



# HIGH QUALITY HYBRID GRAIN SORGHUM & FORAGE VARIETIES



# WHO WE ARE

Established in 2013, **Heartland Genetics** was developed by a diverse group of Midwestern seedsmen, with a combined 100 plus years of seed business experience. Our focus is on hybrid grain and forage sorghum seed only, with a dedicated focus on bringing high yielding varieties, drought tolerance, standability, and pest resistances to the Great Plains marketplace.



Heartland Genetics provides top quality Hybrid Grain and Forage varieties, specifically selected for the tough growing conditions of the high plains.

Heartland Genetics offers an unrivaled, broad, dynamic grain sorghum product portfolio, treated whenever possible with Syngenta's Concep® seed safener and Cruiser® insecticide bringing high yields, good standability, drought tolerance, insect resistance and more. On the forage side, we offer conventional and cutting edge technologies with the newest innovations of Brown Mid Rib livestock feed products.

At Heartland Genetics, we will continue to select and research new seed varieties that will increase production and your bottom line. Let us, along with your local associate, help you position the right hybrids on your acres for a profitable and successful year.

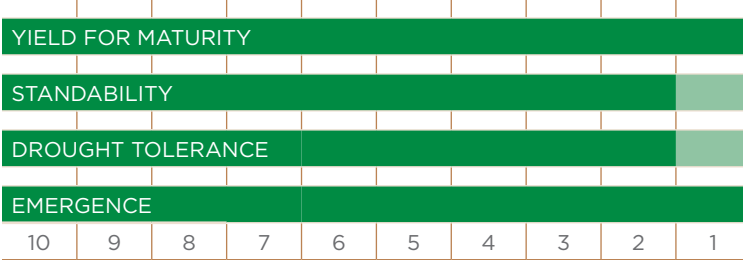
**It's an exciting time to be in Agriculture with an equally exciting future ahead. We thank you in advance for considering Heartland Genetics Seed varieties.**



## HG23-R

**HG23-R** is an early maturing, red colored grain hybrid. HG23-R can be planted for doublecrop after wheat, late planting or re-plant situations. This hybrid has excellent emergence and plant health with very good standability plus very good drought tolerance. HG23-R has above average head exertion and very good threshability allowing for ease of harvest.

### Key Features



Rating: 1 = best / 10 = poorest

### Plant Description

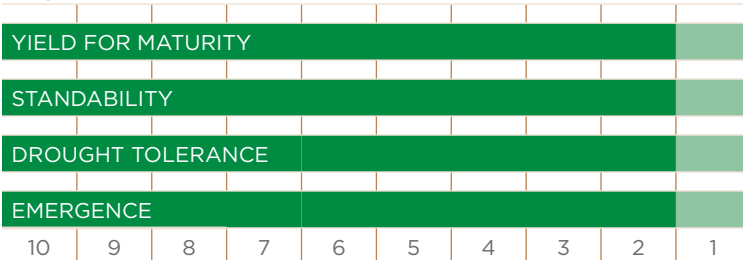
|                 |           |
|-----------------|-----------|
| RELATIVE HEIGHT | 36"-40"   |
| HEAD TYPE       | SEMI-OPEN |
| GRAIN COLOR     | RED       |
| AVG SEEDS/POUND | 12,500    |



## HG35-W

**HG35-W** is a new white, medium early variety that is well suited for the high plains. HG35-W has excellent drought tolerance, standability, with good head exertion and field uniformity. HG35-W grows a tan plant producing brilliant white grain at harvest time. Excellent choice for producers wanting a medium early sorghum and an excellent choice for stalk grazing and high digestibility. HG35-W offers industry leading sugar cane aphid resistance!

### Key Features



Rating: 1 = best / 10 = poorest

### Plant Description

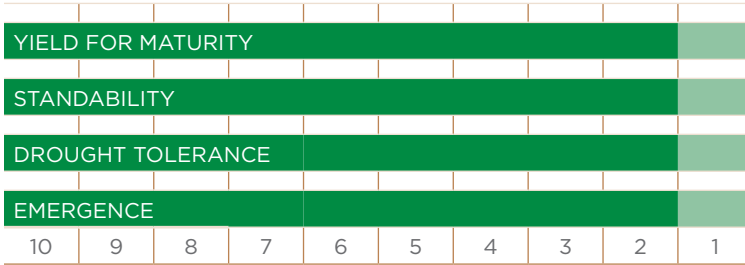
|                 |           |
|-----------------|-----------|
| RELATIVE HEIGHT | 46"       |
| HEAD TYPE       | SEMI-OPEN |
| GRAIN COLOR     | WHITE     |
| AVG SEEDS/POUND | 13,500    |



## HG44-R

**HG44-R** is a medium maturing, shorter type, red colored grain hybrid. HG44-R has a wide area of adaption with excellent yield history across the high plains. HG44-R has excellent plant uniformity and standability. HG44-R finishes strong and has quick drydown. This hybrid has a semi-open head and good drought tolerance.

