



the HAYMAKER

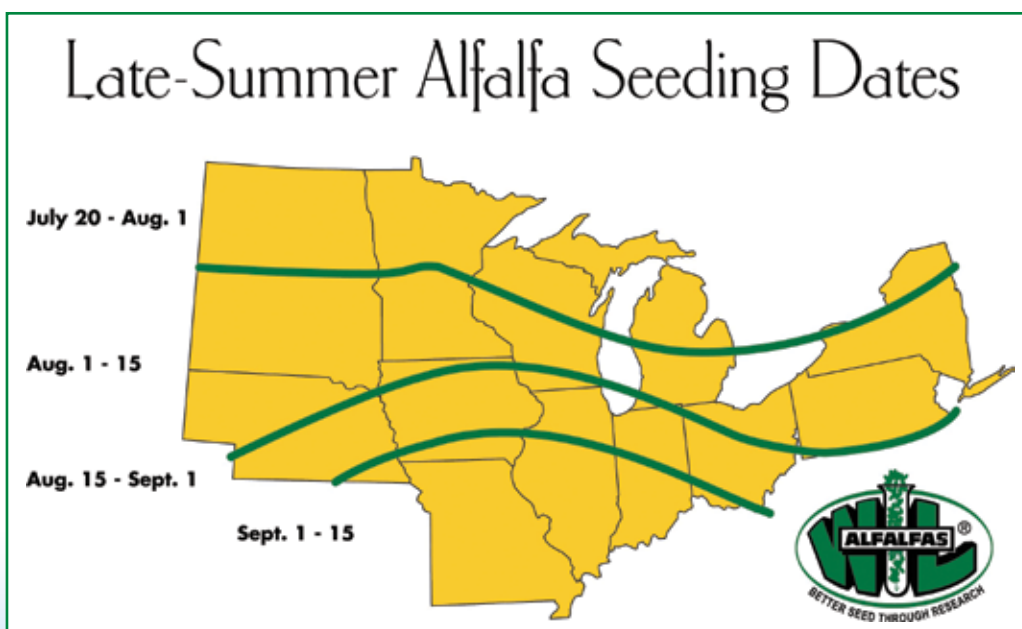
PROGRESS IN ALFALFA RESEARCH AND MANAGEMENT

Profit From Late-Summer Seeding

Spring 2011 alfalfa seedings in the Midwest and Northeast finished up on the low end of early acreage predictions. Cool, wet conditions through early to mid-spring created challenges for row crop and forage seedings alike, and strong commodity prices moved some spring-seeded acres away from forages and to row crops. However, hay prices, especially for dairy quality hay, remain strong, and milk prices have firmed up considerably. Overall, these positive developments represent an opportunity for growers to establish new alfalfa acres late summer/early fall to take advantage of improving market fundamentals.

Late-summer seeding of alfalfa is an excellent option for producers in the Midwest and Northeast who wish to avoid the establishment-year yield penalties (and weed issues) often associated with spring-seeded alfalfa. Successful late-summer seedings must be made in a timely fashion, at least six weeks before your first hard frost; eight weeks is better (see

map with recommended last-summer seeding dates by region). Your goal is at least 6-8" of growth on the new alfalfa seeding before the first killing frost. The payoff from timely late-summer seedings is stronger seedling establishment, higher yields, and greater profitability for the life of the stand. ■



Where Are The Weeds?

Pat Klingler, Wilbur-Ellis Company, stands in a 120-acre field of WL 454HQ.RR planted near Lodi, CA on March 15, 2011. This field of Genuity® Roundup Ready® WL 454HQ.RR was sprayed with Roundup® herbicide on April 22, and this photo was taken on May 10. As you can see, weed pressure on this new seeding is minimal, and the growers, Joe and

Diego Olagaray, can't wait to begin harvesting and selling hay off this beautiful, weed-free stand of WL 454HQ.RR. ■



