



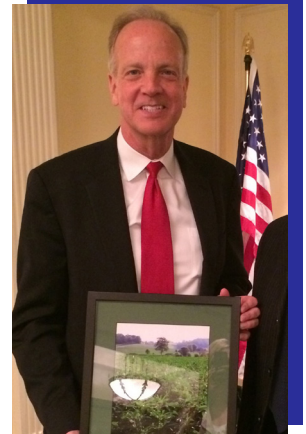
NAFA - Year in Review

National Alfalfa & Forage Alliance 2013-2014 Annual Report

Moran Earns NAFA's Top Honor

For his efforts in securing valuable research funding for the Alfalfa Forage Research Program (AFRP) and in bringing recognition to the need for an improved alfalfa insurance program, as well as for his dedication to the nation's alfalfa and alfalfa forage systems producers, Senator Jerry Moran (R-KS) was awarded NAFA's inaugural Outstanding Service Award which recognizes and rewards significant contributions to the industry.

Senator Moran was presented with the award during his visit as the featured guest at NAFA's D.C. Fly-In during which he discussed the importance of alfalfa to the nation's beef and dairy producers and his continued commitment to AFRP research funding.



Senator Jerry Moran (R-KS)

NAFA Holds 4th Annual D.C. Fly-In

For the fourth year in a row, NAFA members traveled to Washington, D.C., to meet with lawmakers to discuss issues related to alfalfa and alfalfa forage systems. NAFA met with staff of House and Senate Ag Committee members, House and Senate Ag Appropriations Committee members; EPA; the U.S. Trade Representative for Ag Affairs; USDA's Risk Management Agency; National Ag Statistics Service; Research, Education, & Economics Office; and Agricultural Research Service.

In total, NAFA representatives attended more than 100 meetings scheduled over the course of the 4-day event to promote NAFA objectives, educate Congressional members on the issues important to the alfalfa industry, and continue to build awareness and recognition of the nation's 3rd most valuable crop.

In meetings with staff of House and Senate Ag Committee members, NAFA members focused on the lack of an adequate safety net for alfalfa producers and the need for a crop insurance program which gives producers the option of insuring themselves against losses in revenue and/or quality. In both the Senate and House versions of the Farm Bill, program crops continue to maintain protection under the newly created "shallow loss" programs (Agriculture Risk Coverage in the Senate version and Price Loss Coverage and Revenue Loss Coverage in the House version). However, none of these programs cover alfalfa, making the need for adequate crop insurance products more critical.



Senator Patty Murray (D-WA) with
NAFA Director Mark Wagoner.

NAFA members also met with staff of both the House and Senate Ag Appropriations Committees addressing the need for parity with other major crops through public research conducted by both the Agricultural Research Service (ARS) and land grant universities through the National Institute of Food & Agriculture (NIFA).

In addition to Congressional meetings, NAFA met with: 1) Environmental Protection Agency to maintain communication about crop protection tools for the alfalfa seed industry; 2) the U.S. Trade Representative for Ag Affairs regarding low level presence tolerance issues and asynchronous regulatory approval of new traits in key export markets; 3) USDA's Risk Management Agency to discuss the creation of new and/or improved crop insurance options for alfalfa producers; 4) USDA's National Ag Statistics Service to talk about how to improve alfalfa yield statistics; 5) USDA's Research, Education, & Economics Office and Agricultural

Research Service to discuss how best to use limited alfalfa research funding to keep alfalfa competitive with other cropping choices.

The 4th annual "Alfalfa on the Hill: Bluegrass Style" reception was a highlight of the event as Congressional members and their staff joined NAFA members to visit informally about industry issues. The reception featured an alfalfa-intensive 'grazing' menu including lamb chops, mini cheeseburgers, beef nega maki, assorted cheeses, vegetables with alfalfa sprout dip, and ice cream bars.