### Key Features



Rating: 1 = best / 10 = poorest

### Plant Description

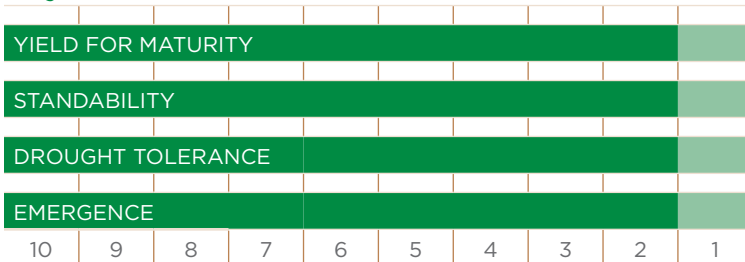
|                 |           |
|-----------------|-----------|
| RELATIVE HEIGHT | 38"       |
| HEAD TYPE       | SEMI-OPEN |
| GRAIN COLOR     | RED       |
| AVG SEEDS/POUND | 13,500    |



## HG45-C

**HG45-C** is new genetics in the medium maturity range producing high yields of cream colored grain. HG45-C is a medium height, very showy, semi-open headed variety with excellent drought tolerance, head exertion and standability. HG45-C has a large seed size and produces excellent test weight. Performs very well under minimum and no-till conditions. Plant when soil temperature reaches 60 degrees.

### Key Features



Rating: 1 = best / 10 = poorest

### Plant Description

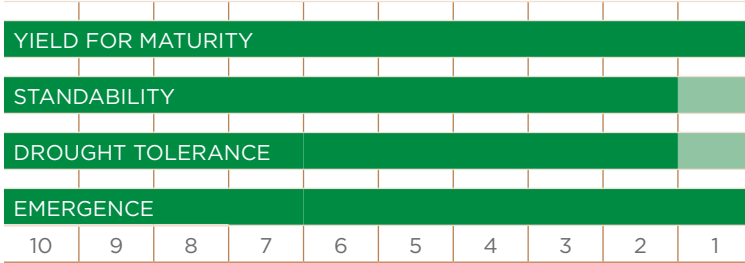
|                 |           |
|-----------------|-----------|
| RELATIVE HEIGHT | 46"       |
| HEAD TYPE       | SEMI-OPEN |
| GRAIN COLOR     | CREAM     |
| AVG SEEDS/POUND | 13,500    |



## HG48-B

**HG48-B** is a medium maturing bronze colored grain hybrid. HG48-B is adapted to multiple environments, supported by a strong agronomic package. This hybrid produces good, consistent yields over a wide range of conditions. HG48-B has better early growth in cooler soils than most hybrids. HG48-B is medium in height with very good uniformity and standability. HG48-B has above average head exertion and very good threshability, maximizing ease of harvest.

### Key Features



Rating: 1 = best / 10 = poorest

### Plant Description

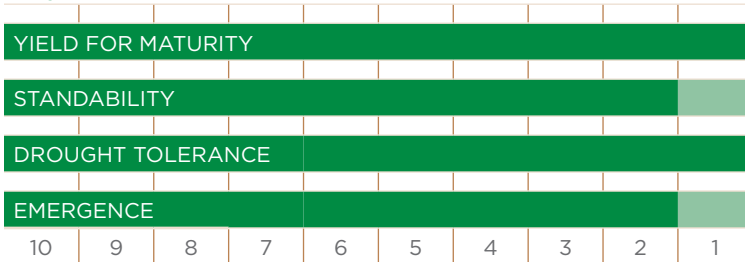
|                 |           |
|-----------------|-----------|
| RELATIVE HEIGHT | 44"-46"   |
| HEAD TYPE       | SEMI-OPEN |
| GRAIN COLOR     | BRONZE    |
| AVG SEEDS/POUND | 12,500    |



## HG49-C

**HG49-C** is a medium maturity, very showy cream colored hybrid with excellent adaptability in the Midwest. HG49-C has excellent standability, and high yield potential, also showing good drought tolerance. HG49-C also shows nice plant uniformity, and is overall a consistent durable hybrid; it is an excellent choice if you desire a tough medium cream hybrid with high yield potential.

