



Improving Profitability in Wheat: Key Considerations

Best of the Best in Wheat and Soybean Research
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WHAT IS YOUR GOAL? WHY?

Limit your losses per acre?

or

Limit your losses per bushel?

A REDUCTIONIST VIEW



KNOW THY LIMITS

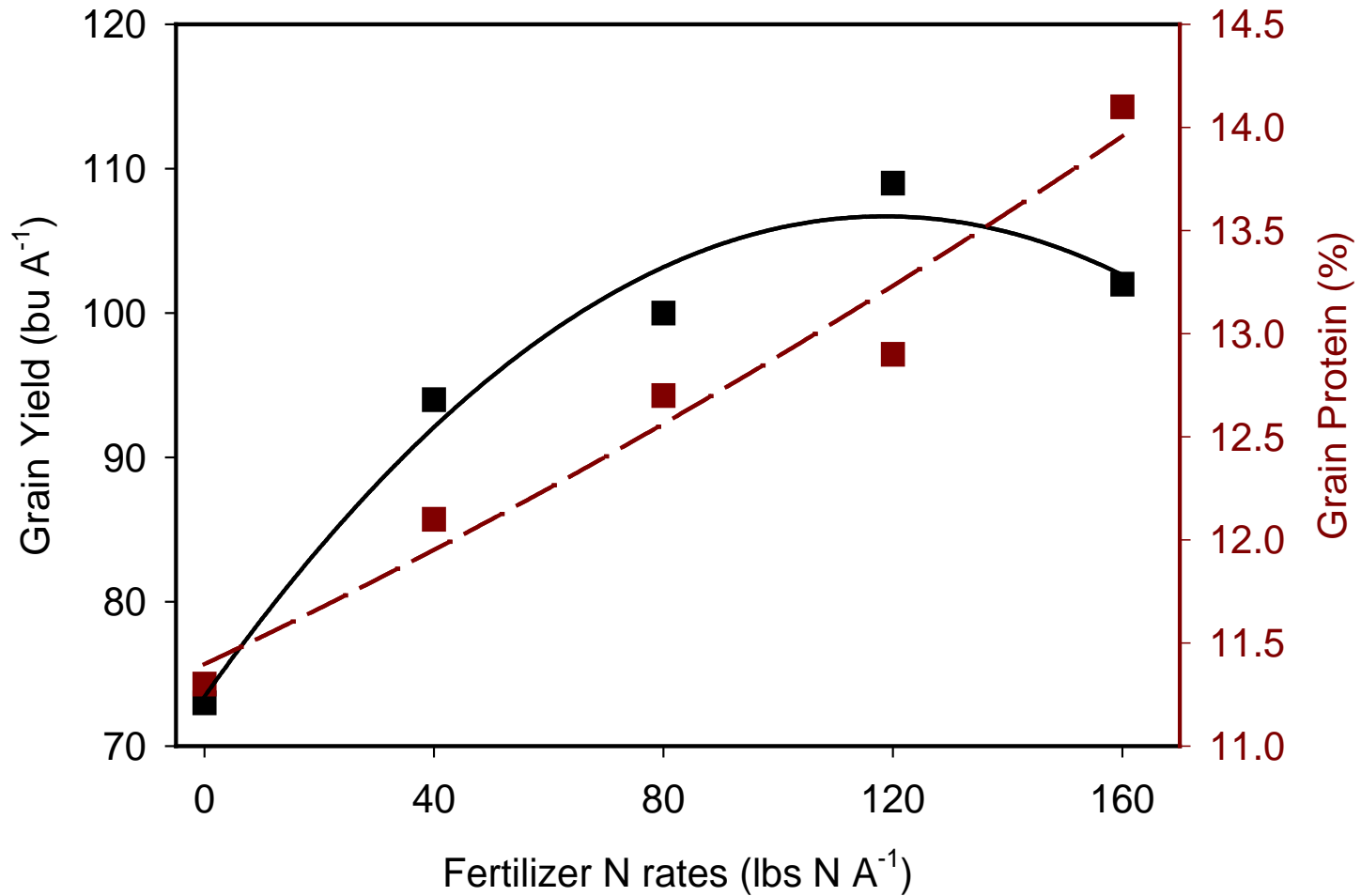
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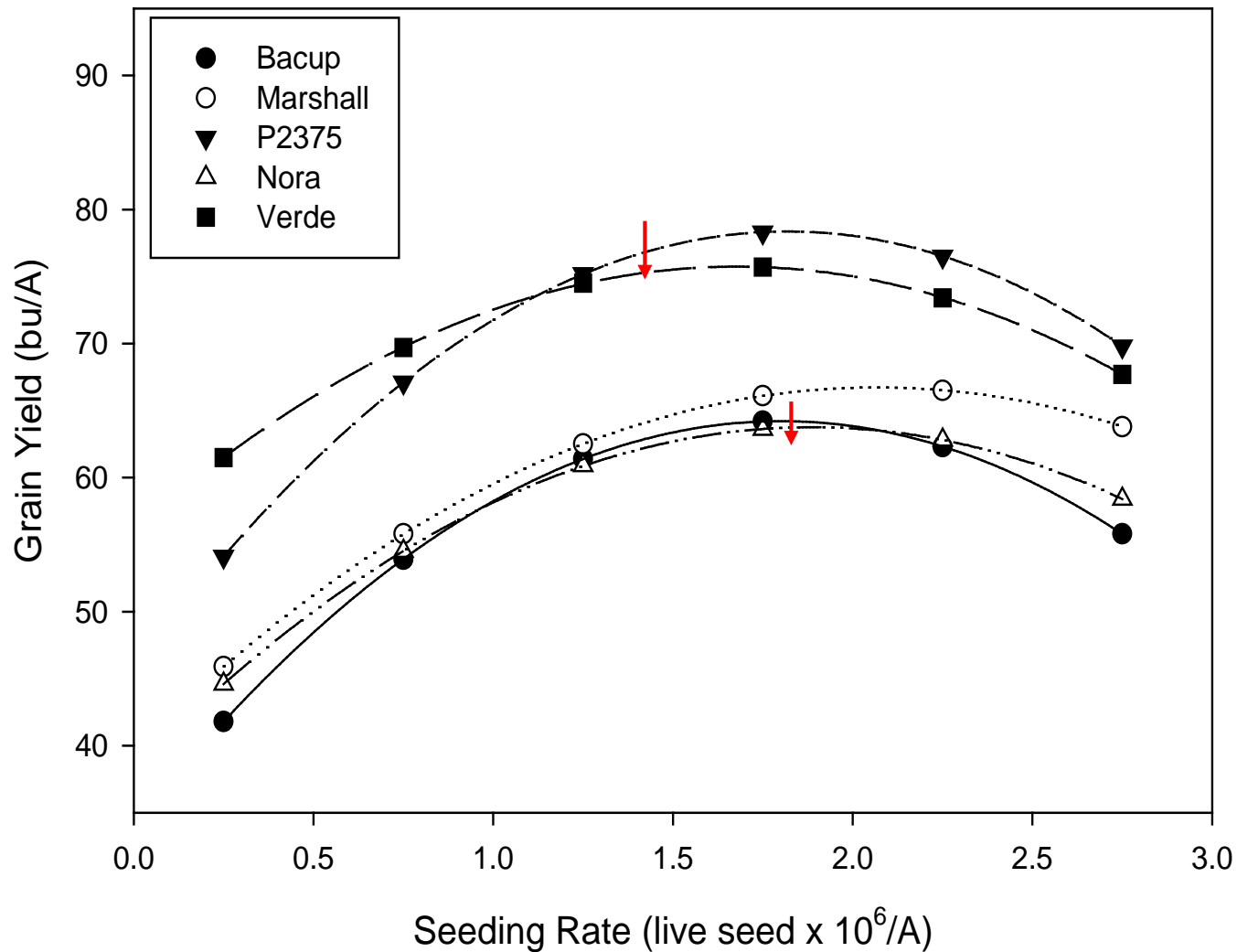
A SIMPLE RECIPE

