



Oats – Yield Enhancement Network

Oats -YEN: Innovating for better crop yields

- The YEN exists to foster and energise a new culture of yield enhancement, understanding & innovation. An industry initiative supported by corporate sponsors, YEN is open to all
- There are 3 main parts of the YEN:
 - **Yield competition:** absolute & percentage of potential yield
 - **Analysis:** Understand yield drivers & constraints
 - **Networking:** idea sharing & conference
- A successful family of YENs has been developed with new additions responding to industry need (www.yen.adas.co.uk)



Why an Oats YEN?

Although Oats crops can be entered into Cereal YEN, very few are. As Oats growing becomes more popular, farmers are crying out for better understanding of the factors that could help improve their Oats production. The data analysis and benchmarking opportunities fuelled by an Oats YEN, using Oat-specific benchmarks, can do this.

What you get

- Access to the Cereal YEN **member network**, the **database** and a position on the **steering group**
- Access to **new research, industry & farmer contacts** to develop innovative ideas
- Calculation of your entrant's **yield potential** based on resource capture, weather & soil data
- **Post-harvest report** with analysis of the crop, causes of yield shortfalls & consideration of quality (specific weight and screenings)
- Attendance at an annual **Yield Conference** & profile in **national press** articles
- **Awards** for highest yields & % of potential yield

How much does it cost?

- Corporate sponsorship is £6,150 +VAT for the 2021 competition
- Corporate members can enter 5 farmers into the yield competition for free, with additional entrants at £250 +VAT each
- Individual farmers or researchers can enter a field or plot for £250 +VAT
- Third party sponsors can enter a field or plot for £400 +VAT

Any questions or want to know more?
Email Sarah.Clarke@adas.co.uk or call **07890 532581**