### Key Features



Rating: 1 = best / 10 = poorest

### Plant Description

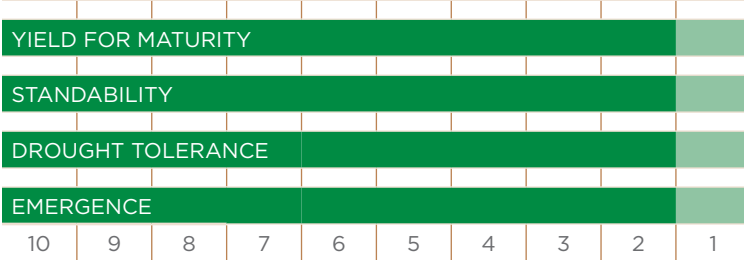
|                 |           |
|-----------------|-----------|
| RELATIVE HEIGHT | 48"       |
| HEAD TYPE       | SEMI-OPEN |
| GRAIN COLOR     | CREAM     |
| AVG SEEDS/POUND | 15,000    |



# HG52-B

**HG52-B** is a medium-full maturing bronze colored grain hybrid. HG52-B is well adapted to irrigation or favorable dryland production. HG52-B has excellent emergence and staygreen promoting a sturdy stalk and excellent late season standability. HG52-B is a medium tall hybrid with a semi-open head and very high yield potential. HG52-B offers tolerance to SCA.

## Key Features



Rating: 1 = best / 10 = poorest

## Plant Description

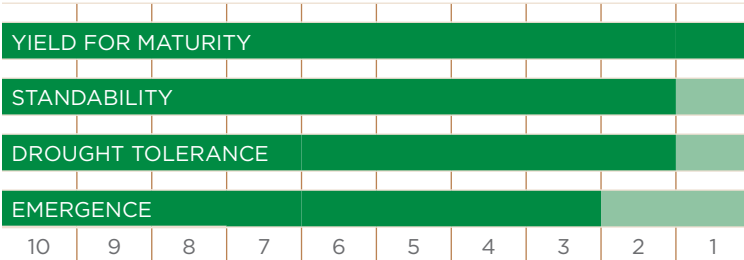
|                 |           |
|-----------------|-----------|
| RELATIVE HEIGHT | 46"-48"   |
| HEAD TYPE       | SEMI-OPEN |
| GRAIN COLOR     | BRONZE    |
| AVG SEEDS/POUND | 13,500    |



# HG53-B **NEW!**

**HG53-B** is a new, medium-full maturing grain sorghum release from Heartland Genetics. HG53-B has very good stock quality. It performs best under irrigation and favorable dryland conditions. It produces bronze-colored grain on a semi-open head type and shows excellent resistance to SCA making it a great choice. HG53-B is very uniform with excellent standability.

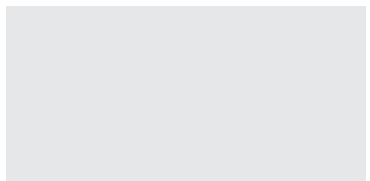
## Key Features



Rating: 1 = best / 10 = poorest

## Plant Description

|                 |           |
|-----------------|-----------|
| RELATIVE HEIGHT | 46"-48"   |
| HEAD TYPE       | SEMI-OPEN |
| GRAIN COLOR     | BRONZE    |
| AVG SEEDS/POUND | 13,500    |

