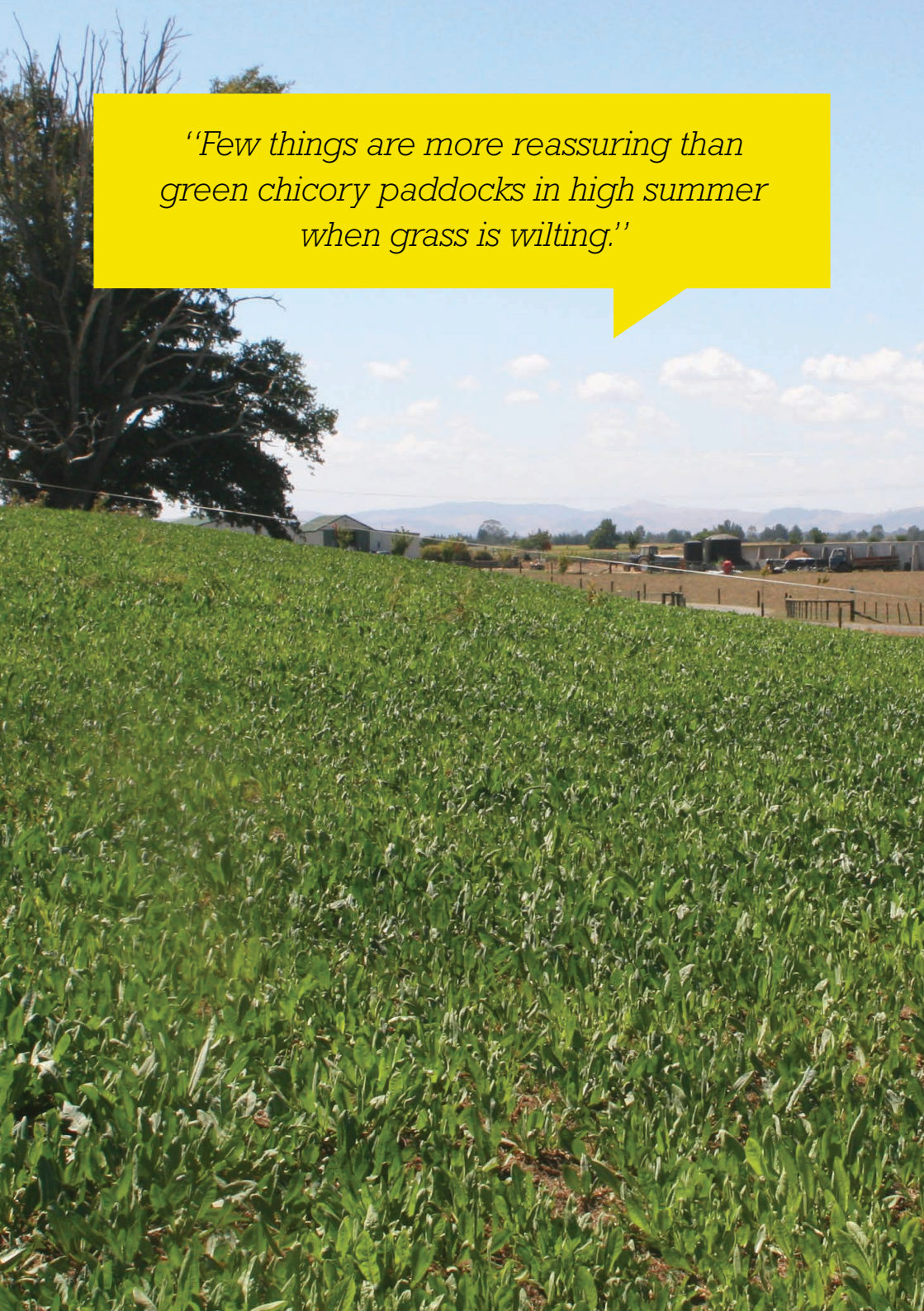


THREE GREAT REASONS TO GROW **501 CHICORY**



“Few things are more reassuring than green chicory paddocks in high summer when grass is wilting.”



1

LOW COST, HIGH QUALITY SUMMER FEED

We believe *501 Chicory* is one of the cheapest summer crops to grow for finishing stock.

In most dryland sheep and beef situations chicory can yield 10.5 t DM/ha, versus an old pasture growing 4 t DM/ha over summer. This gives chicory a 6.5 t DM/ha advantage, and a 15 c/kg DM cost. This compares favourably with alternatives such as leafy turnips.

