

SunRice

Research & Development

Update July 2014



RICE R&D UPDATE

- GIS – Benefits for growers
- Varieties – Latest advances
- Improving efficiency
- Future technology

GIS

- Stage 1: 66% grower crop surveys
- Stage 2: Target 100% crop surveys, yield data and NDVI availability for all growers
- Stage 3: Add logistics component for full traceability and improved AGS efficiency
- NOW: HELP GROWERS LEARN – SunRice GS & RGA extension support

Farm, paddock and crop on GIS

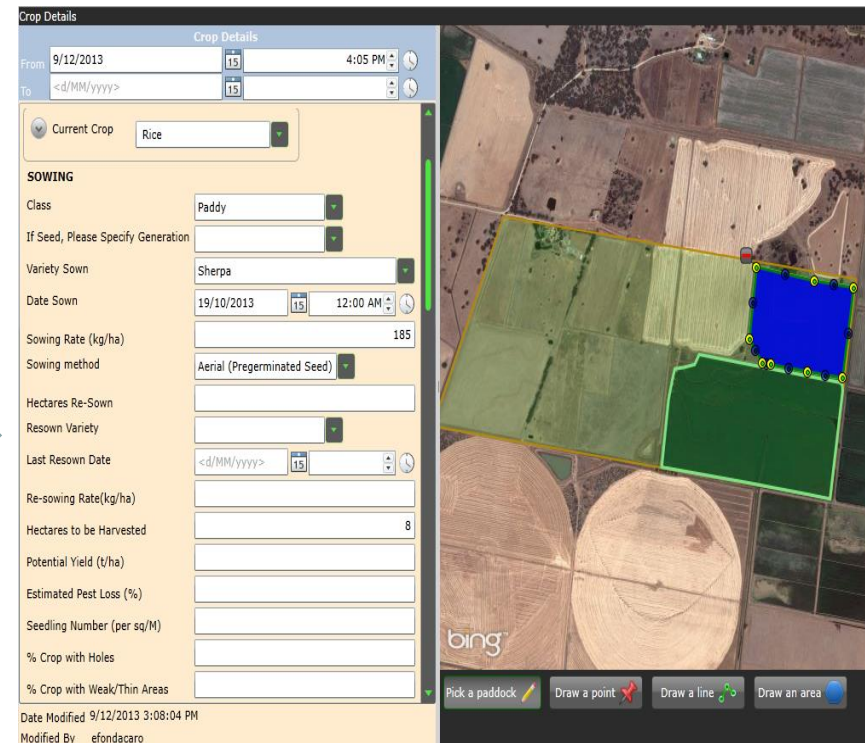


1. Grower enters paddock boundaries
 - Gets printed map of farm and paddocks with labels
 - Gets digital view of farm
 - Provides basis for recording planting details and sprays etc.

