



European Sweetcorn

PROCESSING PORTFOLIO

High-yielding varieties
that consistently
deliver in European
growing conditions.



Unlocking the
power of plants



Partnerships that deliver better outcomes for all.

Our collaborative relationships with expert breeders across the globe continue to grow and continue to deliver progressively better outcomes for both processors and growers.

In the sweetcorn market, our ties with the long-established Crookham Company in the US help us solve real challenges as their decades of expertise in seed production has gained them a reputation for innovation that is unmatched in the industry.

Crookham Company have multiple seed production facilities around the world, giving a consistent supply of high-quality seed. The other advantage is that it ensures that seed quality is always tightly controlled through grading and testing, which makes our portfolio that much stronger.

Rooted in the UK and trusted internationally.

At Elsoms, we are shaping the future of agriculture by unlocking the power of plants. From breeding and seed technology to supply and treatment, our specialist businesses combine advanced science with generations of expertise to deliver varieties that are trusted to perform.

We offer a joined-up approach that makes life easier for our customers. Knowledge flows across teams, innovation has purpose, decisions are made quickly and solutions are delivered with less complexity, to support our customers in what matters most: building resilient, productive businesses for the future.

Helping you grow more from less.

Our customers' needs are constantly evolving, and so are our solutions. Every variety we breed and every service we provide has resilience in mind, as we adapt to issues like climate change, margin management, regulatory shifts, and market fluctuations.

What remains consistent is our commitment to efficiency as we help growers meet today's challenges and plan for tomorrow's opportunities in order to grow more from less.



Great seed that always grows strong.

For over a century, Crookham Company's extensive sweetcorn portfolio has consistently set industry benchmarks. As a result, they have built the world's large sweetcorn seed bank which has led to many recent innovations in sweetcorn production.

Bred for Europe. Available to Europe.

The Crookham and Elsoms partnership, opens bigger and better distribution and service capability. It means a reliable supply of Crookham varieties, specifically bred for European conditions, is now more readily available for European processors and growers.



VARIETY SPECIFICATIONS: sugary

Variety	Boom ZUY1367ID	Cash	Bowie	Prelude	Royalty	Imperator	Enterprise	Camden
Maturity	70	76	76	79	82	83	85	86
Cob L. cm	21	19	21	19	21	20	21	21
Cob W. cm	5.1	5.5	5.3	5.4	5.2	5.5	5.5	5.3
Row number	14-16	20-22	16-18	16-18	20-22	18-20	18-20	18-20
Plant height (Low, Medium, Tall)	L	M	M	M	M	M	T	M
Cob height (Low, Medium, Tall)	L	M	M	M	M	M	M	M
Disease Resistance								
Rust Common (Ps) Rp1 d	IR	IR	HR	IR	HR	HR	HR	HR
Rust Common (Ps) Other	IR	IR	HR	IR	HR	HR	IR	HR
Northern Corn Leaf Blight = NCLB (Et)	IR	S	IR	S	S	IR	HR	HR
Maize Dwarf Mosaic Virus (MDMV)	S	S	HR	S	HR	HR	HR	HR

Disease ratings are as defined by ISF Position on September 2022. For more information refer to: www.worldseed.org

Susceptibility (S): the inability of a plant variety to restrict growth and/or development of a pest, causing symptoms and/or damage.

Intermediate Resistance (IR): the ability of a plant variety to restrict the growth and/or development of the specified pest, and/or the symptoms and/or damage it causes, to a moderate degree.

High Resistance (HR): the ability of a plant variety to restrict the growth and/or development of the specified pest, and/or the symptoms and/or damage it causes, to a high degree.

Notes regarding Rust strains: Common rust races identified in 2001 in USA were not controlled by any of the single genes Rp1-d, Rp1-e, Rp1-g, or Rp1-i. The effectiveness of rust genes in sweetcorn will be determined by the variation of common rust races in each growing area.

Data is based on averages collected from around the world and are indicative only. Varieties should always be trialled in the area they are proposed to be grown.

Varietal performance is impacted by many variables, including soil and climatic conditions, cultural and management practices. No liability will be accepted by Crookham Company or its representatives for the accuracy of this information.