Cost/benefit example of growing *501 Chicory* vs leafy turnips

	Cost of <i>501 Chicory</i>	Leafy turnips
Yield	10.5 t DM/ha	9 t DM/ha
Less pasture yield loss	4 t DM/ha	4 t DM/ha
Net yield gain ¹	6.5 t DM/ha	5 t DM/ha
Cost of growing crop	\$1000/ha	\$1000/ha
Cost	15 c/kg DM	20 c/kg DM

¹Estimated 501 crop yield less the pasture DM forfeited to grow the crop.

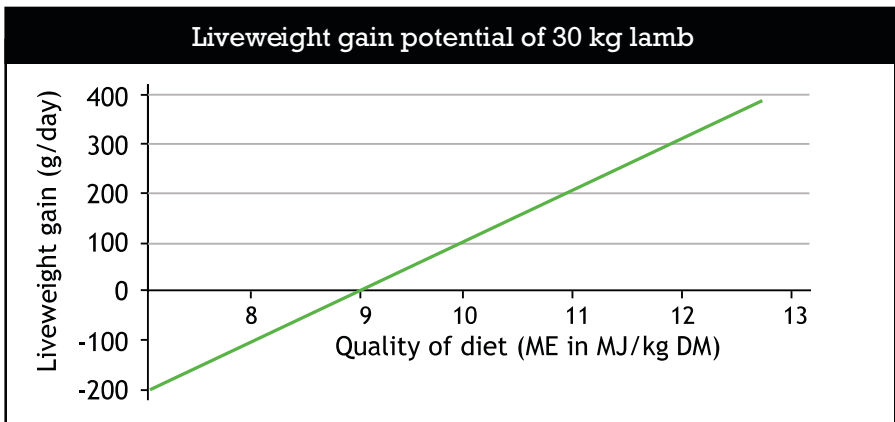
Not only is chicory cheaper to grow than other multi-graze crops like leafy turnips, its long tap root makes it a more reliable option in summer. And typically there is less crop wastage compared to leafy turnip.

2 FASTER FINISHING

Chicory has exceptionally high metabolisable energy and crude protein content making it the ideal crop for rapid liveweight gain. Stock adapt to chicory much quicker than to brassicas, so the feed transition is quick and easy, with less of a growth check.

	ME (MJME/kg DM)	Crude protein (%)
<i>501 Chicory</i>	12.5-13	20-26
Leafy turnips	13	14-23
Summer pasture	9.5-10.5	13-18

The very high feed value of chicory (with an ME of 12.5-13) gives the potential to grow lambs at 300 g/day through summer, enabling faster stock finishing.

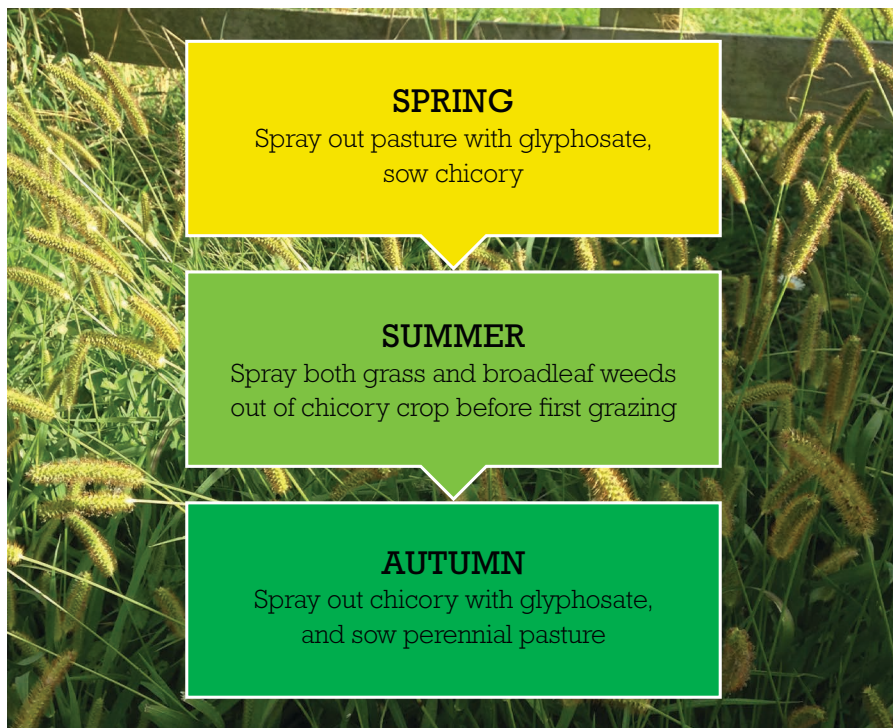


Source: 400 plus; A guide to improved lamb growth for farmers and advisors. 2010

③ KNOCK OUT SUMMER WEEDS AND INSECT PESTS

One of the best things about *501 Chicory* is while sheep, cattle and deer love it, most insect pests hate it. **As long as you spray the grass weeds out of your chicory**, most pasture pests will pack their bags and leave in search of other food. This means **no insecticide sprays** are required after establishment.

