

World Dairy Expo
Forage Analysis Superbowl
Seminar Series

Madison Wisconsin

October 4, 2003

Paul Meyer

*The Future
Ain't Like It
Used to Be*

Yogi Berra























Using Forage Test Results

- Variety Selection

Using Forage Test Results

- Harvest Management

ALFALFA HAY VALUE

- Crude Protein 18.4 %
- TDN 64.1 %
- RFV Index 130.2

- Alfalfa Value \$ 81.68
- RFV Value \$106.35
- Protein Bonus \$ 1.40
- Dairy Value \$107.75

Based on \$2.00 /Bu. Corn & \$170/Ton SBM

Baled at 4:00 P.M.

ALFALFA HAY VALUE

• Crude Protein	20.8 %
• TDN	68.5 %
• RFV Index	154.5
• Alfalfa Value	\$ 90.20
• RFV Value	\$139.36
• Protein Bonus	\$ 9.80
• Dairy Value	\$149.16

Based on \$2.00 /Bu. Corn & \$170/Ton SBM

Baled at 7:00 P.M.

ALFALFA HAY VALUE

• Crude Protein	23.4 %
• TDN	68.9 %
• RFV Index	165.3
• Alfalfa Value	\$ 97.07
• RFV Value	\$160.46
• Protein Bonus	\$ 18.90
• Dairy Value	\$179.36

Based on \$2.00 /Bu. Corn & \$170/Ton SBM

Baled at 9:00 P.M.

ALFALFA QUALITY BONUS Program

- BONUS VALUES

Moisture

1.25% of Base Price Per Point + or- Base

Crude Protein

4% of Base Price Per Point + or - Base

RFV

.25 Per Point + or - Base

Using Forage Test Results

- Inventory and Marketing

ALFALFA QUALITY BONUS Program

- Negotiated Base Numbers

Price	\$60.00 Per Ton
Moisture	17.0 %
Crude Protein	17.0 %
RFV	125 (175Maximum)

ALFALFA QUALITY BONUS CALCULATIONS

• Base Price	70.00	Actual Sample
• Moisture	17.0%	15.0%
• Crude Protein	17.0%	18.0%
• RFV	130.0	141.0
• Moisture Bonus	1.50	
• Protein Bonus	2.40	
• RFV Bonus	4.00	
• Total Bonus	7.90	

ALFALFA QUALITY BONUS CALCULATIONS

• Base Price	\$ 60.00	Actual Sample
• Moisture	17.0%	18.0%
• Crude Protein	17.0%	16.0%
• RFV	125.0	120.0
• Moisture Deduction	.75	
• Protein Deduction	2.40	
• RFV Deduction	1.25	
• Total Bonus	4.40	

SUMMARY

- Start a Forage Sampling Program
- Establish Laboratory Relationship
- Use Analysis Results

Nebraska Alfalfa Marketing Association



HISTORY

- **Organizational meetings fall of 1985**
- **Formed January 9,1986**
- **Started with six members**

ORGANIZATION

- **Statewide**
- **501 C – 6 Non-Profit**
- **9 Member board of directors**
 - 5 elected by district and 4 at-large**
 - Fulltime Executive Secretary**

Methods of Assisting Members in Obtaining Potential Customers:

- Advertising & Promotional Campaigns
- Trade Shows
- Inventory Listings
- Website

2. Trade Shows

- National Farm Machinery Show in Louisville, Kentucky
- World Dairy Expo in Madison, Wisconsin
- Keystone Farm Show in York, Pennsylvania
- Fort Wayne Farm Show in Fort Wayne, Indiana
- Husker Harvest Days in Grand Island, Nebraska
- Colorado Farm Show in Greeley, Colorado
- Farm Science Review in New London, Ohio
- Farm Progress Hay Expo in Iowa
- Texas Dairy Days in East Texas



Nebraska Alfalfa Marketing Association

Independent Alfalfa Producers

- Direct access to independent producers and their alfalfa.
- NOT a brokerage, no commission fee.
- All inventories tested.
- All qualities available.
- Easy, timely delivery.





Nebraska Alfalfa Marketing Association

Independent Alfalfa Producers

- Direct access to Nebraska producers and their alfalfa.
- NOT a brokerage, so there's no fee.
- All inventories tested and graded.
- All qualities available, in all bale sizes.
- Easy, timely delivery to your door year-round.



4. Website

www.nebraska-alfalfa.com

- 19,456 hits from 2/1/02 – 1/31/03
 - 1,621.33 hits per month
 - 53.3 hits per day
- 71 of 154 members have listed 2002 crops
 - 46% of the membership

3. Inventory Listings

- Faxed
- Mailed
- Referrals given over the phone

Educational Forums

- N.A.M.A.'s Mid-America Alfalfa Expo
- General Membership/Informational Meetings

1. Advertising & Promotional Campaigns

- “Drop-in” ad campaigns in weather markets
- Distribute membership directories to extension/university educators, feed salesmen, nutritionists & various people directly linked to potential customers
- Publish & distribute Newsletters to 5,700 dairies across the United States

Sharing of Information

- Monthly Newsletter
 - Price Reporting
 - Association News
 - Industry News
- Periodic e-mail alerts
 - Insect Infestations
 - Orphan Grain Train
 - Nebraska Drought Related Information
- 800-743-1649

*Learn From The Mistakes
Of Others Because You'll
Never Live Long Enough
To Make Them All
Yourself*