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Viterra offers growers variety for Hindmarsh

Viterra is responding to increased plantings of the new barley variety Hindmarsh by offering growers several selling options for the new variety including cash prices, forward contracts and multi-grade contracts.

Hindmarsh has been popular with growers because of its improved yield qualities and the number of tonnes planted this year has increased sizeably. As a result Viterra will consider segregation requirements for Hindmarsh as part of the pre harvest segregation planning process.

The prices offered by Viterra for Hindmarsh position it at a premium over feed but less than a Malt 1 grade as final evaluation of its malting grade status is still pending. An announcement on the suitability of Hindmarsh as a malting variety is expected in March next year.

Previously, Hindmarsh has demonstrated potential to achieve export malting quality. Viterra has had indications from Chinese customers that they are eager to purchase the variety, and so are working to develop a market for this variety.

Viterra Malt is also testing the variety but is awaiting the results of the malting evaluation.

Hindmarsh is a semi-dwarf variety with excellent head retention and lodging resistance. Hindmarsh is best suited to low to medium rainfall environments and it has high yield potential.

About Viterra

Viterra provides premium quality ingredients to leading global food manufacturers. Headquartered in Canada, the global agribusiness has extensive operations across Western Canada, Australia, and New Zealand, with Adelaide, Australia as the base for Viterra's Southeast Asian operations. Our growing international presence also extends to operations in the United States, offices in Japan, Singapore, China, and Switzerland. Driven by an entrepreneurial spirit we operate in five interrelated business areas: grain handling and marketing, agri-products, food processing, feed products and financial services.

Our expertise, close relationships with producers, and superior logistical assets allow the company to consistently meet the needs of the most discerning end-use customers, helping to fulfill the nutritional needs of people around the world.

FOR FURTHER INFORMATION PLEASE CONTACT:

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