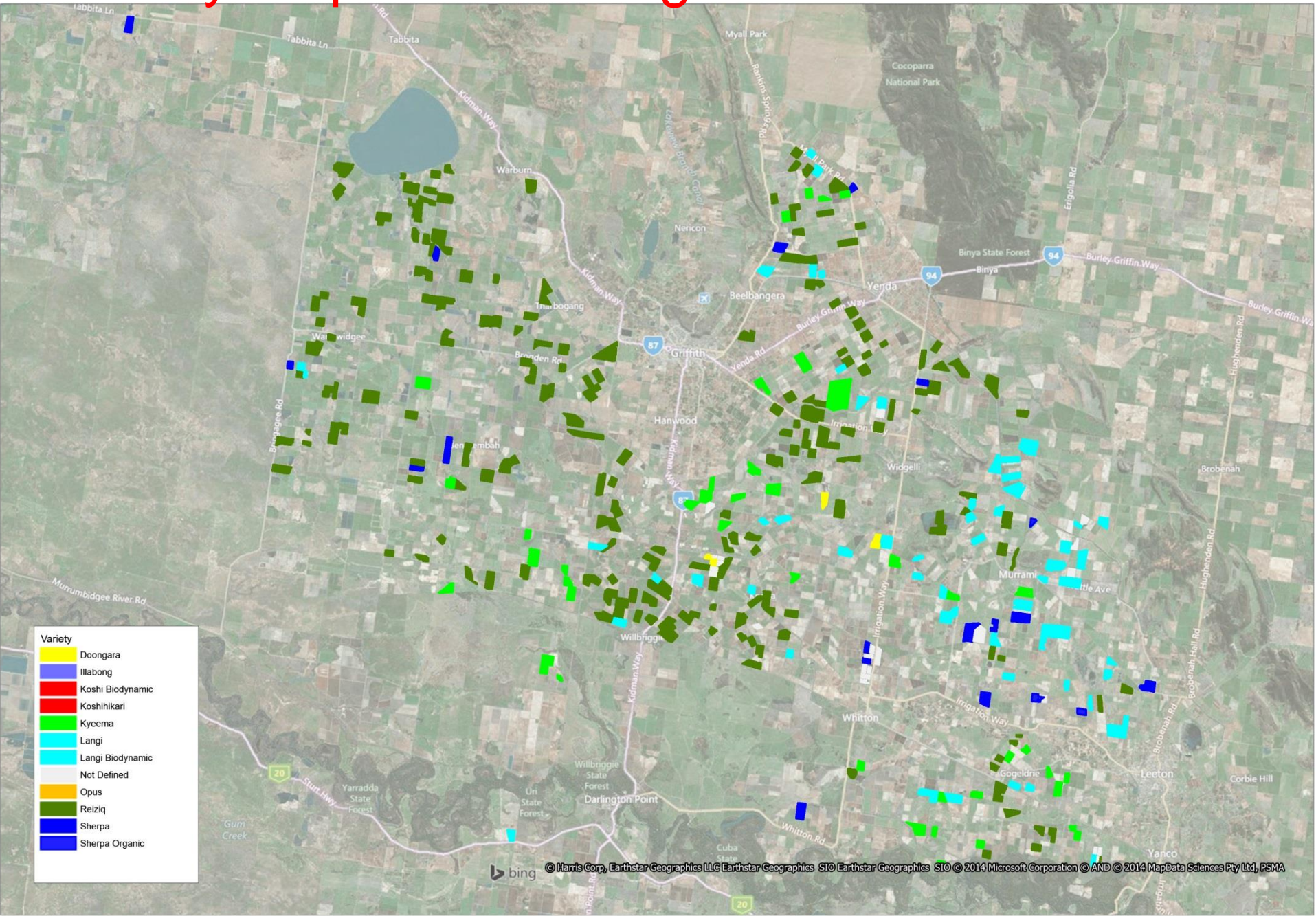
2. Growers select blocks that will grow rice