NAFA Summer Board Meeting Held in Boise, ID

The National Alfalfa & Forage Alliance board of directors met in downtown Boise, ID, for its annual summer board meeting. In conjunction with the June 25-26 meeting, board members were also treated to a guided tour of one of its member facilities - Summit Seed Coatings.

Special guest Tom Bewick, National Program Leader of the Division of Plant Systems Production at USDA's National Institute of Food and Agriculture (NIFA), joined the NAFA board to discuss the implementation of the newly funded Alfalfa Forage Research Program (AFRP). Bewick is responsible for the program's administration.

NAFA meeting sponsors included Alforex Seeds; DuPont Pioneer; Forage Genetics International; Monsanto; and Summit Seed Coatings. J.R. Simplot generously offered the use of its facilities and served as host for NAFA's 2014 summer board meeting.

NAFA BOARD OF DIRECTORS

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Dan Putnam - Ex Officio
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Ray Smith - Ex Officio
University of Kentucky

Dan Undersander - Ex Officio
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Doug Walsh - Ex Officio
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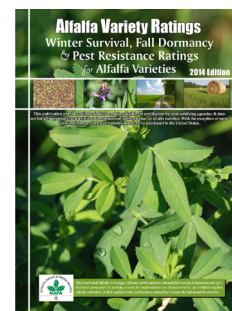
MISSION STATEMENT

To ensure the ability of all segments of the alfalfa and forage industry to compete effectively and profitably, domestically and abroad. The objective of NAFA is to be a forum for consensus building among the various stakeholders and to be an effective advocate on behalf of the alfalfa and forage industry.

EDUCATION

2014 Variety Leaflet

NAFA's 2014 "Alfalfa Variety Ratings Winter Survival, Fall Dormancy & Pest Resistance Ratings for Alfalfa Varieties" was published in the November issue of Hay & Forage Grower. Referred to as the Variety Leaflet, it gives marketers the opportunity to list alfalfa varieties approved by the National Alfalfa Variety Review Board. The leaflet is a valuable resource for producers looking for information on the varieties which may perform well in their region. The 2014 leaflet contained information on 213 alfalfa varieties from 23 companies. The leaflet is available for purchase or download on the NAFA website at www.alfalfa.org.



NAFA's 2013 Alfalfa Intensive Training Seminar (AITS) – Denver, CO

NAFA's Alfalfa Intensive Training Seminar (AITS) is one of the most successful programs available for training industry professionals about alfalfa growth and management. The 2013 AITS was held in Denver, CO, November 19-21, 2013. AITS features the latest information with regard to genetics, varieties, seed production, growth and development, soils, fertility, management, and a host of other topics intended to give participants the knowledge they need to make the most of their alfalfa investment. The 2013 seminar featured nationally recognized speakers: Garry Lacefield, University of Kentucky; Dan Undersander, University of Wisconsin; Randy Shaver, University of Wisconsin; Marvin Hall, Penn State University; and Neal Martin, U.S. Dairy Forage Research Center.

POLICY INITIATIVES

CROP INSURANCE

McConnell Includes Alfalfa Crop Insurance Language in Farm Bill's Manager's Report

Senator Mitch McConnell (R-KY) showed his support for alfalfa by inserting language in the Manager's Report of the 2014 Farm Bill. The language inserted appeared as follows:

"The Managers recognize alfalfa to be an important domestic forage crop valued for nitrogen fixation, soil conservation, crop rotation, and as a natural habitat. The Managers view alfalfa as having great potential for the national cash hay market and as an affordable means of supporting the forage and intensive grazing needs of the horse, cattle, and dairy sectors. However, from 2002 through 2011, alfalfa acreage has declined 15.7 percent, and in 2012 alone acreage declined an additional 10 percent. The Managers stress the importance of an alfalfa crop insurance policy to ensure that producers have the risk management protection that they need to produce this important crop. The Managers urge the Secretary to include information regarding regional differences in cultivation in the alfalfa crop insurance study."