- The early bird get the worm
- Breakfast is the most important meal of the day
- Play with a full deck
- Tall trees catch more wind
- An ounce of prevention is better than a pound of cure
- Dress for success

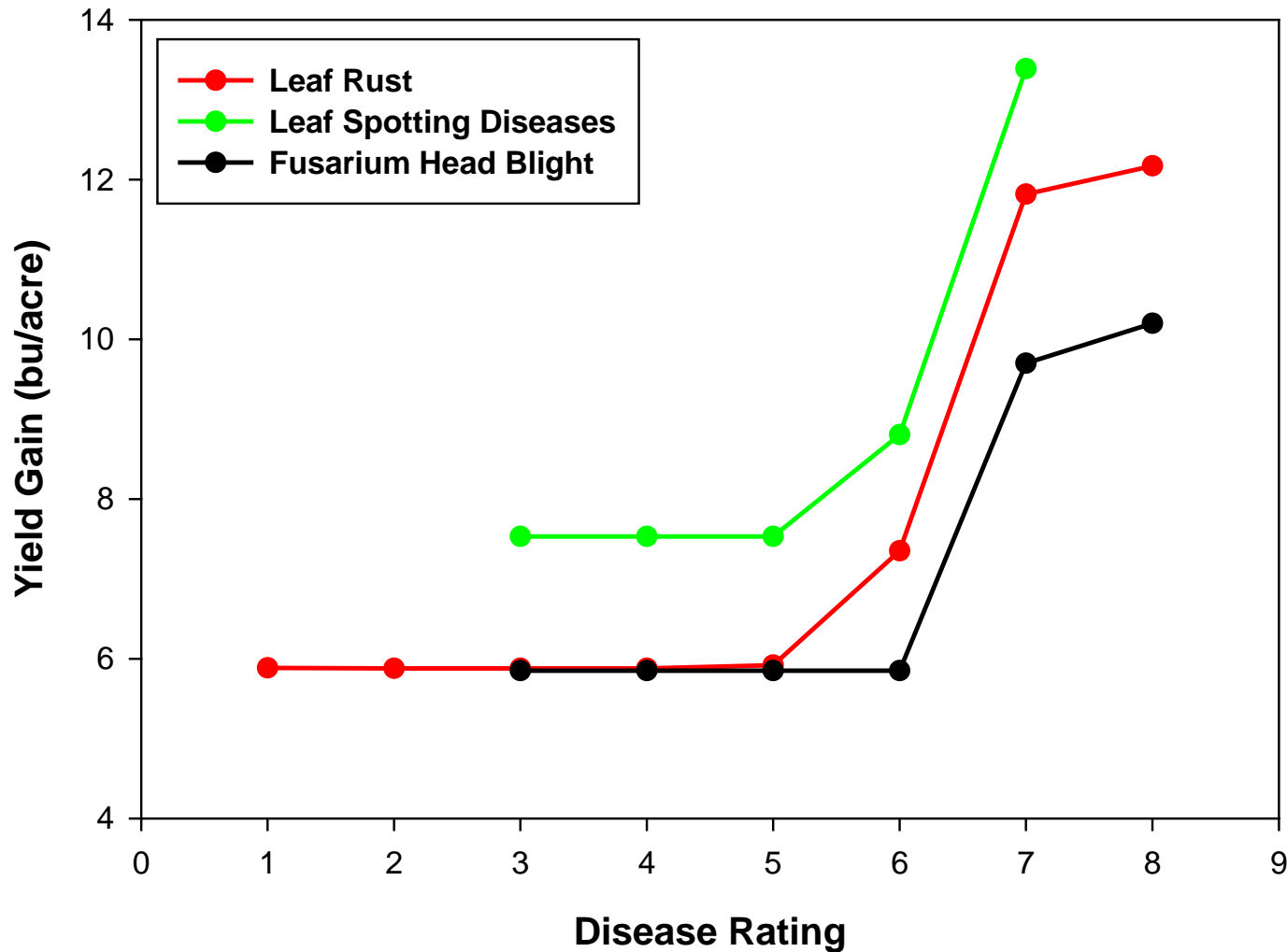
BREAKFAST IS..



