WE HOLL

HOLL a better rapeseed oil, naturally

United Oilseeds
THE LEADING BREAK CROP SPECIALIST

V367OL

V367OL brings excellent agronomics to premium High Oleic, Low Linolenic oil production. Performance is on a par with current Dekalb mainstream "Double Low" hybrids allowing growers to maximise outputs whilst growing HOLL oilseed rape.

Agronomic Profile

3 YEAR DEKALB GROSS OUTPUT	4.78 t/ha
3 YEAR DEKALB OIL CONTENT	46.0%
RESISTANCE TO LODGING	Excellent (8)
STEM CANKER RESISTANCE (RLM7 & RLMS)	Good (6)
LIGHT LEAF SPOT RESISTANCE	Medium (5)
POD SHATTER RESISTANCE	R

NIAB, OAT & Scottish Agronomy Replicated Trials Data 2022, 2023 & 2024 – 11 Trials

Key Features and Benefits:

- Performance on a par with current 'double low' hybrids
- Particular value under challenging conditions
- A growth habit suited to a wide range of sowing dates
- Early spring growth to make-up for winter setbacks
- Solid resistance to the two main disease challenges
- The assurance of Dekalb's pod shatter resistance that comes as standard resistance

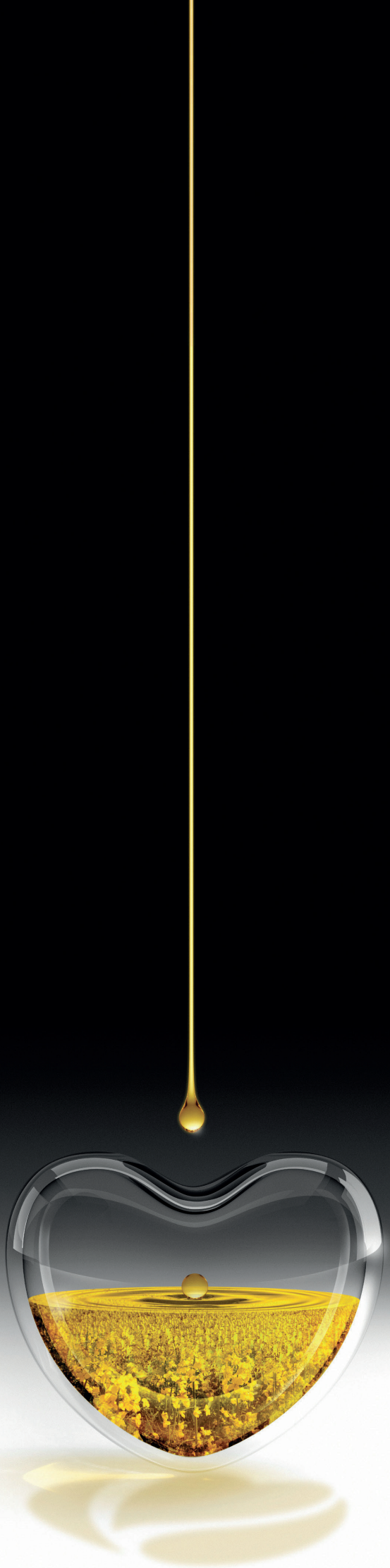
Key Traits

- Vigorous establishment
- Rapid autumn development
- Double phoma resistance
- Strong standing power
- Pod shatter resistance

Oil Profile

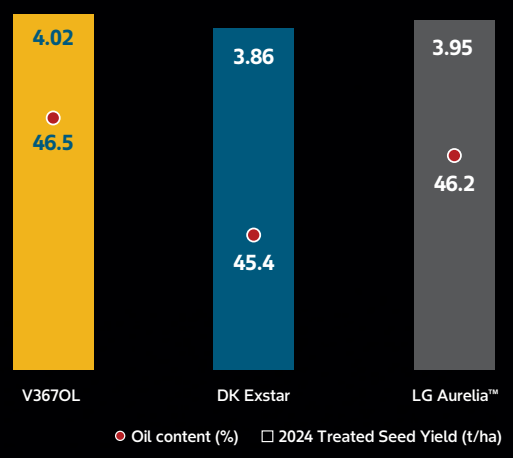
		V367OL
Linolenic Content (%)	Low	2.7%
Oleic Content (%)	High	78.6%