Providing Elite Alfalfa Genetics to the Organic Hay Industry

W-L Research is committed to providing seed of elite, high performance alfalfa varieties with extraordinary disease and insect resistance for the organic hay grower—a growing and profitable industry that we are proud to be a part of. For several years, W-L has sold elite alfalfa seed varieties to the certified organic hay market under our new brand, Waterman-Loomis Organics. All seed sold in the Waterman-Loomis Organics bag is organically produced seed of W-L elite varieties. Our organic alfalfa seed production has been sourced from Canada, and supplies have been limited. Based on growing demand for elite alfalfa seed varieties for organic producers, Waterman-Loomis Organics has expanded its product line to include conventionally produced seed lots of elite W-L varieties that have been tested to show no detectable presence of seed containing GE (genetically engineered) traits. All seed sold under this brand is either raw or treated only with OMRI-approved Nitrogen Gold inoculant. Organic alfalfa hay growers that plant Waterman-Loomis Organics seed can certify the alfalfa hay as organic, assuming all other organic requirements are met.

W-L Research uses a third-party independent laboratory to test for presence of GE traits in all commercial seed sold under the Waterman-Loomis Organics brand. From this testing of five replicate seed sample of 600 seeds each, we can verify “Non-Detect” for GE traits. The Non-Detect industry standard states (with 95% confidence) that adventitious presence



of a GE trait is less than 0.10%. Through careful stewardship from seed production through seed conditioning and finally GE-testing, Waterman-Loomis Organics can meet or exceed current organic alfalfa seed requirements and thus ensure that organic hay growers have access to the best “approved” alfalfas available. ■

Win the World Forage Superbowl with W-L Alfalfa!

The World Forage Analysis Superbowl is held every fall in conjunction with World Dairy Expo in Madison, WI (this year October 4-8, 2011). Over the past 15 years, W-L Research has provided cash awards to winning hay producers and dairy farmers who have won with W-L alfalfa varieties. If a grower/farmer wins this year's 28th Annual World Forage Analysis Superbowl with a W-L alfalfa variety, the following cash prizes will be awarded:

Grand Champion Win - \$1,500 cash to winning grower

Division Win (Dairy Hay, Commercial Hay, Dairy Haylage, Commercial Baleage) - \$1,000 cash to winning grower

Salesperson working with winning grower - \$1,000 cash to salesperson

In addition to W-L's ongoing cash awards program, the Forage Superbowl organizers have announced that category winners will receive cash prizes totaling over \$22,000! W-L is also proud to sponsor the Champion Commercial Baleage category at this year's contest.

Samples for the 2011 Forage Superbowl must be submitted by September 7, 2011. Entry forms and instructions are available at www.foragesuperbowl.org or by contacting W-L Research at info@wlresearch.com. ■



Based on the decision of the U.S. Department of Agriculture (USDA) on January 27, 2011, Genuity® Roundup Ready® Alfalfa seed is available for sale and distribution by authorized Seed Companies or their dealers for use in the United States only. This seed may not be planted outside of the United States or for the production of seed or sprouts.

Monsanto Company is a member of Excellence Through Stewardship® (ETS). Monsanto products are commercialized in accordance with ETS Product Launch Stewardship Guidance, and in compliance with Monsanto's Policy for Commercialization of Biotechnology-Derived Plant Products in Commodity Crops. This product has been approved for import into key export markets with functioning regulatory systems. Any crop or material produced from this product can only be exported to, or used, processed or sold in countries where all necessary regulatory approvals have been granted. **Do not export Genuity® Roundup Ready® alfalfa seed or crop, including hay or hay products, to China pending import approval.** It is a violation of national and international law to move material containing biotech traits across boundaries into nations where import is not permitted. Growers should talk to their grain handler or product purchaser to confirm their buying position for this product. Excellence Through Stewardship® is a registered trademark of Biotechnology Industry Organization.

ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Roundup Ready® crops contain genes that confer tolerance to glyphosate, the active ingredient in Roundup® brand agricultural herbicides. Roundup® brand agricultural herbicides will kill crops that are not tolerant to glyphosate. Genuity and Design®, Genuity Icons, Genuity®, Roundup Ready®, and Roundup® are trademarks of Monsanto Technology LLC. ©2011 Monsanto Company.