Bowie



- The strongest variety in its group thanks to a disease package that includes high resistance to MDMV
- Well adapted to most of the conditions and planting times
- Easy to process in factories with good recoveries
- Strong and robust plant that is easy for farmers to grow in the field



Variety characteristics

Type	SU1
Colour	Yellow
Maturity	76
Cob L. cm	21
Cob W. cm	5.0
Row number	16-18
Plant height	M
Cob height	M

Disease resistance

Rust Common (Ps) Rp1 d	HR
Rust Common (Ps) Other	HR
Northern Corn Leaf Blight = NCLB (Et)	IR
Maize Dwarf Mosaic Virus (MDMV)	HR

Herbicide tolerance

Reaction to Callisto (mesotrione)	Tol
Reaction to Accent (nico-sulphuron)	Tol
Reaction to Laudis (tembo-trione)	Tol

Herbicide Tolerance - according with our trial results and field experiences.

High resistance (HR): plant varieties that highly restrict the growth and development of the specified pest or pathogen under normal pest or pathogen pressure when compared to susceptible varieties.

Intermediate resistance (IR): plant varieties that restrict the growth and development of the specified pest or pathogen, but may exhibit a greater range of symptoms or damage compared to high resistant varieties.

Camden



- All season, widely adapted variety with excellent disease resistance
- Cans and freezes well, excellent colour and maintains quality also at late harvest
- Medium-tall plant with strong stem. Medium to long cylindric cob that process well
- Good husk protection against birds and insects



Variety characteristics

Type	SU1
Colour	Yellow
Maturity	86
Cob L. cm	21
Cob W. cm	5.3
Row number	18-20
Plant height	M
Cob height	M

Disease resistance

Rust Common (Ps) Rp1 d	HR
Rust Common (Ps) Other	HR
Northern Corn Leaf Blight = NCLB (Et)	IR
Maize Dwarf Mosaic Virus (MDMV)	HR

Herbicide tolerance

Reaction to Callisto (mesotrione)	Tol
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VARIETY SPECIFICATIONS: super sweet

Variety	ZHY5022OD	ZHY1797ID	Strongheart CSHYP17-1231	Noa	Braveheart	Land Cruiser CSHYP19-1531	Grenadier ZHY1253OZ	Impress	Triple Threat	ZHY1794AC	Hardi	Overture	Forerunner	Townsend
Type	SH2	SH2	SH2	SH2	SH2	SH2	SH2	SH2	SH2	SH2	SH2	SH2	SH2	SH2
Maturity	72	72	75	78	79	80	81	82	83	85	85	86	87	87
Cob L. cm	22	22	21	21	23	20	21	23	21	22	23	20	20.5	21
Cob W. cm	5.3	5.3	5.3	5.4	5.2	5.3	5.1	5.6	5.2	5.3	5.2	5.4	5.3	5.2
Row number	14-16	14-16	16-18	16-18	16-18	18-20	16-18	20-22	16-18	18-20	16-18	18-20	18-20	18-20
Plant height Low, Medium, Tall	M	M	M	M	M	M	M	T	M	M	M	M	M	T
Cob height Low, Medium, Tall	M	M	M	M	M	M	M	M	M	M	M	M	M	M
Disease Resistance														
Rust Common (Ps) Rp1 d	IR	IR	HR	IR	HR	HR	HR	IR	HR	HR	HR	IR	IR	HR
Rust Common (Ps) Other	IR	IR	HR	IR	HR	HR	HR	IR	HR	HR	HR	IR	IR	HR
Northern Corn Leaf Blight = NCLB (Et)	IR	IR	IR	IR	IR	IR	IR	IR	HR	IR	HR	HR	IR	HR
Maize Dwarf Mosaic Virus (MDMV)	S	IR	IR	IR	HR	HR	S	HR	HR	IR	IR	S	HR	HR

Disease ratings are as defined by ISF Position on September 2022. For more information refer to: www.worldseed.org

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Notes regarding Rust strains: Common rust races identified in 2001 in USA were not controlled by any of the single genes Rp1-d, Rp1-e, Rp1-g, or Rp1-i. The effectiveness of rust genes in sweetcorn will be determined by the variation of common rust races in each growing area.