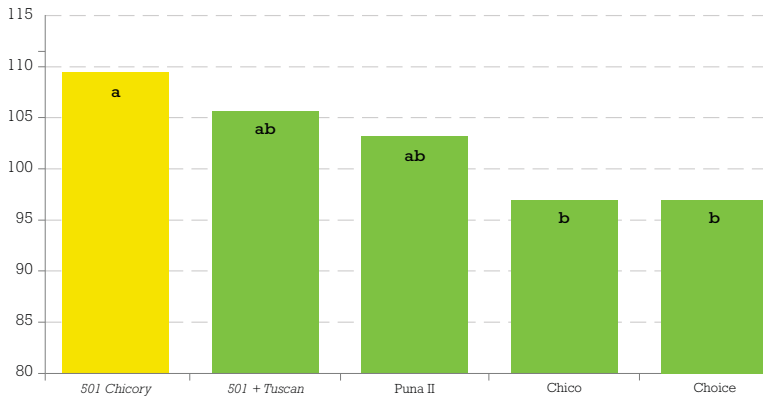
Annual grass weeds can dominate pastures over summer, reducing feed quality and pasture persistence. An effective way to clean both grass and broadleaf weeds out of your paddocks is to put them through a chicory crop using a triple spray programme.



WHY 501 CHICORY?

Chicory is most suited as a 6-month crop, so it is best to use an annual type cultivar like *501 Chicory* which will outyield some perennial types over the summer months. It is very fast establishing, and during the season can give up to one full grazing more than some other cultivars.

DM yield for chicory trials run 2011-12 and 2012-13. (Trial mean = 100).



Results combined over two trials at Cambridge 2011-12; and Canterbury 2012-13. LSD (5%) lettering is given; cultivars with the same significance lettering (e.g. 'a') are not significantly different.



MIXING 501 CHICORY AND TUSCAN RED CLOVER

An alternative to a pure chicory stand is mixing *501* with *Tuscan* red clover. Both are tap-rooted, have excellent summer growth and give very high animal weight gains.

Tuscan red clover fixes nitrogen, reducing fertiliser requirements for the crop, and the *Tuscan* can be continued into the following new pasture. Selective herbicides such as MCPB at 3-4 L/ha will kill chicory (and many broadleaf weeds) without affecting *Tuscan*, and once the chicory has been grazed off (after any withholding period) new pasture seed can be direct drilled into the remaining red clover.

Note that in the mix *Tuscan* does not look as tall or “flashy” as a pure stand of *501*. However, *Tuscan* has a much higher DM content than chicory, so provides more feed than you might think.

Sowing rates		kg/ha
For a chicory crop	<i>501 Chicory</i>	8-10
	Total	8-10
Chicory/red clover crop	<i>501 Chicory</i>	6-8
	<i>Tuscan</i> red clover	4
	Total	10-12





10 TIPS FOR SUCCESS

Achieving a high crop yield means low c/kg DM costs. Here's how to get there:

- Sow early (as soon as soil temps are 12°C and rising).
- Monitor for slugs and use bait if necessary, especially when direct drilling.
- Sow shallow (never deeper than 1 cm). Pay close attention to depth control when direct drilling.
- Sow with 150 kg/ha of DAP.
- Roll, roll, roll. Good seed to soil contact will speed up germination.
- Control weeds, and by doing so control insect pests too. Apply flumetsulam to control broadleaf weeds and clethodim for grasses when weeds are less than 4 cm tall and before the first grazing.
- Graze at 25-30 cm height down to 3-4 cm.
- Back fence to protect regrowth if stock are in the same paddock for 3 or more days.
- Don't spray the crop out too late in autumn. New pastures take priority +- they must go in early enough to give them the best start. When spraying out it is important to get a good kill - otherwise the new pasture can be smothered out by the old chicory. Spraying chicory at red-band gumboot height at the full herbicide label rate provides the best results.
- Don't keep the crop for a second summer. It might look great in autumn, but it will open up in winter, and go to seed next summer reducing yield and quality.





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