Beginning Stages of a New Safety Net

As directed by the 2014 Farm Bill, RMA selected Agralytica to serve as the contractor in the effort to obtain analysis and information to aid in the development of either a new or improved insurance policy to better meet the risk management needs of alfalfa producers.

Agralytica, based in Alexandria, VA, is a leader for issues that challenge organizations serving the global agri-food system. Agralytica operates globally and provides strategic marketing, business, economic, and policy consulting services. It has been actively involved in the review of the viability of risk management methods and has completed major studies of crop insurance on behalf of USDA's Risk Management Agency including developing new risk management and insurance products and evaluating existing ones.

Agralytica will identify issues related to providing improved coverage for alfalfa producers which may encompass some type of quality/revenue coverage. They will produce a Data Gathering Report identifying issues related to insuring alfalfa and alfalfa-grass mixtures for quality/revenue, outlining potential modifications to the current program, and recommending possible new insurance programs. This Data Gathering Task order is to be utilized in the actual development of a new plan of insurance or modifications to the current program. Beth Nelson, NAFA President, met with Agralytica prior to beginning its work on this project to help determine where and when a series of listening sessions should be held allowing for producer input.

Forage Seed Insurance Pilot Program to Become Permanent Policy

USDA's Risk Management Agency (RMA) announced the forage (alfalfa) seed insurance policy offered through the federal crop insurance program will be converted to a permanent policy for the 2015 crop year. This action follows a successful effort by the National Alfalfa & Forage Alliance in which it urged RMA to allow written agreements during the program's pilot phase (previously prohibited), as well as to transition the program from a pilot phase to permanent status.

The Federal Crop Insurance Corporation Board of Directors approved the conversion and extended the policy's available coverage through the written agreement process. The forage seed insurance policy was introduced in 2002 as a pilot program by RMA to provide insurance coverage to alfalfa seed farmers who grew seed for forage crops.

Nationally, the pilot program covered 27,700 acres and \$27.9 million in liability in 2013. The permanent program will be available for the 2015 crop year.

Producers are encouraged to visit with their crop insurance agent to learn more about the forage seed insurance policy. They may be eligible for coverage on acreage used for producing hybrid alfalfa seed in designated counties; and they may be eligible for coverage under a written agreement if coverage is not generally available in their county.

Federal crop insurance program policies are sold and delivered solely through private crop insurance companies and agents. A list of crop insurance agents is available at all USDA service centers throughout the United States or on the RMA website at: www3.rma.usda.gov/tools/agents.

CROP PROTECTION TOOLS

EPA

NAFA continues to foster its relationship with Environmental Protection Agency (EPA) officials. NAFA, in an effort to enhance its facilitator role, established two internal committees, hay and seed, to monitor product re-registration and phase-out activities at EPA. Both seed producers and forage producers are encouraged to contact NAFA with a list of crop protection tools important to their operation; NAFA will add those products to its list of products to be monitored and supported. NAFA meets annually with EPA officials in conjunction with the D.C. Fly-In.

BIOTECHNOLOGY

NAFA Adds to List of Grower Opportunity Zones

Continuing to add to its list of approved Grower Opportunity Zones (GOZ), NAFA received and approved a request by alfalfa seed growers to designate Rosebud and Treasure Counties in Montana as a Genetically Enhanced (GE) GOZ.

Since the start of NAFA's Grower Opportunity Zone program, NAFA has approved the formation of 18 GOZs, 16 Genetically Enhanced (GE) GOZs and two Adventitious Presence Sensitive (APS) GOZs. Visit NAFA's GOZ webpage for a complete list of GOZs and their corresponding maps.