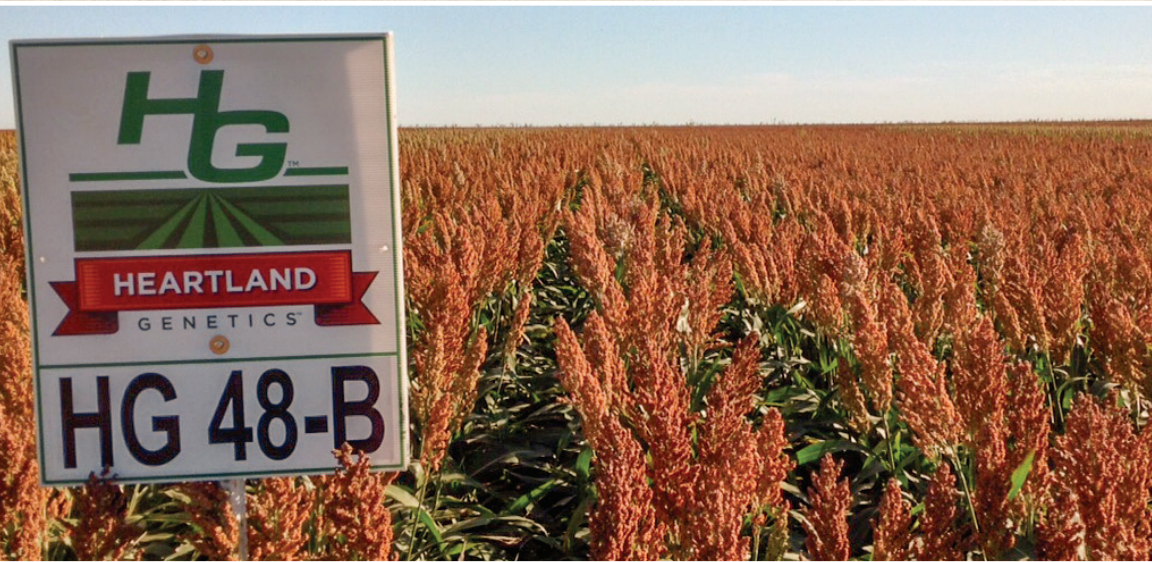


## POPULATION & SEEDS PER POUND

### PLANTING CHART

Seeds per pound vary with each different hybrid. Make sure to check your seed size, then use the chart below to calculate your seeding rate.

| SEED POPULATION SEEDS/LB | Plant Stand for Sorghum by Seed per Pound |        |        |        |        |        |
|--------------------------|---|--------|--------|--------|--------|--------|
|                          | 30,000                                    | 40,000 | 50,000 | 60,000 | 70,000 | 80,000 |
| 11,000                   | 2.7                                       | 3.8    | 4.6    | 5.5    | 6.4    | 7.3    |
| 11,500                   | 2.6                                       | 3.6    | 4.4    | 5.2    | 6.1    | 7.0    |
| 12,000                   | 2.5                                       | 3.3    | 4.2    | 5.0    | 5.8    | 6.7    |
| 12,500                   | 2.4                                       | 3.2    | 4.0    | 4.8    | 5.6    | 6.4    |
| 13,000                   | 2.3                                       | 3.1    | 3.9    | 4.6    | 5.4    | 6.2    |
| 13,500                   | 2.2                                       | 3.0    | 3.7    | 4.4    | 5.2    | 5.9    |
| 14,000                   | 2.1                                       | 2.8    | 3.6    | 4.3    | 5.0    | 5.7    |
| 14,500                   | 2.0                                       | 2.7    | 3.5    | 4.1    | 4.8    | 5.5    |
| 15,000                   | 2.0                                       | 2.6    | 3.4    | 4.0    | 4.7    | 5.3    |
| 15,500                   | 1.9                                       | 2.6    | 3.3    | 3.9    | 4.5    | 5.2    |
| 16,000                   | 1.9                                       | 2.5    | 3.2    | 3.8    | 4.4    | 5.0    |
| 16,500                   | 1.8                                       | 2.4    | 3.1    | 3.6    | 4.2    | 4.8    |
| 17,000                   | 1.7                                       | 2.3    | 3.0    | 3.5    | 4.1    | 4.7    |
| 17,500                   | 1.6                                       | 2.1    | 2.8    | 3.2    | 3.8    | 4.3    |
| 18,000                   | 1.5                                       | 2.0    | 2.7    | 3.1    | 3.6    | 4.1    |
| 18,500                   | 1.4                                       | 1.9    | 2.5    | 2.9    | 3.4    | 3.9    |
| 19,000                   | 1.4                                       | 1.7    | 2.4    | 2.8    | 3.2    | 3.7    |
| 19,500                   | 1.3                                       | 1.6    | 2.3    | 2.6    | 3.0    | 3.5    |
| 20,000                   | 1.2                                       | 1.5    | 2.1    | 2.4    | 2.9    | 3.2    |



*"If you are looking for a milo that will stand and have high yield, then Heartland Genetics is the milo you're looking for."*