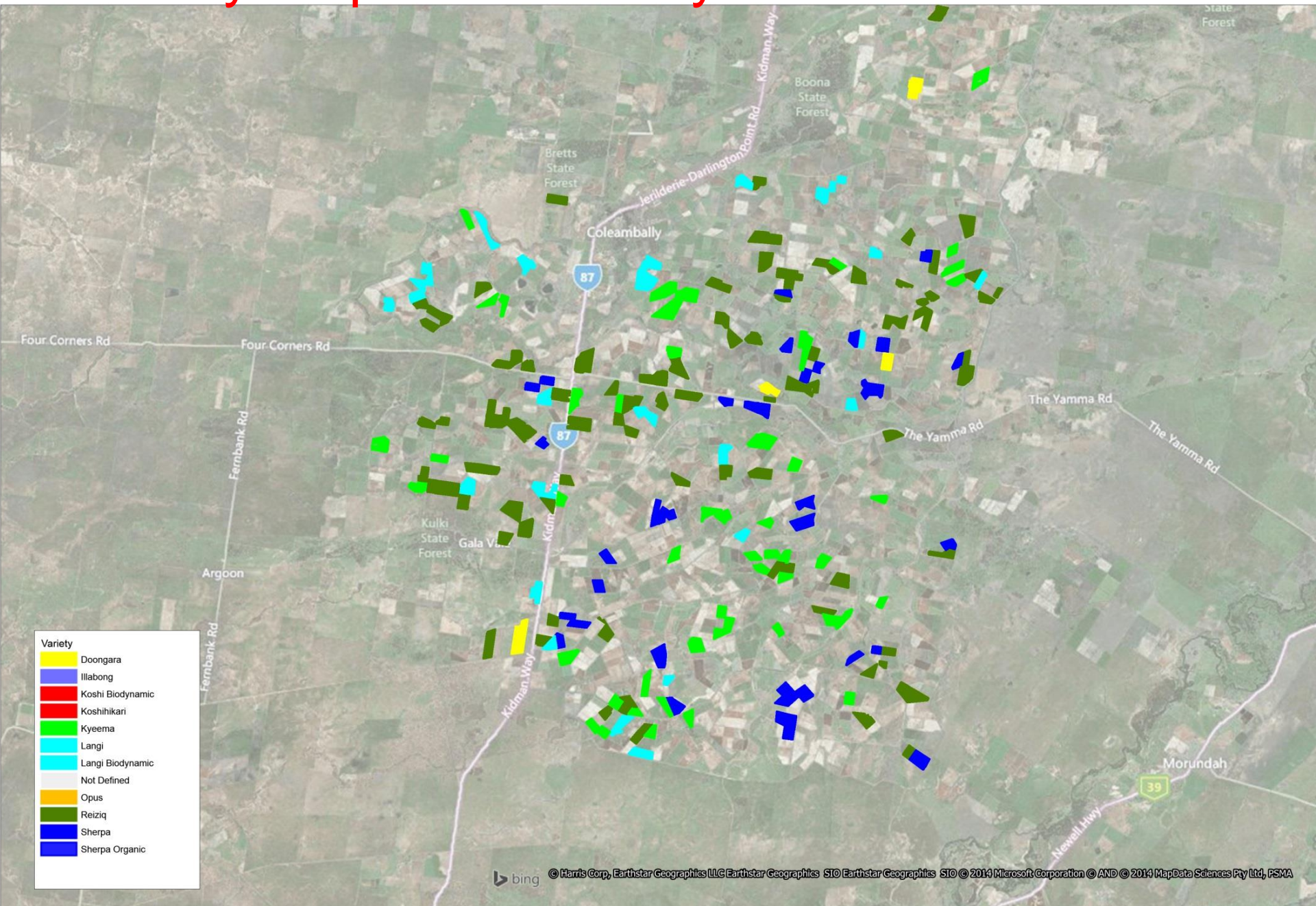
3. Grower records crop details of rice plantings using paddock data
 - Get recommendations from agronomists
 - Get NDVI image for rice paddies