NAFA Supports Nonregulated Status for Low-Lignin Alfalfa

In June, NAFA submitted public comment to USDA in support of nonregulated status for low-lignin alfalfa. Consistent with its support to allow producers the freedom to choose products incorporating the latest technology available to help them become more efficient and profitable, NAFA supported a determination of nonregulated status of alfalfa which has been genetically engineered to express reduced levels of guaiacyl lignin. Although NAFA, as an organization, does not endorse or promote any brand specific products, NAFA supports the ability of farmers to choose and access new technologies that can improve agricultural productivity and efficiency. Reduced lignin alfalfa offers the promise of both.

RESEARCH

Success! ARS Hires Boggess as New U.S. Dairy Forage Research Center Director

NAFA's highest priority in terms of ARS was the appointment of a new Director for the U.S. Dairy Forage Research Center. NAFA worked with ARS in prioritizing this need. In May Dr. Mark Boggess was selected as the new Director. He has been with ARS since 2009 as a National Program Leader. Dr. Boggess earned a PhD in animal breeding from Iowa State University; an MS in animal breeding from Cornell University; and a BS in animal science from Iowa State.

Dr. Boggess replaces Neal Martin who directed the Center from 1999 to 2013. The Center is located in Madison, WI, with a research farm in Prairie du Sac and an Environmentally Integrated Dairy Management Research Unit in Marshfield. Eighteen scientists conduct research to improve forage utilization in dairy cattle diets and to reduce environmental impact of dairy farm systems.

2013-2014 MEMBERS/SPONSORS

DIAMOND

Alforex Seeds
CA Alfalfa Seed Prod. Research Board
DuPont Pioneer
Forage Genetics International
Monsanto

PLATINUM

America's Alfalfa
CROPLAN
DEKALB
Hay & Forage Grower
NEXGROW
Producer's Choice
WA Alfalfa Seed Commission
W-L Research

GOLD

ID Alfalfa & Clover Seed Commission
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SILVER

CA Alfalfa & Forage Association
ID Hay & Forage Association
J.R. Simplot
MacDon Industries Ltd.
Midwest Forage Association
MT Alfalfa Seed Committee
NE Alfalfa Marketing Association
NV Alfalfa Seed Commission
WA State Hay Growers Association
WY Alfalfa Seed Council

ASSOCIATE

American Seed Trade Association
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FMC
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Nelson Irrigation Corporation
Oregon Hay & Forage Association
San Joaquin Valley Hay Growers Association
The Samuel Roberts Noble Foundation

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Success! \$1.35 Million in Research Funding

After years of effort on the part of NAFA and its members to convince lawmakers of the critical need for research funding for alfalfa and alfalfa forage systems, Capitol Hill finally listened.

Efforts to procure research funding began with the 2008 Farm Bill in which NAFA was successful in securing language authorizing the Alfalfa Forage Research Program (AFRP). NAFA worked to maintain the AFRP language in the 2014 Farm Bill, providing continued authorizing language for the research program.

In 2014, thanks to the dedicated efforts of Senator Jerry Moran (R-KS) and others, alfalfa and alfalfa forage systems producers can look forward to addressing some of their most critical research needs. Included in the budget reconciliation bill for FY '14, which passed in January, was \$1.35 million in funding for the AFRP.

The request for proposals for the AFRP was distributed in June and resulted in the collection of 23 proposals requesting more than \$3.7 million in funding.

“We’ve been working on this issue for a long time, so it’s encouraging to see that our message is finally gaining traction,” said Beth Nelson, President of the National Alfalfa & Forage Alliance. “We’re very grateful to Senator Moran and his staff for understanding how important this crop is and the critical role research funding plays in the success of its producers.”

Success! USDA-ARS Allocates \$100,000 for Alfalfa Pollinator Health Initiative

NAFA was successful in working with USDA-ARS to secure \$100,000 for the Alfalfa Pollinator Health Initiative. This funding is devoted to ensuring the availability of healthy non-Apis pollinator populations essential for alfalfa seed production and focuses on: Management for Crop Pollination; Population Sustainability; Environmental Safety; Epidemiology and Disease Management; and Genetics. Bees play a critical role in alfalfa seed production. The funding provides resources necessary to ensure availability of healthy non-Apis pollinator populations.

