



just oats

OATS



THE HEART OF YOUR THREE CROP OPTION

NEW RESEARCH SUSTAINS NEW VARIETIES

Harnessing new breeding techniques ensures that the yield competitiveness of oats is maintained and the quality and functionality of the grain is enhanced. New winter oat variety **Rhapsody** yields an impressive 9% above the HGCA RL control varieties. Equally impressive will be our new spring varieties with superb quality and yield attributes. On the near horizon are novel lines high in the dietary fibre beta-glucan, whilst we pack oil levels in excess of 15% into naked oats to appeal to the animal feed industry.

Research is indicating that ruminant diets high in oats such as our new low lignin types will reduce methane production and improve overall feed efficiency. So a crop of old has a vibrant future. For further details visit www.senova.uk.com

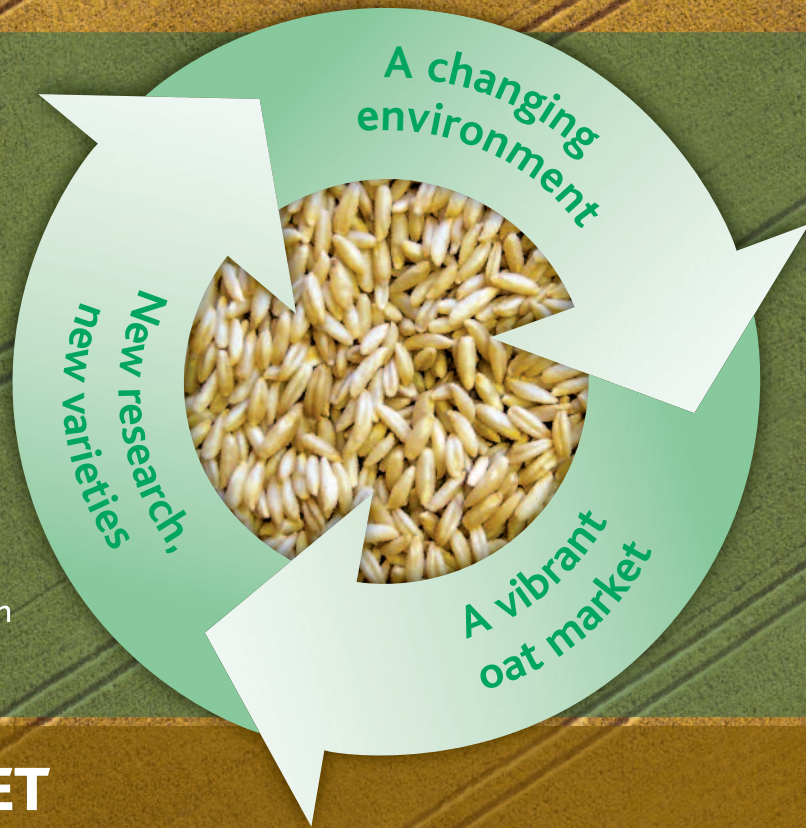


Visit the
Just Oats stand
at Cereals (L-1238-12)
to see the plots –
including the new
variety Rhapsody – and
enjoy a range of freshly
prepared oat dishes.



OATS IN A CHANGING ENVIRONMENT

The break crop benefits of oats are appreciated by their growers but their appeal will be enhanced by the proposed three crop rule. As an easy to grow low input crop, oats can directly compete with second and third wheat crops in terms of financial performance while providing both diversity and a spread of harvest. Low nitrogen usage makes it an ideal crop for NVZ and the new high yielding and stiff straw varieties provide an added reliability at harvest.



A VIBRANT OAT MARKET

Oats produced on UK farms are processed and exported around the world. Innovation by millers and the food industry, coupled with a growing awareness of the unique nutritional benefits of oats, drives the continual annual increase in oat consumption.

When it comes to health and wellbeing, oats are arguably the best cereal around and are packed with energy, dietary fibre, antioxidants and natural goodness. Add to this that oats provide a feeling of satiety then it becomes evident why oats should be at the heart of your family's diet. Enjoy growing oats – enjoy eating oats.

UK Oats are milled and products exported to over 100 countries



For variety information visit
www.senova.uk.com