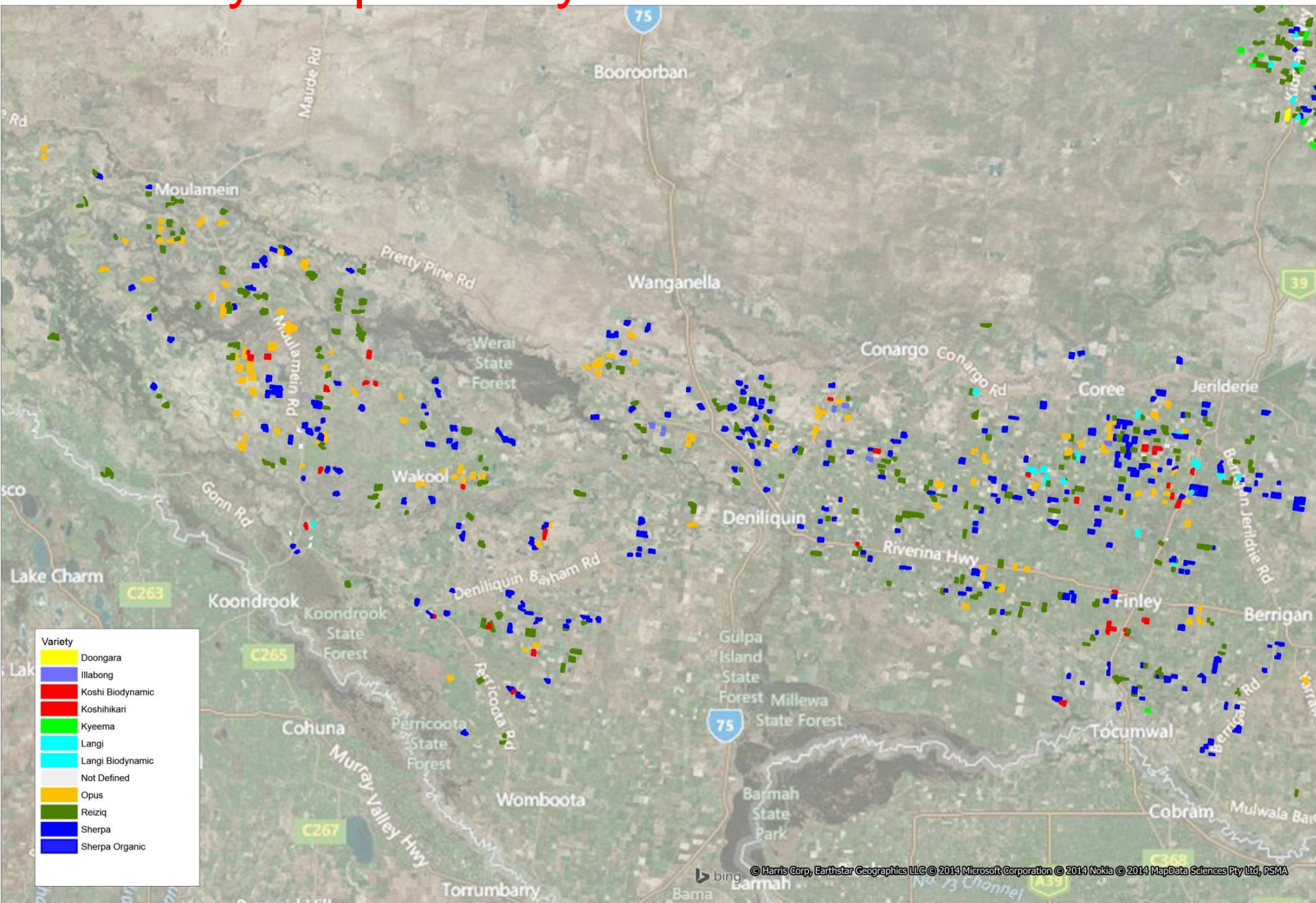
Variety Map Murrumbidgee



Variety Map Coleambally

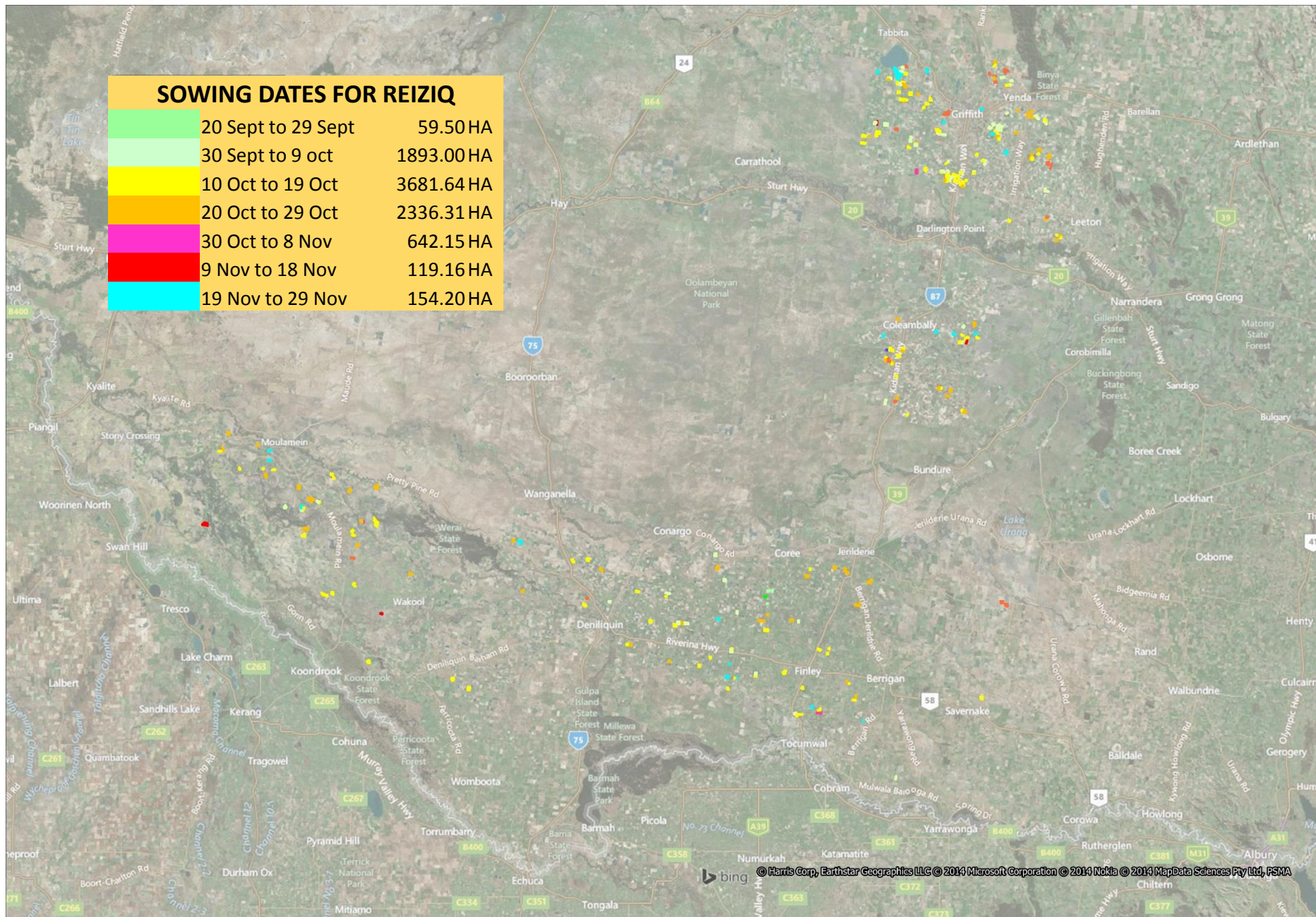


Variety Map Murray



SOWING DATES FOR REIZIQ

	20 Sept to 29 Sept	59.50 HA
	30 Sept to 9 oct	1893.00 HA
	10 Oct to 19 Oct	3681.64 HA
	20 Oct to 29 Oct	2336.31 HA
	30 Oct to 8 Nov	642.15 HA
	9 Nov to 18 Nov	119.16 HA
	19 Nov to 29 Nov	154.20 HA



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Hectares sown by Variety by Date

