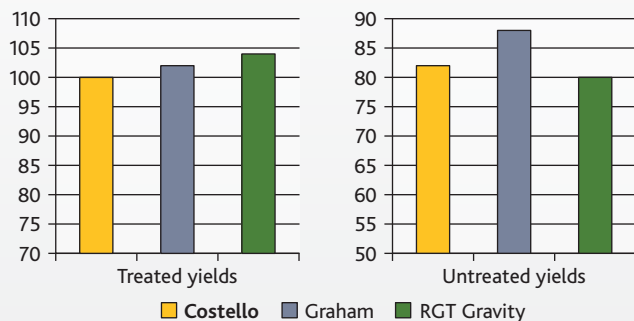


Yields

Costello produces high treated yields in all locations, rotations and on all soil types. Like long time favourite JB Diego, Costello performs well in all weather conditions and maintains its excellent grain quality, an important asset on UK farms in recent years.

UK Treated and Untreated Yield (% mean of controls, 11.2 t/ha)



AHDB Recommended List 2019/20. Full database at www.ahdb.org.uk/rl

	T yield East region (11.2 t/ha)	T yield West region (11.3 t/ha)	Light soils (11.1 t/ha)	Heavy soils (11.5 t/ha)
Costello	100	100	100	101
Graham	101	105	101	103
RGT Gravity	104	104	104	104

AHDB Recommended List 2019/20. Full database at www.ahdb.org.uk/rl

Disease resistance

Costello has excellent all-round disease resistance, particularly to important diseases yellow rust, *Septoria tritici* and *Fusarium*. The robust disease of Costello reduces the risk for growers in high disease seasons and could help to manage costs, which is particularly important in the second wheat situation.

	Mildew	Yellow rust	Brown rust	<i>Septoria nodorum</i>	<i>Septoria tritici</i>	Eyespot	<i>Fusarium</i>	OWBM
Costello	8	9	5	[6]	6.1	4	7	-
Graham	7	8	6	[6]	6.9	4	6	-
RGT Gravity	4	8	6	[6]	5.0	4	6	R

AHDB Recommended List 2019/20. Full database at www.ahdb.org.uk/rl
 [] indicates limited data.

Sowing date

Costello can be drilled from mid September to end of January depending on soil conditions, site etc. Data from AHDB indicates that Costello may be suitable for a slightly earlier sowing. However this may depend on your situation. Please consult your agronomist.

2019

Five reasons to grow

Costello

WINTER WHEAT

Exceptional grain quality, with the highest specific weight on the AHDB RL

Broad spectrum disease resistance

Consistent high yields

Short, stiff straw

Strong end market demand



Costello will reduce your risk
and enhance your profit



Senova Limited
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 @SenovaLtd
www.senova.uk.com

COSTELLO

WINTER WHEAT

- High yielding hard Group 4 wheat
- Outstanding grain quality
- Highest specific weight on RL
- Short, very stiff straw
- Superb disease resistance
- Excellent market opportunities

Status: AHDB Recommended List 2019/20
Parentage: W151 x Timaru

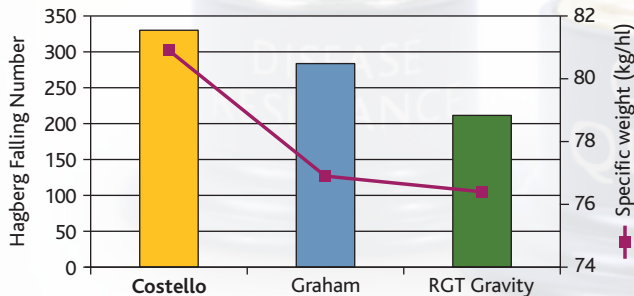
Costello is a leading hard feed wheat combining all the features now desired on farm – exceptional grain quality in all conditions, excellent disease resistance, high yields and short, stiff straw.

The superb grain quality and excellent disease resistance of Costello across a range of seasons and conditions provide a wider range of market opportunities, offering the grower security, both in crop management and at harvest.

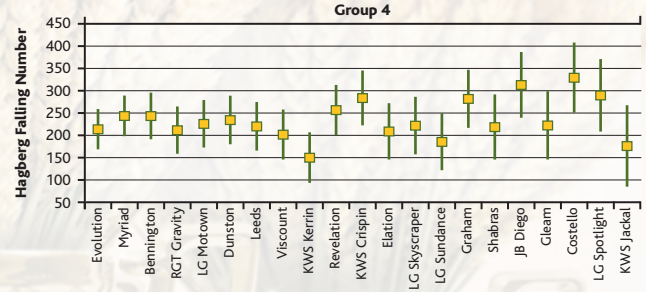
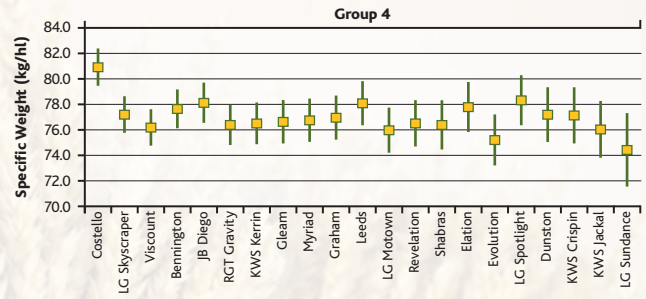
Grain quality

Costello has outstanding grain quality, with once again the highest specific weight on the AHDB RL and a HFN higher than any feed and most milling wheats. It also has a high protein content and shows excellent resistance to sprouting in difficult seasons.

Superb, reliable grain quality provides growers with security at harvest and widens the market opportunities for Costello.



AHDB Recommended List 2019/20. Full database at www.ahdb.org.uk/rl



Source: NIAB TAG Variety Interactions Handbook 2019

Costello has sustained its popularity due to its consistency of performance and grain quality, as shown by the graphs above where its exceptional specific weight in particular stands out with low variability. Costello provides growers with a reliable, lower risk option with increased marketability.

Agronomics

Straw strength/maturity

Costello has short, stiff straw and shows superb resistance to lodging.

	Resistance to lodging -PGR	Resistance to lodging +PGR	Height without PGR (cm)	Ripening (days ± JB Diego)	Resistance to sprouting
Costello	7	8	82	+2	7
Graham	7	8	86	0	[7]
RGT Gravity	7	7	86	+1	[4]

AHDB Recommended List 2019/20. Full database at www.ahdb.org.uk/rl
[] indicates limited data.

Costello has good straw characteristics but its real strengths lie in its good grain quality, with an excellent specific weight and Hagberg Falling Number, as well as its solid disease profile, particularly when looking at yellow rust and *Septoria tritici*. This combination of characteristics make it an excellent variety for lowering risk and an excellent partner variety to have on farm.
NIAB TAG Cereals Guide, Autumn 2019