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Varietal performance is impacted by many variables, including soil and climatic conditions, cultural and management practices. No liability will be accepted by Crookham Company or its representatives for the accuracy of this information.

ZHY5022OD

- Excellent early vigour and emergence in cold conditions, also suitable for late plantings
- Large cylindrical cob, ideal for processing, with strong yield performance in both field and factory
- Good eating quality and strong tip fill
- Wide environmental adaptability



Variety characteristics	
Type	SH2
Colour	Yellow
Maturity	72
Cob L. cm	22
Cob W. cm	5.3
Row number	14-16
Plant height	M
Cob height	M

Disease resistance	
Rust Common (Ps) Rp1 d	IR
Rust Common (Ps) Other	IR
Northern Corn Leaf Blight = NCLB (Et)	IR
Maize Dwarf Mosaic Virus (MDMV)	SU

Herbicide tolerance	
Reaction to Callisto (mesotrione)	Tol
Reaction to Accent (nico-sulphuron)	No
Reaction to Laudis (tembo-trione)	Tol

Herbicide Tolerance - according with our trial results and field experiences.

High resistance (HR): plant varieties that highly restrict the growth and development of the specified pest or pathogen under normal pest or pathogen pressure when compared to susceptible varieties.

Intermediate resistance (IR): plant varieties that restrict the growth and development of the specified pest or pathogen, but may exhibit a greater range of symptoms or damage compared to high resistant varieties.

Land Cruiser
CSHYP19-1531



- Flexible variety, could be used for fresh and processing
- Strong diseases package, including MDMV
- Long shelf life and harvest window, making the variety easy to manage in fields
- Cob is well protected by leaves, helping prevent damage from birds and machines



Variety characteristics	
Type	SH2
Colour	Yellow
Maturity	80
Cob L. cm	20
Cob W. cm	5.3
Row number	18-20
Plant height	M
Cob height	M

Disease resistance	
Rust Common (Ps) Rp1 d	HR
Rust Common (Ps) Other	HR
Northern Corn Leaf Blight = NCLB (Et)	IR
Maize Dwarf Mosaic Virus (MDMV)	HR

Herbicide tolerance	
Reaction to Callisto (mesotrione)	Tol
Reaction to Accent (nico-sulphuron)	*
Reaction to Laudis (tembo-trione)	Tol

Herbicide Tolerance - according with our trial results and field experiences.

High resistance (HR): plant varieties that highly restrict the growth and development of the specified pest or pathogen under normal pest or pathogen pressure when compared to susceptible varieties.

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Our operations across Europe

The size and scale of our operation stretches the length and breadth of the continent. Processors and growers in more than 25 countries can rely on us to deliver the highest quality seed, and advise to suit their specific growing conditions.

Lars Andersen

Marketing Director

+45 2168 2521
lars.andersen@elsoms.com

- | | | |
|---------|-------------|----------------|
| Denmark | Poland | Latvia |
| Sweden | Austria | Lithuania |
| Finland | Switzerland | Czech Republic |
| Norway | Estonia | Greece |

Zoltán Markocsány

+36 30 685 5692
zoltan.markocsany@elsoms.com

- | | | |
|---------|----------|----------|
| Hungary | Slovakia | Bulgaria |
| Serbia | Romania | Slovenia |
| Croatia | Ukraine | Moldova |

Paul Ringard

+33 6817 87423
paul.ringard@elsoms.com

- | | |
|-------------|-----------------|
| Netherlands | Northern France |
| Belgium | Luxembourg |



Jean-Charles Orhan

+33 6 15 25 29 29

Brittany
Southwest France

Arpino Simoni

+39 335 283 491

Italy

Hildegard Jacobi

+49 1737 213426
hildegard.jacobi@elsoms.com

Germany

Santiago Elena Sánchez

+34 6670 00147
santiago.elena@elsoms.com

Spain
Portugal

Ed Cooper

+44 7803 452922
ed.cooper@elsoms.com

United Kingdom



Elsoms Seeds Ltd
Spalding
Lincolnshire PE11 1QG
United Kingdom

elsoms.com



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