KEY MESSAGE – SOW WITHIN WINDOW FOR VARIETY AND LOCATION

SOW DATES/VARIETY	Doongara	Illabong	Koshihikari	Kyeema	Langi	Opus	Reiziq	Sherpa
21st to 30th September						300.65	59.49	35.36
1st to 10th October			101.69	142.56	137.2	588.35	1893.06	450.66
11th to 20th October	177.04		167.05	698.88	917.25	960.47	3681.64	1351.34
21st to 30th October		92.3	66.44	765.33	669.17	1162.79	2336.31	2681.24
31st October to 9th November		40.62	72.71	115.13	168.81	259.72	642.15	1751.81
10th - 19th November			56.39		123.55		119.16	414.43
20th - 29th November			53.85	29.06	172.33		154.2	79.85

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Spray Records

- Spray Diary will cover legislative requirements for chemical applications

SPRAY DIARY



Report for period between 01/01/2014 and 16/07/2014

I/We declare that this diary is a true and correct record of chemicals applied.

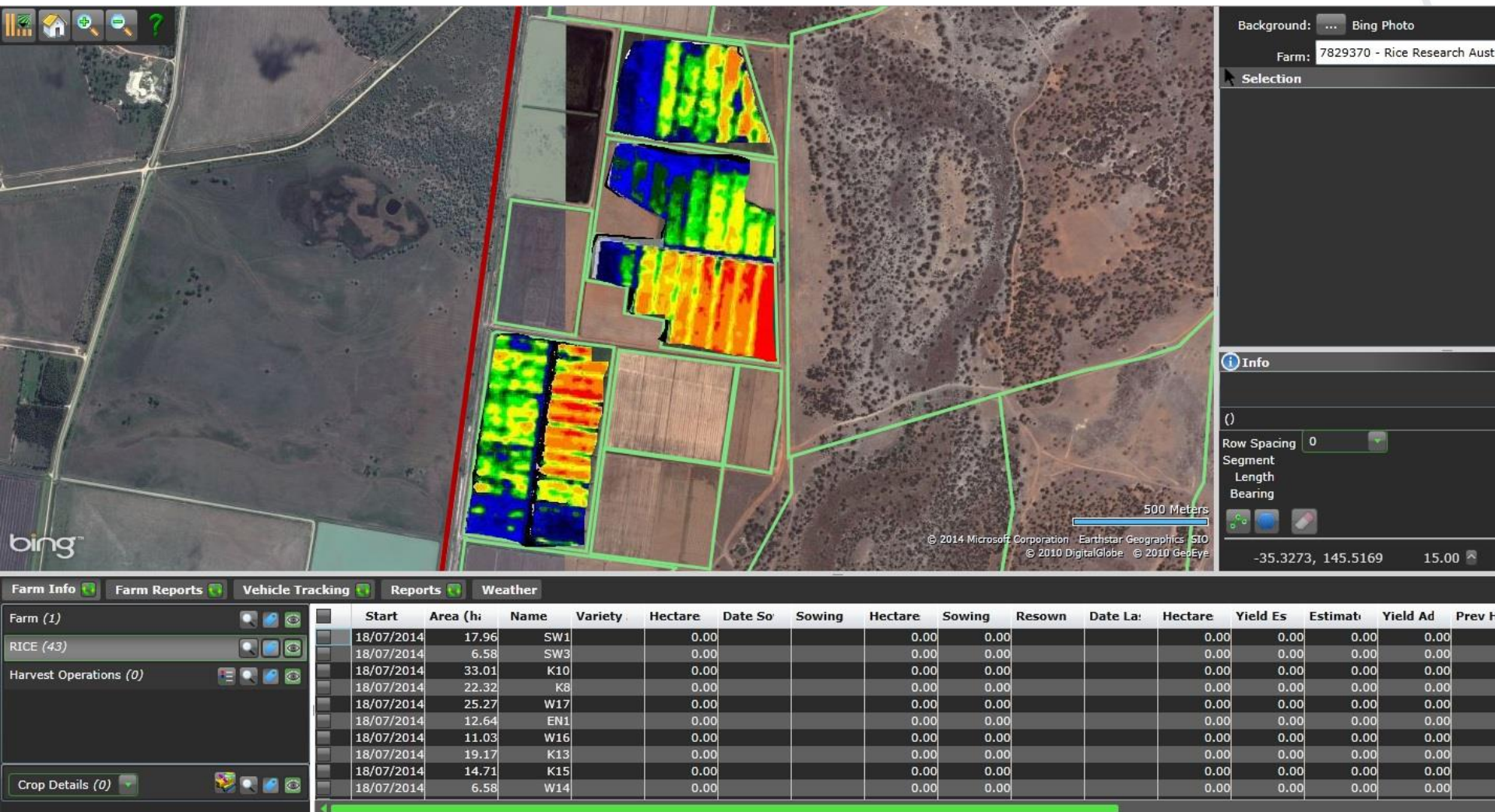
Signed.....Date.....