*Scott Schertz · Page, KS*





## GRAIN SORGHUM CHARACTERISTICS

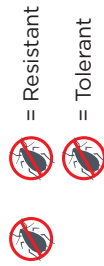


### Grain Sorghum

|                           | HG23-R  | HG35-W  | HG44-R  | HG45-C  | HG48-B  | HG49-C  | HG52-B  | HG53-B  |
|---------------------------|---------|---------|---------|---------|---------|---------|---------|---------|
| MATURITY                  | E       | ME      | M       | M       | M       | M       | ML      | ML      |
| GRAIN COLOR               | RED     | WHITE   | RED     | CREAM   | BRONZE  | CREAM   | BRONZE  | BRONZE  |
| APPROX. DAYS TO MID-BLOOM | 57      | 63      | 64      | 66      | 66      | 69      | 73      | 74      |
| APPROX. SEEDS PER LB.     | 12,500  | 15,000  | 13,500  | 13,500  | 12,500  | 15,000  | 13,500  | 13,500  |
| HEIGHT                    | 36"-40" | 36"-40" | 36"-38" | 44"-46" | 44"-46" | 46"-48" | 48"-50" | 46"-48" |
| DROUGHT TOLERANCE         | 2       | 2       | 2       | 2       | 2       | 1       | 2       | 2       |
| STANDABILITY              | 2       | 2       | 1       | 2       | 2       | 2       | 1       | 2       |
| HEAD EXERTION             | 2       | 2       | 2       | 2       | 1       | 2       | 2       | 2       |

Rating: 1 = best / 9 = poorest

#### SUGAR CANE APHID KEY

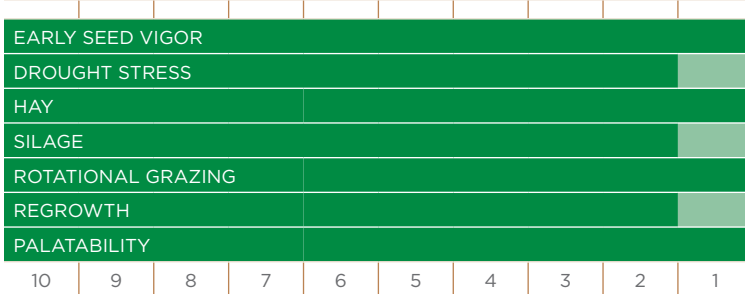


Ratings are based off of many field trials and university demonstrations.

## HG63-SS

**HG63-SS** is a new improved premium sorghum x sudangrass hybrid best suited for grazing or multiple hay cuttings. With a moderate seeding rate, the stems are fine and juicy. The leaves are highly nutritious promoting greater intake, improved digestibility and increased livestock performance. HG63-SS has exceptional heat and drought stress tolerance and very fast re-growth after cutting.

### Agronomic Traits



Rating: 1 = best / 10 = poorest

### Plant Traits

|                     |                 |
|---------------------|-----------------|
| MATURITY            | 70 DAYS TO BOOT |
| MID RIB TYPE        | JUICY           |
| APPROX. SEEDS/POUND | 18,000-21,000   |

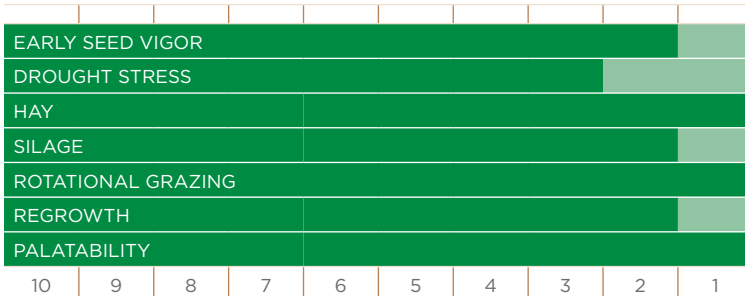
### Pounds/A

|         | DRYLAND    | IRRIGATED  |
|---------|------------|------------|
| ROWS    | 6-8 lbs.   | 35-50 lbs. |
| DRILLED | 20-35 lbs. | 35-50 lbs. |

## H-BMR66-SS

**H-BMR66-SS** is a sorghum x sudangrass hybrid with the brown mid rib gene. H-BMR66-SS has exceptional palatability and has shown marked reduction of Lignin content in the plant. This sorghum x sudan is well suited for grazing or multiple hay cuttings and offers the best quality, sweetness and tonnage of all of our sorghum x sudan types.

### Agronomic Traits



Rating: 1 = best / 10 = poorest

### Plant Traits

|                     |               |
|---------------------|---------------|
| MATURITY            | 70-75 DAYS    |
| MID RIB TYPE        | BROWN         |
| APPROX. SEEDS/POUND | 16,000-18,000 |

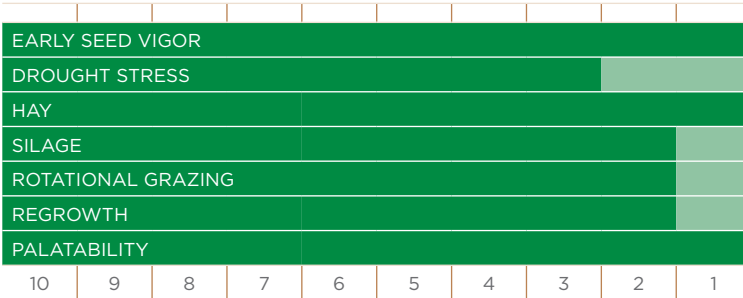
### Pounds/A

|         | DRYLAND    | IRRIGATED  |
|---------|------------|------------|
| ROWS    | 6-8 lbs.   | 35-50 lbs. |
| DRILLED | 20-35 lbs. | 35-50 lbs. |

