

# WE HOLL

HOLL a better rapeseed oil, naturally

## 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

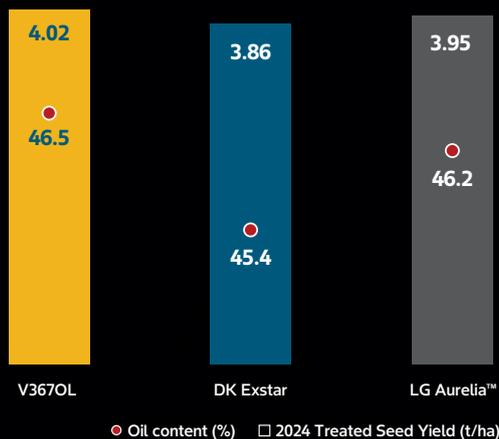
### Oil Profile

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

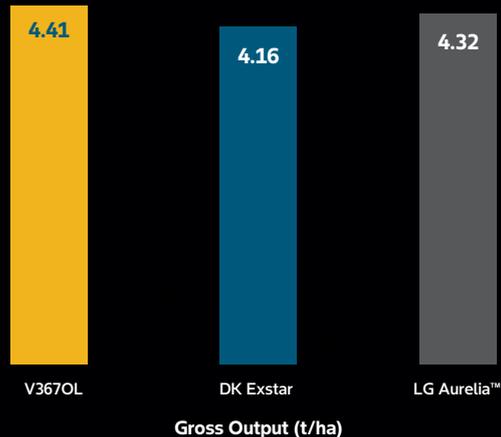
Reference source: HOLL Network Trials - 59 sites 2021



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

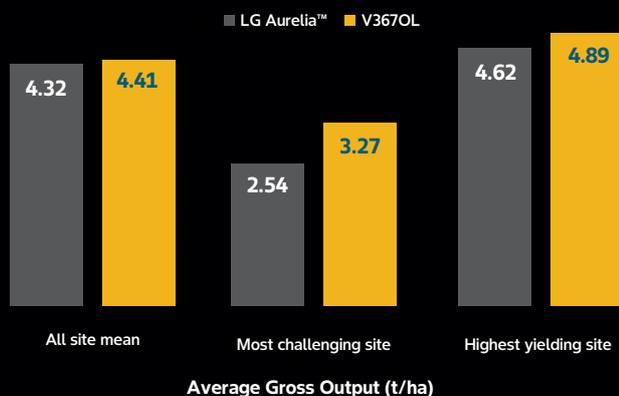


## High Oil Content & Seed Yield = Excellent Gross Output



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.

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## 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<sup>2</sup> 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?
  - 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.