Farm: 7829370 - Rice Research Australia P_L

Paddock: W11 Variety: Koshi

Application Date	Area (ha)	Water Rate (l/ha)	Chemical (Registered Product)	Target Pest/Disease	Active Ingredient	Actual Rate Applied	APVMA		
11/06/2014	41.58	100	Aura	Arrowhead, Silvertop	Profoxdim 200g/l	0.2 l/ha	63432/5-20L/1008		
			Nufarm Chlorpyrifos 500EC	Bloodworm	Chloropyrifos 500g/l	150 ml/ha	32902/0809		
Strategy : Whole Block		Time: Mid morning	Surfactant : Yes	Application Method : Fixed Wing Aircraft	Wind Speed : 4 - 8 knots	Operator : Adam Power	Temperature C : 22	Comment :	
16/05/2014	41.58	100	Barnstorm	Barnyard Grass	Cyhalofop 285 g/l	1 l/ha	58613/51146		
Strategy : Whole Block		Time: Late Afternoon	Surfactant : Yes	Application Method : Fixed Wing Aircraft	Wind Speed : 2 - 3 knots	Operator : Rob Crossley	Temperature C : 24	Comment :	

Future Benefits – NDVI on time



Benefits to Growers and SunRice

Benefits To Grower	Benefits To SunRice
<ul style="list-style-type: none">• Gets printed map of farm and paddocks• Gets digital copy of farm• Provides basis for further data recording -planting details and spray dairy etc.• Get recommendations from agronomists• Get NDVI image for rice paddies• Record on the web or phone• Reduced data entry• Benchmarking Reports• Targeted Research• Help communication with agronomists• Gross Margins• Resistance Management	<ul style="list-style-type: none">• Traceability<ul style="list-style-type: none">○ Increasingly important in higher value markets• Harvest Management & Logistics<ul style="list-style-type: none">○ Yield Estimates○ Harvest Progress○ Efficient Site Operations

Rice Varietal Improvement – What's New

- YRF209 Fragrance and Agronomic
- Short season Short Grains
 - Double Cropping Option
 - Agronomic
- Cold Tolerant Reiziq
 - Improved Yield Stability
 - Grain Quality

Sensory attributes driving purchase intent - YRF209




- Driver analysis

Jasmine Rice

Cooked Sample

- Sun Rice was competitive on Glossiness, Flavour and Sweetness.

Strength of driver		AUS Jasmine YRF209	Golden Elephant (Thai)	Sun Rice 100% Pure Australian	Supreme (Vietnamese)	
20	1 Chewiness	22	24	12	9	JR
15	2 Taste	52	51	43	31	T3B
11	3 Texture	40	54	42	16	JR
11	4 Appearance	35	21	18	9	T3B
10	5 Glossiness	26	37	35	24	JR
7	6 Flavour strength	34	32	31	27	JR
7	7 Sweetness	31	27	29	22	JR
6	8 Aroma/ Fragrance	51	54	46	40	T3B

 = Just right
  = Top 3 box score
  Best performing brand

RRAPL – Key attributes



- Continue to improve the farming system
- Develop high value varieties for specific markets
- Use location and provenance to encourage buyers
- Latest technologies to improve efficiencies