## H-BMR PHOTO SWEET 69-SS **NEW!**

**H-BMR PHOTO SWEET 69-SS** is a photoperiod sensitive sorghum x sudangrass hybrid. Photoperiod sensitive means it will grow all season before it heads out. Photo Sweet 69-SS has improved drought tolerance and increased tonnage. We recommend harvesting for hay at 45" to 50" in height, usually around 70 days after planting, however since it is a photoperiod sensitive, Photo Sweet 69-SS can be left to grow up to 10 feet in height and then chopped and ensiled. Since Photo Sweet 69-SS is also a brown mid rib, it has reduced Lignin, which increases the digestibility and utilization.

### Agronomic Traits



Rating: 1 = best / 10 = poorest

### Plant Traits

|                     |               |
|---------------------|---------------|
| MATURITY            | 70-75 DAYS    |
| MID RIB TYPE        | BROWN         |
| APPROX. SEEDS/POUND | 16,000-18,000 |

### Pounds/A

|         | DRYLAND    | IRRIGATED  |
|---------|------------|------------|
| ROWS    | 6-8 lbs.   | 35-50 lbs. |
| DRILLED | 20-35 lbs. | 35-50 lbs. |

## HG71-HF

**HG71-HF** is a sweet stalked, male sterile, medium maturity hybrid with a high yield track record. This hybrid is best suited for hay production or silage. HG71-HF adapts well in most soils and growing conditions and will average 8-10' in height. This hybrid should be cut in the late boot stage for the highest quality and tonnage.

### Agronomic Traits



Rating: 1 = best / 10 = poorest

### Plant Traits

|                     |        |
|---------------------|--------|
| MATURITY            | MEDIUM |
| MID RIB TYPE        | CLOUDY |
| APPROX. SEEDS/POUND | 19,000 |
| STALK               | JUICY  |

### Pounds/A

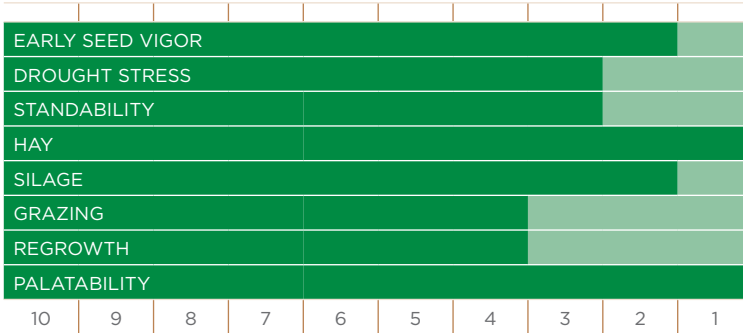
|         | DRYLAND    | IRRIGATED |
|---------|------------|-----------|
| ROWS    | 6-8 lbs.   | 8 lbs.    |
| DRILLED | 20-25 lbs. | 25 lbs.   |

## H-BMR73-HF

**H-BMR73-HF** is a medium early maturity, male sterile, brown mid rib hybrid forage used for hay or early silage production. The BMR trait keeps the Lignin levels low, creating better feed values due to increased digestibility. H-BMR73-HF will produce the highest quality with excellent tonnage for your livestock operation.



### Agronomic Traits



Rating: 1 = best / 10 = poorest

### Plant Traits

|                     |            |
|---------------------|------------|
| MATURITY            | 85-90 DAYS |
| MID RIB TYPE        | BROWN      |
| APPROX. SEEDS/POUND | 16,000     |

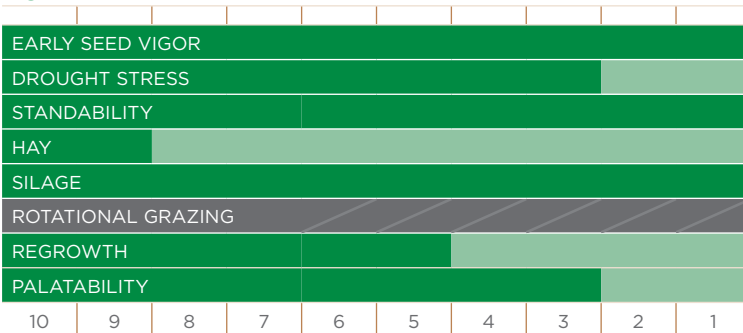
### Pounds/A

|         | DRYLAND    | IRRIGATED |
|---------|------------|-----------|
| ROWS    | 6-8 lbs.   | 10 lbs.   |
| DRILLED | 20-25 lbs. | 25 lbs.   |