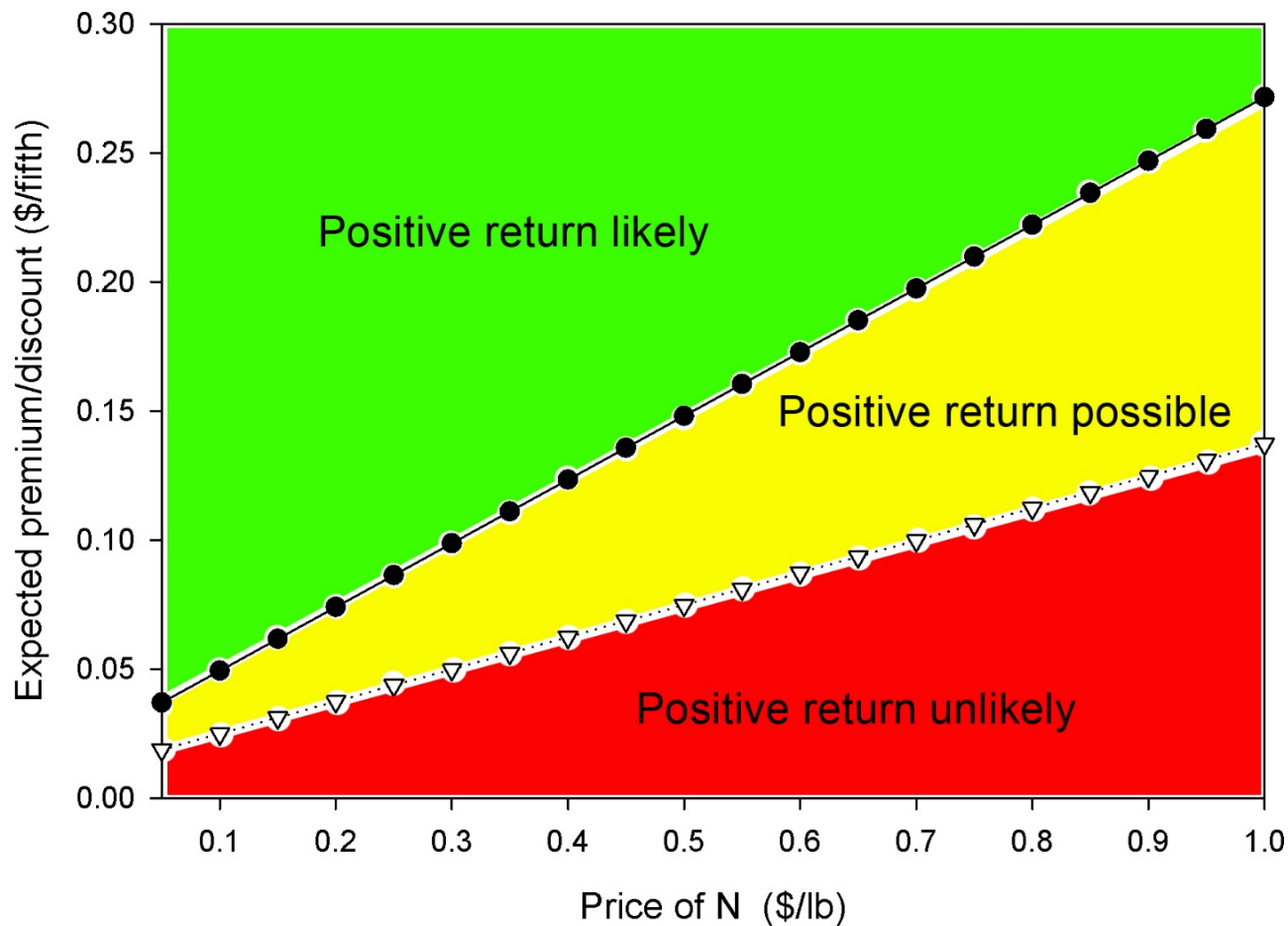
PLAY WITH A FULL DECK



AN OUNCE OF PREVENTION



DRESS FOR SUCCESS



HOW TO BE THE LOWEST COST PRODUCER PER BUSHEL?



