



Proven[®]
SEED

NEW

PV540G

BUILDING THE FUTURE OF ROUNDUP READY[®] CANOLA FROM PROVEN[®] SEED

PV 540 G is a yield leading and yield stable Genuity[®] Roundup Ready[®] canola hybrid that will fit and perform across all geographies of Western Canada. Providing a glimpse of the future of Proven Seed, PV 540 G is an exciting new variety that will become a leading hybrid on the Prairies.

HIGHLIGHTS

- World Class blackleg rating
- Consistent high yield performer
- Proven ease of swathing and harvestability



YIELD	109% of PV 530 G
DISEASE PACKAGE	R rating for blackleg and fusarium wilt
STANDABILITY	Excellent rating of 2.1
DAYS TO FLOWER	46.6 days; 2.1 days later than PV 530 G
DAYS TO MATURITY	92.9 days; 1.6 days later than PV 530 G
HEIGHT	44.1 in; shorter than PV 530 G (47.8 in)

Source: 2015/2016 CPS Local Performance Checks – 31 trials across Western Canada, 22 sites, 93 replicates
Standability rating: 1 – 5, 5 = flat

PRODUCT INFORMATION

- Enhancement options include:
 - Helix[®] Vibrance[®] seed treatment
 - Helix Vibrance seed treatment plus JumpStart[®] inoculant
 - Helix Vibrance seed treatment plus Lumiderm[™] insecticide
 - Visivio[™] seed treatment
- Contact your local CPS retail for pricing and programming
- All totes and seed enhancements must be ordered by March 1, 2017

The Power to Grow[®]
provenseed.ca