## HG82-HF

**HG82-HF** is a traditional, medium maturity hybrid forage sorghum typically used for silage production. HG82-HF has tremendous drought tolerance and yield potential with excellent nutritional value. This hybrid has a shorter plant structure for good standability and will range from 6' to 7' in height. HG82-HF will produce a red grain head with high grain yields increasing overall silage quality, and has shown good tolerance to SCA.

### Agronomic Traits



Rating: 1 = best / 10 = poorest

Not recommended

### Plant Traits

|                     |                        |
|---------------------|------------------------|
| MATURITY            | 100 DAYS TO SOFT DOUGH |
| MID RIB TYPE        | STANDARD NON-BMR       |
| APPROX. SEEDS/POUND | 14,000-16,000          |

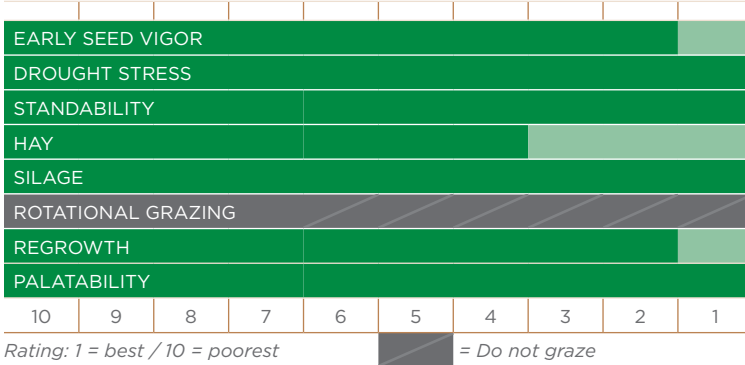
### Pounds/A

|         | DRYLAND  | IRRIGATED  |
|---------|----------|------------|
| ROWS    | 6-8 lbs. | 10-15 lbs. |
| DRILLED | 8-9 lbs. | 12-17 lbs. |

## H-BMR85-HF

**H-BMR85-HF** is the newest generation of BMR quality. H-BMR85-HF is a medium maturing hybrid forage sorghum used for silage production featuring the Brachytic dwarf characteristic. This trait reduces internode length, producing a very compact leafy forage sorghum. It will yield with taller sorghums but has the standability of shorter non BMR hybrids and will produce significantly lower stem Lignin concentrations creating much higher feed values. H-BMR85-HF will produce high yields, excellent quality silage with superior standability.

### Agronomic Traits



### Plant Traits

|                     |                        |
|---------------------|------------------------|
| MATURITY            | 105 DAYS TO SOFT DOUGH |
| MID RIB TYPE        | BROWN                  |
| APPROX. SEEDS/POUND | 16,000                 |

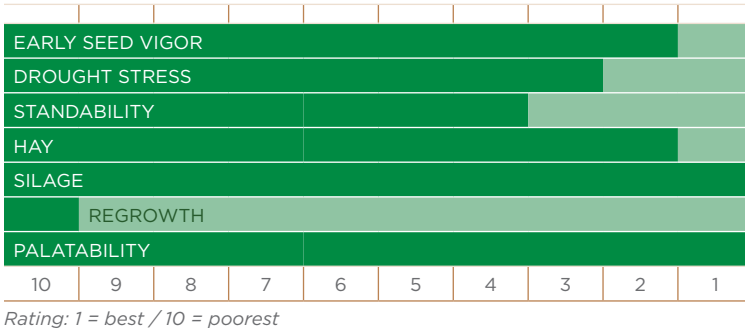
### Pounds/A

|         | DRYLAND  | IRRIGATED |
|---------|----------|-----------|
| ROWS    | 5-8 lbs. | 8-10 lbs. |
| DRILLED | 6-8 lbs. | 8-10 lbs. |

## HG-96-HF

**HG-96-HF** is a late maturing, tall hybrid forage sorghum used for silage production with high tonnage potential. Due to the high sugar content, stalks are very sweet and juicy. Plant height reaches 10-12'. HG-96-HF is for the producer seeking a full season, tall hybrid for maximum tonnage and good overall silage quality.