The project is managed by Theresa Pitts-Singer of USDA - ARS Logan Bee Lab in Logan, UT. Pitts-Singer worked with NAFA and its Class I members (state/regional seed associations) to establish program priorities and review proposals. Funding was distributed to five projects.

| Project Title | Principal Investigator | Award |
|---------------------------------------------------------------------------------------------------|------------------------------------------|----------|
| Effects of Pest Management Practices on Pests and Alfalfa Leafcutting Bees in Alfalfa Seed | Jim Barbour Univ. of Idaho | \$15,406 |
| Understanding the Effects of Nutrition and Juvenile Hormone on Reproductive Output in Alkali Bees | Karen Kapheim Utah State Univ. | \$22,454 |
| Probiotic Prospecting for Alfalfa Leafcutting Bees | Quinn McFrederick Univ. of California | \$18,894 |
| Lethal and Sublethal Effects of a Systematic Pesticide on Alfalfa Leafcutter Bees | T'ai Roulston Univ. of Virginia | \$23,802 |
| Enhancing and Protecting Populations of Alkali Bee <i>Nomia melanderi</i> | Doug Walsh Washington State Univ. | \$19,444 |

PUBLIC RELATIONS

Hay & Forage Grower Magazine

NAFA renewed its agreement with Hay & Forage Grower magazine as its official publication. A column is featured four times a year with news relating to current NAFA initiatives and interviews with national policymakers. 2013-2014 articles included:

- Former Prosecutor Advocates for Farmers (Sen. Amy Klobuchar, D-MN) (August)
- Alfalfa Gaining Recognition (November)
- The “Rodney Dangerfield” of Crops Finally Receives Respect, Focus of NAFA DC Fly-In (March)
- Charting a Powerful Vision – New U.S. Dairy Forage Research Center Director Mark Boggess (May)



NAFA Board Members Featured on AG PHD Radio

Two National Alfalfa & Forage Alliance board members, Drex Gauntt, a commercial hay producer from Kennewick, WA, and Chad Staudinger, an alfalfa producer and dairy operator from St. Nazianz, WI, were among a number of guests featured on Ag PhD Radio on April 8. Alfalfa production was the topic of the hour-long show. Gauntt’s portion of the interview included discussion of alfalfa’s export market, irrigated alfalfa, and challenges he faces in growing alfalfa. Staudinger’s portion of the interview included discussion of raising high quality alfalfa, seeding rates, crop protection tools, variability of soils, stand life, and fertility.

Ag PhD Radio airs each weekday from 2 p.m. to 3 p.m. CST and is focused on helping listeners achieve three main goals in their farming operation: raising higher-yielding crops, earning more money on the farm, and leaving the land and the environment in better condition for the next generation

Alfalfa Takes Center Stage on Farm Connections Television Show

KSMQ, a public television station based in Austin, MN, featured alfalfa on its Farm Connections show. The crew visited Gar-Lin Dairy in Eyota, MN, to film an episode about forages, focusing primarily on alfalfa. Featured on the program were Dean Allen and Dana Allen-Tully of Gar-Lin Dairy, Michael Russelle of USDA’s Agricultural Research Service, Matt Yost of the University of Minnesota, and Chelsea Russell of the National Alfalfa & Forage Alliance.

The feature highlighted soil to haylage, cows to ice cream, and research to policy. It aired twice in Southern Minnesota, Southwest Wisconsin, and Northern Iowa. It was aired periodically on KSMQ and their partner networks throughout the year. The show was coordinated by the National Alfalfa & Forage Alliance and Dan Hoffman, Farm Connections producer/host and Executive Director of Minnesota Agriculture and Rural Leadership program. The feature is available at <http://www.youtube.com/watch?v=IjvuIDocqDo>.