



ALEGRIA

Enhanced Early Performance Winter Oilseed Rape



Es Alegria is the new high yielding conventional winter Oilseed rape variety with consistent performance across a wide range of sites.

With a good multigene disease resistance profile, excellent autumn and spring vigour and early harvest date Alegria is sure to become a firm favourite on farm.

- Earliest variety to harvest – as early as Es Alienor
- Excellent autumn vigour
- Very good standing power and lodging resistance
- Multigene resistance to Phoma Stem Canker
- Good Light Leaf Spot resistance
- Good resistance to *Verticillium* wilt
- High oil content
- Excellent spring vigour ahead of many hybrids
- Conventional variety suitable for farm saving



DRILL FOR EARLY HARVEST

Alegria facts and figures

Treated Yield	106%	Earliness of flowering*	8
Oil Content	High	Earliness of maturity*	7
Height	147 cm	Resistance to Light Leaf Spot*	5
Resistance to lodging*	9	Resistance to Phoma Stem Canker*	7
Stem Stiffness*	8	Autumn Vigour	Excellent
Branching capacity	High	Spring Vigour	Excellent

*Scale of 1-9 where 9 is the top rating





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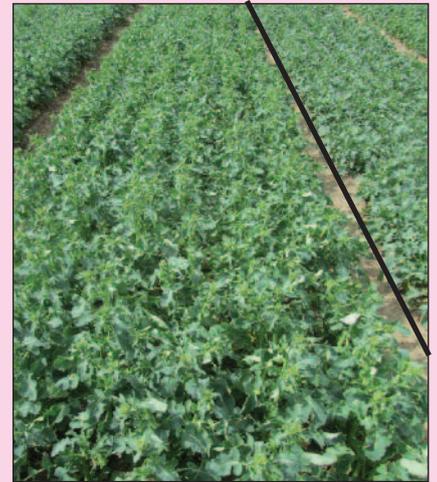
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Alegria has exceptional autumn and spring vigour

Alegria shows excellent early development and autumn growth going into the winter giving a strong robust plant.

Alegria has excellent spring vigour with the ability to grow away from the pigeon attack.



Quick establishment and growth ensures good green leaf area before winter

Alegria growing ahead of other varieties in Euralis Breeders trial, Nottinghamshire, 16.04.13

Alegria grows away strongly in the springtime helping reduce potential damage from pigeon grazing and produce strong plants.

With an increased risk of pest attack on this years crops due to the loss of neonicotinoid seed treatments consideration must be given to varietal traits that may help to minimise plant losses and aid establishment.

Choose a variety with good vigour to ensure the best possible chance of establishing enough strong plants to survive through the winter.



Alegria in East Anglia 20.03.2014

When comparing the green area index of Alegria against other commercially grown varieties you can see that Alegria was at least half a GAI ahead of the other varieties producing more growth than even the best hybrids.

Each unit of GAI equates to 50kg N/ha contained in the crop, so Alegria contains an extra 25kg N.

Hampshire GAI assessments

	19th Nov	21st March	24th April
Es Alegria	0.72	1.36	3.14
Cabernet	0.48	0.75	1.76
Sesame	0.38	0.64	1.63
Excalibur (Hybrid)	0.67	1.19	2.76



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Alegria is the first variety to harvest

Es Alegria is harvested and in the barn before other varieties have even started being harvested.

- This allows time to prepare good stale seedbeds to control resistant black-grass and bromes.
- Optimises drilling time for following crops.
- Allows a spread of harvest dates for large growers.



Most of the HGCA Recommended varieties have a maturity score of 4 or 5 and are 2 weeks later to mature than Alegria, creating a potential clash with wheat harvest and putting added pressure on the drilling of following crops.



Relative maturity taken on 5th July

Alegria

Alienor

Cabernet



2 WEEKS LATER TO HARVEST

Alegria – high yielding conventional variety

Alegria shows consistently high yields across a wide range of sites across the country. Coupled with its exceptional vigour, early maturity and robust disease resistance means Alegria is sure to become a firm favourite on farm.

	Oversite Mean	Hampshire	Suffolk	Norfolk	Lincs	N. Lincs	Notts
Es Alegria yield (t/ha)	5.1	4.9	5.3	5.8	5.5	3.7	5.0
Es Alegria	106	101	107	111	108	107	102
PR46W21 (control) (hybrid)	103	100	101	106	109	105	100
DK Cabernet (control)	102	103	102	100	99	106	104
Excalibur (control) (hybrid)	100	100	98	94	103	105	100
Vision (control)	95	98	99	100	89	84	97



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Alegria has a very good multigene disease resistance profile



Growers spray at 10% autumn phoma leaf spotting.

Yield loss of 0.5-1t/ha is common when control has been lacking.

Phoma stem canker remains the most significant and costly disease of winter oilseed rape, causing premature plant death and yield losses of up to 50%.

Es Alegria:
Resistance to
Stem Canker = 7
+ multigene resistance

Alegria - more resistant to *Verticillium* wilt



Symptoms of *Verticillium* wilt (photo courtesy of ADAS)

Over the past 4 years trial work has been carried out by ADAS in conjunction with HGCA to look at varietal resistance to the increasingly important disease in UK rape crops, *Verticillium* wilt.

The disease is already a significant problem across many areas of Europe and can lead to heavy yield losses due to premature ripening and plant death.

Grow a more resistant variety such as **Alegria** to avoid potentially significant yield losses through premature ripening.

Maximise returns from your oilseed rape crop by choosing a variety with a robust disease resistance profile and multigene resistance – **grow Es Alegria!**



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