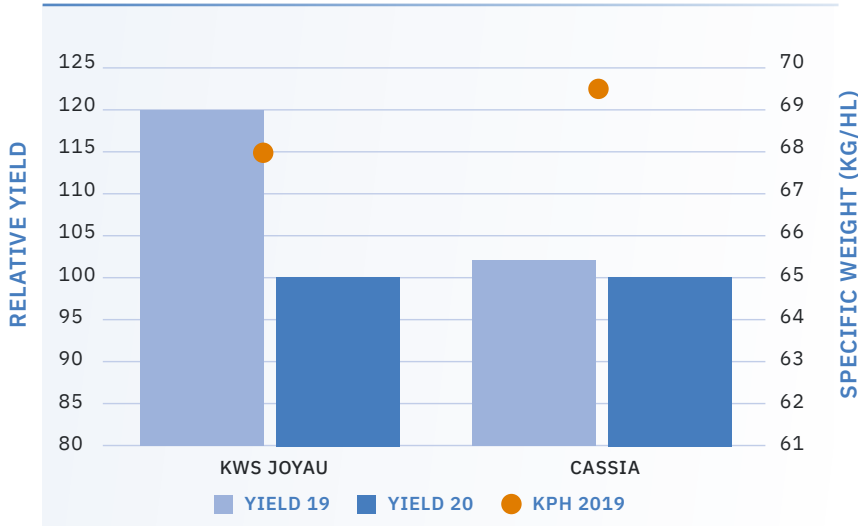




KWS JOYAU

BYDV TOLERANT WINTER BARLEY

VARIETY PROFILE – YIELD & GRAIN QUALITY



“
Genetics in the seed to meet the challenge of BYDV management head on!
 Tim O'Donovan, Technical Director
 ”

SOURCE: DAFM WINTER TRIALS 2019-2020

VARIETY PROFILE / AGRONOMICS

VARIETY	LODGING RESISTANCE	MATURITY	RHYNCHO	MILDEW
KWS JOYAU	(7)*	(8)*	(6)*	(6)*
Cassia©	7	6	4	5

SOURCE: DAFM & *SEEDTECH TRIALS 2018- 2020



GETTING THE MOST FROM KWS JOYAU

- Yields normally, even if infected with BYDV (can display symptoms)*
- Does not reduce aphid numbers - may require aphid sprays if numbers are very high/feeding
- BYDV tolerance lasts to harvest - useful in mild winter/limited spray days/resistant aphids
- Early to grow in spring and early to mature so helps spread the harvest

*based on UK and French breeder trials in medium/high BYDV situations

KWS JOYAU

WINTER BARLEY

- ✓ KWS JOYAU (French for JEWEL) is a new 6-row conventional winter barley that has BYDV tolerance genes
- ✓ BYDV protection through seed genetics, right through to the harvest
- ✓ Tolerates BYDV infection. Research shows KWS JOYAU performance is not affected by BYDV virus
- ✓ Exceptional yield in DAFM 2019 & 2020 trials
- ✓ Early maturing variety which helps to spread out the harvest
- ✓ Exceptional grain quality with malting potential

A NEW ERA IN BYDV MANAGEMENT FOR IRISH CEREAL GROWERS