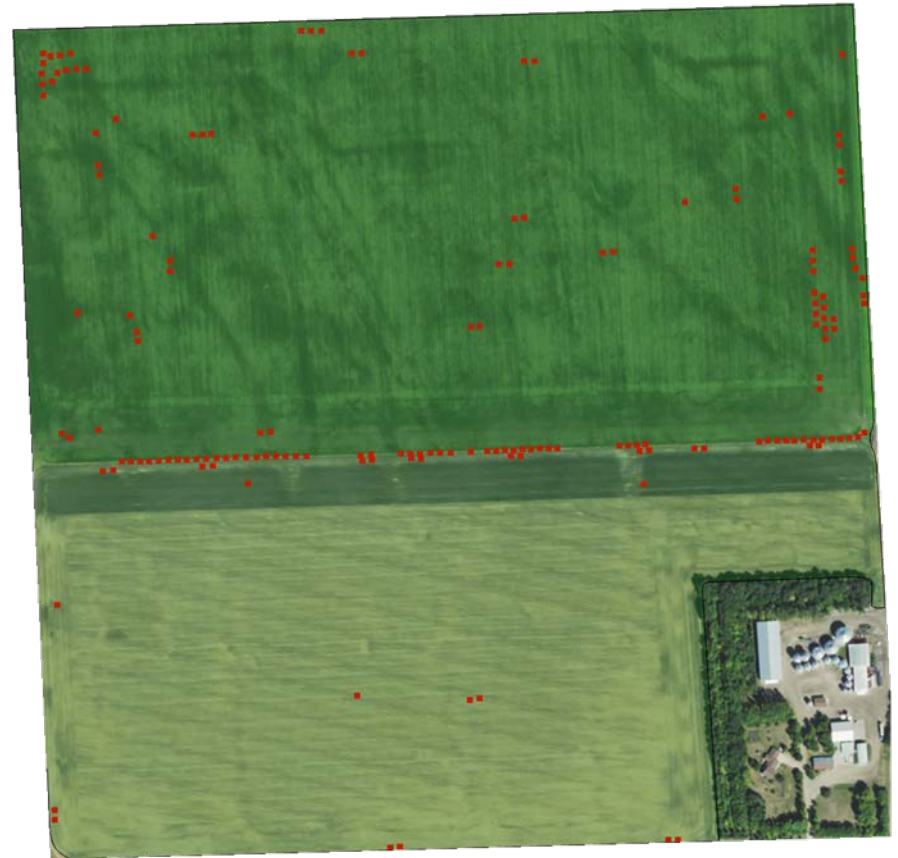
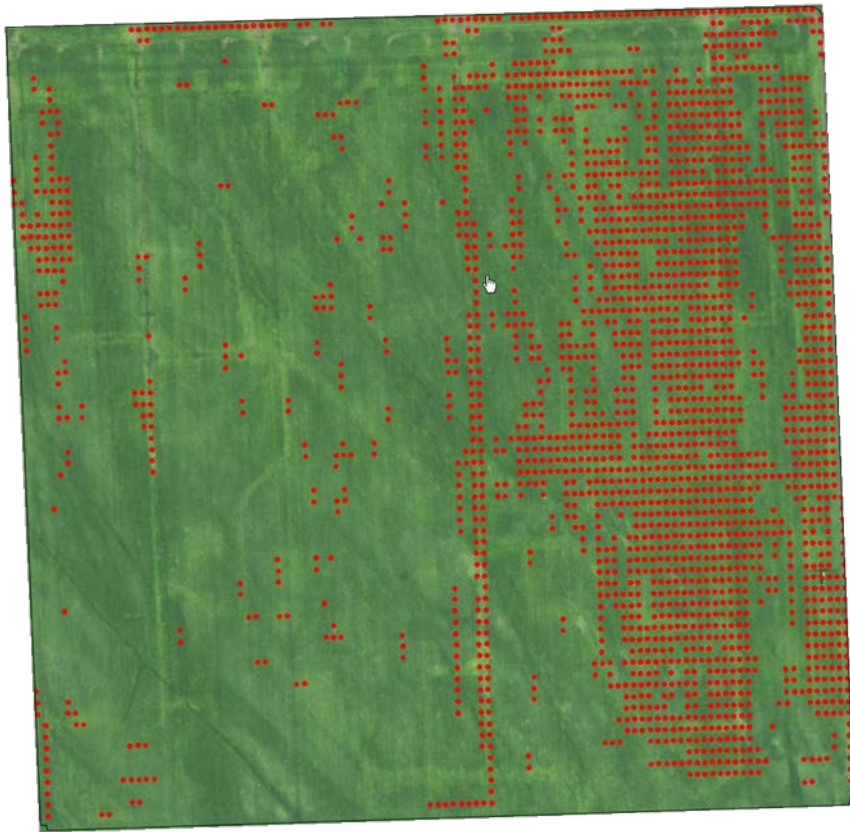
CUTTING COSTS



SEED TREATMENTS

- Only if:
 - You have scabby seed with poor germination,
 - You know that you had a loose smut in the field that you saved for seed
 - You have a history of common root rot and/or wire worm in a field should you consider a seed treatment.

GRASS HERBICIDES



Images courtesy of AWG Farms Inc.

EARLY-SEASON FUNGICIDE

- Do you need to tank mix a fungicide in at the time of weed control?

If there is no tan spot, powdery mildew, or stripe rust already present, tank mixing a fungicide at the time of weed control doesn't make sense as the application will not protect any new growth anyway. Research has shown that only when disease was already present at the time of application that an economic return could be expected.