Reference source: HOLL Network Trials - 59 sites 2021

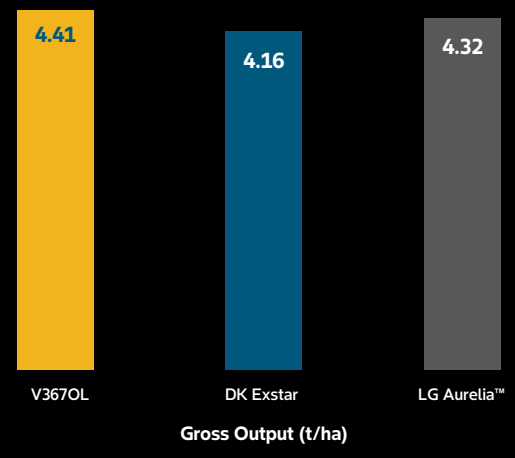


BAYER

Seed Yields & highest Oil Content equal to "Double Lows"

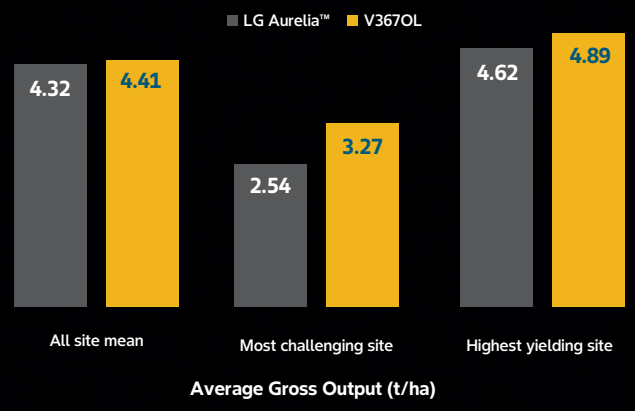


High Oil Content & Seed Yield = Excellent Gross Output



4 Bayer Farmer Strip Trials 2023-24

Added Value for the Most Challenging Conditions



Data from 4 Bayer Farmer Strip Trials, Season 2023-2024

V367OL has high yields with excellent oil quality at less than 3% Linolenic acid and 80% Oleic acid, maximising the ability to meet quality standards without compromising yield.

Growing V367OL

- The rapid autumn growth habit of V367OL suits a wide range of sowing dates.
- Where the risk of non-HOLL volunteers exists then the use of low disturbance establishment systems may reduce the risk of contamination and improve quality.
- Sow at a seed rate appropriate to achieve an even plant stand of 25-30 plants/m^2 in spring. Higher plant populations may reduce the effects of volunteer non-HOLL plants on overall crop quality.
- A taller variety means PGRs may be useful at stem extension to manage height and improve light penetration for maximum yield.

Summary Checklist

- Are you considering growing oilseed rape for quality premiums?
- Can you minimise volunteers using your existing rotation?
  - Land with a 4 or more years break after oilseed rape
  - Land free of HEAR volunteers.
- Can you use land clear of/or control cruciferous weeds like Charlock and runch?
- Can you minimise volunteers using your cultivation and establishment methods?
  - Use stale seedbeds.
  - Use low soil disturbance establishment systems to reduce volunteer germination.
  - In stubbles before burying the seed.
- Do you have adequate storage on farm?
  - Segregation of HOLL from other oilseed rape crop types.

CONTACT:

hello@unitedoilseeds.co.uk - 01380 729200

United Oilseeds
THE LEADING BREAK CROP SPECIALIST

HOLL is a Trademark of the Bayer Group.
All other brands listed are Trademarks of other manufacturers and proprietary rights may exist.
For further information, including contact details, visit www.cropscience.bayer.co.uk or call 0808 1969522.
© Bayer CropScience Limited 2025

WE HOLL

BAYER