### Agronomic Traits



### Plant Traits

|                     |        |
|---------------------|--------|
| MATURITY            | FULL   |
| STALK               | JUICY  |
| APPROX. SEEDS/POUND | 14,500 |

### Pounds/A

|         | DRYLAND    | IRRIGATED  |
|---------|------------|------------|
| ROWS    | 6-8 lbs.   | 8-10 lbs.  |
| DRILLED | 10-15 lbs. | 20-25 lbs. |

***"I planted HG96-HF silage on dryland. It stood well and had a good grain head, producing high quality silage. Tonnage weighed in at 27 tons per acre. I was very happy with HG96-HF!"***

*Rod Cameron · Osborne, KS*



©2018 Heartland Genetics. All rights reserved. Heartland Genetics and the design logo are registered trademarks of Heartland Genetics.

Heartland Genetics warrants that its seed conforms to the label description, as required by federal and state seed laws. WE MAKE NO OTHER WARRANTIES, EXPRESSED OR IMPLIED, OF MERCHANTABILITY FOR A PARTICULAR PURPOSE, OR OTHERWISE. For more information, please read the back of the Heartland Genetics seed bag or visit [www.HeartlandGeneticsLLC.com](http://www.HeartlandGeneticsLLC.com).

## FORAGE CHARACTERISTICS

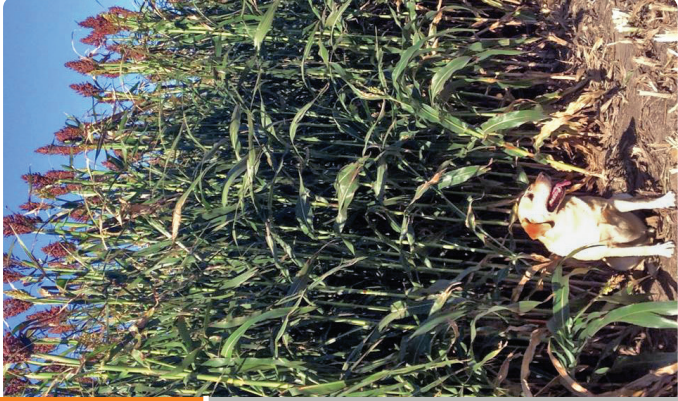
### Forages

|                       | HG63-SS    | H-BMR66-SS | H-BMR69-SS | HG71-HF  | H-BMR73-HF | HG82-HF   | H-BMR85-HF | HG96-HF |
|-----------------------|------------|------------|------------|----------|------------|-----------|------------|---------|
| TYPE                  | SS         | SS         | PHOTO SXS  | HF       | HF         | HF        | HF         | HF      |
| MATURITY              | M          | M          | L          | M        | M          | M         | M          | FULL    |
| HEIGHT                | NR         | NR         | NR         | 8-10'    | 8-10'      | 6-7'      | 6-7'       | 10-12'  |
| STANDABILITY          | 1          | 1          | 2          | 2        | 2          | 2         | 2          | 4       |
| MALE STERILE          | No         | No         | No         | Yes      | Yes        | No        | No         | No      |
| GRAIN TO STOVER RATIO | NR         | NR         | NR         | NR       | None       | High      | Med        | Med     |
| SEEDS PER LB.         | 20,000     | 17,500     | 15,000     | 19,000   | 16,000     | 14-16,000 | 16,000     | 14,500  |
| HAYING IN ROWS        | NR         | NR         | NR         | 6-8 lbs. | 6-8 lbs.   | 6-8 lbs.  | 6-8 lbs.   | NR      |
| HAYING DRILLED        | 25-40 lbs. | 25-40 lbs. | 25-40 lbs. | 25 lbs.  | 20-25 lbs. | 8-9 lbs.  | 8 lbs.     | NR      |
| GRAZING               | 25-40 lbs. | 25-40 lbs. | 25-40 lbs. | NR       | NR         | NR        | NR         | NR      |
| SILAGE                | NR         | —          | 6-8 lbs.   | 6-8 lbs. | 6-8 lbs.   | 6-8 lbs.  | 6 lbs.     | 8 lbs.  |

Rating: 1 = best / 9 = poorest



1853 Howard Lane  
Beloit, KS 67420



**HIGH QUALITY  
HYBRID GRAIN  
SORGHUM &  
FORAGE VARIETIES**

**Give us a  
call today or  
visit us online!**

Phone: **785-738-5134**

Toll Free: **1-800-705-4416**

[www.HeartlandGeneticsLLC.com](http://www.HeartlandGeneticsLLC.com)