LATE-SEASON INSECTICIDE

- Do you need an insecticide tank mixed in with your fungicide application at Feekes 10.51?

If there are no or very few aphids present at Feekes 10.51, you shouldn't expect an economic return of the insecticide.

PRE-HARVEST GLYPHOSATE



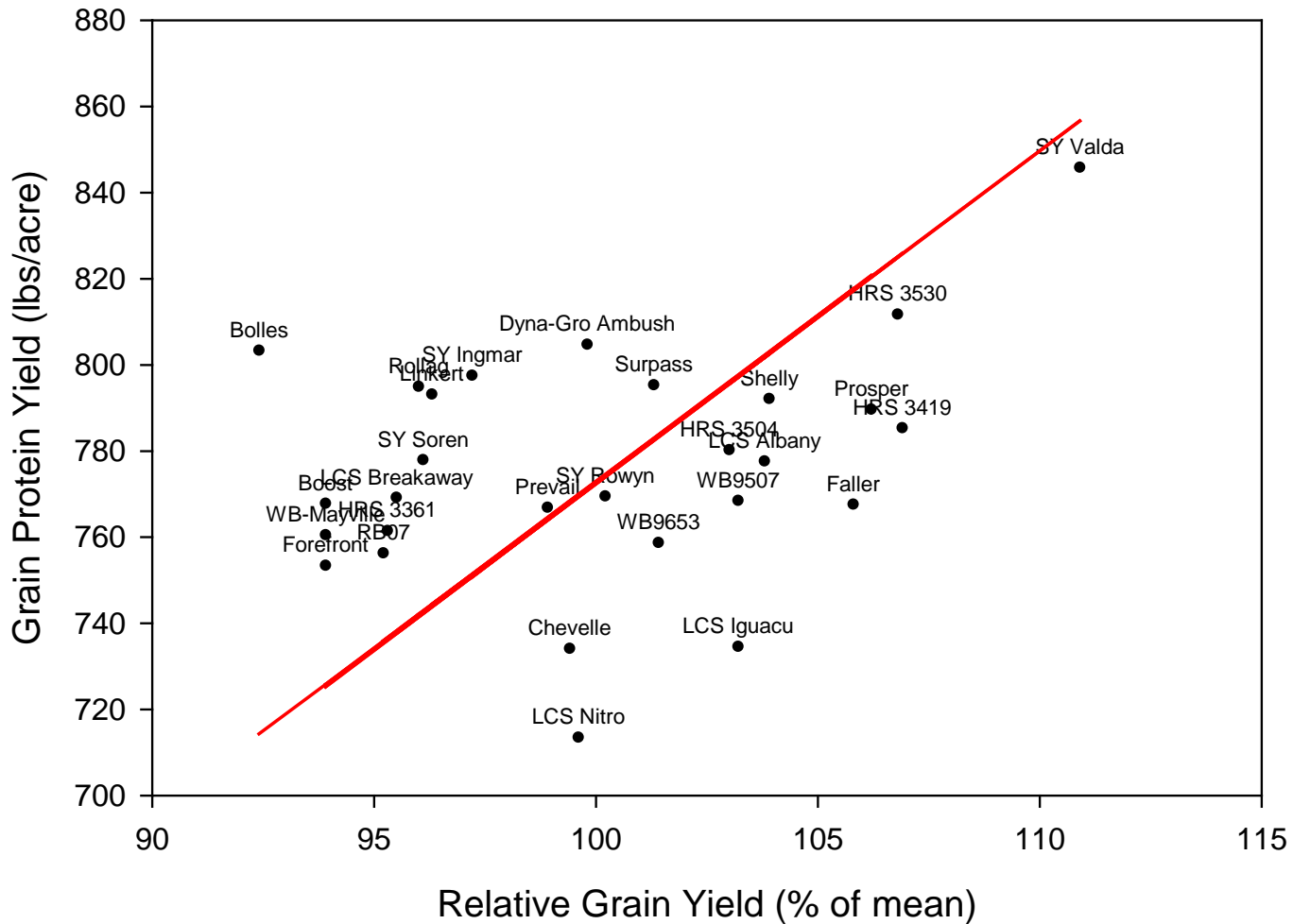
FAIRY PIXIE DUST AND OTHER CROP INPUTS



WHAT DID I NOT TALK ABOUT?

N

THE BIG RED LINE



QUESTIONS?

If we knew what it was we were doing, it would not be called research, would it?

Albert Einstein