



National Alfalfa & Forage Alliance 2010-2011 Annual Report



Alfalfa Sprouts Interest in Washington, D.C.

In February 2011, NAFA members took to Capitol Hill to meet with members of Congress (focusing on House and Senate Agriculture and Agriculture Appropriations Committee members), the Office of the U.S. Trade Representative, Environmental Protection Agency, and USDA's Agricultural Research Service, Risk Management Agency, National Institute for Food and Agriculture, and National Agricultural Statistics Service. In total, nearly 100 meetings were scheduled, giving NAFA members ample opportunity to educate Congressional members about the importance of the nation's 3rd most valuable field crop and the urgency in being recognized in policy and research funding decisions.

In addition to congressional visits, NAFA held concurrent House and Senate staff briefings giving staff members a primer on alfalfa and forage. Presentations included:

- **From Lab to Field: Toolbox for Decoding Alfalfa's Secrets**
Maria Monteros, The Samuel Roberts Noble Foundation – Ardmore, OK
- **Invigorating America's Rural Communities: Alfalfa as a Feed, Fuel & Industrial Feedstock**
Neal Martin, U.S. Dairy Forage Research Center – Madison, WI
- **Not Your Grandparents' Alfalfa: 20 Million Acres of Private & Public Benefits**
Dan Putnam, University of California – Davis, CA
- **Firmly Rooted: Alfalfa Helps Protect the Nation's Soil, Air & Water Resources**
Michael Russelle, USDA-ARS – St. Paul, MN



Pictured L to R: Robin Newell, Pioneer; Dave Miller, Pioneer; Mark McCaslin, Forage Genetics; Maria Monteros, Noble Foundation; Beth Nelson, NAFA; Congressman Tim Walz-MN; Dan Miller, MFA; Clint Allaman, John Deere.

A highlight of the week was NAFA's "Alfalfa on the Hill: Bluegrass Style" reception which gave members of Congress and their staffs the opportunity to visit informally with NAFA representatives about alfalfa and forage crops. Fly-In participants were pleased with the positive response they received on Capitol Hill. Nearly 50 growers and industry members, representing 29 states, participated in NAFA's inaugural Fly-In.

NAFA Summer Tour, Board of Directors Meeting Held at Cal/West Headquarters

NAFA held its summer board meeting in Sacramento, CA. Cal/West Seeds served as host on June 15 & 16 and provided a tour of their Woodland, CA, facilities. Historically, the summer board meeting features an educational tour. This year's tour was coordinated by U.C. Davis forage agronomist, and NAFA board member, Dan Putnam. Tour highlights:

- cow bubbles, miscanthus, switchgrass, and alfalfa plots including invasive species research;
- gene flow and bee research at the Häagen-Dazs Honey Bee Haven;
- organic hay production fields and grazing systems;
- alfalfa hay cubing operation marketing to horse and export markets.

The board meeting featured Joseph Prusacki, Director of the National Agricultural Statistics Service-Statistics Division. Prusacki explained how NASS collects and disseminates forage-related statistics. In addition, the meeting focused on coexistence documents and grower choice.



Cal/West Headquarters - Woodland, CA



Tour Guide Dan Putnam, UC-Davis



"Coexistence Blues" (Paul Frey; John Palmer)

NAFA BOARD OF DIRECTORS

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Washington State University

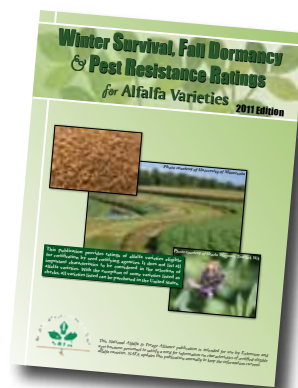
MISSION STATEMENT

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

2011 Variety Leaflet

NAFA's 2011 "Winter Survival, Fall Dormancy, and Pest Resistance Ratings for Alfalfa Varieties" was published in the November issue of Hay & Forage Grower magazine. Referred to as the Variety Leaflet, it gives marketers the opportunity to list alfalfa varieties that have been approved by the National Alfalfa Variety Review Board. The variety leaflet is a valuable resource for alfalfa producers looking for information on the varieties which may perform well in their particular region. The 2011 leaflet contained information on 200 alfalfa varieties from 26 companies. Following USDA's deregulation of Roundup® Ready alfalfa, NAFA released an addendum which was published in the March issue of Hay & Forage Grower. The addendum listed 38 Roundup Ready alfalfa varieties. The Variety Leaflet is available for purchase or download on the NAFA website at www.alfalfa.org.



AITIS - Denver, CO

NAFA's highly respected and popular Alfalfa Intensive Training Seminar (AITIS) was held on November 16-18, 2010, at the Embassy Suites Denver Airport. The 2010 AITIS featured the latest information with regard to genetics, varieties, seed production, growth and development, soils, fertility, establishment, and a host of other topics intended to give participants the knowledge they need to make the most of their alfalfa investment. The 2010 seminar featured the following nationally recognized speakers: Dr. Garry Lacefield, University of Kentucky; Dr. Dan Undersander, University of Wisconsin; Dr. Glenn Shewmaker, University of Idaho; and Dr. Neal Martin, U.S. Dairy Forage Research Center, Madison, Wisconsin.

POLICY INITIATIVES

BIOENERGY

Infocast's Cellulosic Ethanol Summit - Washington, D.C.

For the fourth consecutive year, NAFA participated as a "Supporting Sponsor" in Infocast's Cellulosic Ethanol Summit held on November 16-17 in Washington, D.C. JoAnn Lamb, ARS Research Geneticist and Dave Miller, Pioneer Hi-Bred Int'l staffed the NAFA booth. Those in attendance included researchers and bioenergy industry professionals ranging from conversion companies to biotech plants, and microbe/enzyme companies to end users.

EPA Bioenergy Meeting - Washington, D.C.

In conjunction with the Infocast Cellulosic Ethanol Summit, JoAnn Lamb, Dave Miller, and Beth Nelson met with Environmental Protection Agency to identify the necessary steps to certify alfalfa as a renewable feedstock for alternative fuels under the renewable fuel standard as amended in the Energy Independence and Security Act of 2007 (RFSII). NAFA will work with researchers and industry representatives to gather the necessary data for the development of an accurate life cycle analysis needed for RFSII certification.

RISK MANAGEMENT AGENCY

NAFA Works with RMA to Allow Written Agreements in Forage Seed Pilot Program

NAFA representatives met with Associate Risk Management Agency (RMA) Administrator Barbara Leach and Deputy Administrator Michael Alston in an effort to address concerns with the Forage Seed Pilot Program targeted for approval in 2013. NAFA requested the pilot be expanded to additional states. RMA agreed to modify language in the standard provisions allowing producers to obtain crop insurance through written agreements.

EPA

NAFA continues to foster its relationship with Environmental Protection Agency (EPA) officials and NAFA's official liaison Linda "Pineapple" Murray. NAFA, in an effort to enhance its oversight efforts, 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.

BIOTECHNOLOGY

NAFA Fosters Coexistence

After the deregulation of Roundup Ready® alfalfa, NAFA enhanced its coexistence efforts with two new documents adopted June 2011:

- **Coexistence Principles & Glossary of Terms** - this document provides a comprehensive overview of NAFA's Coexistence Strategy. The document includes:
 - ◇ Coexistence Principles
 - ◇ Strategies & Tools for AP-Sensitive Alfalfa Seed Production
 - ◇ AP-Sensitive Seed Production Tools
 - ◇ Alfalfa Coexistence Glossary
 - ◇ Alfalfa Seed Production Decision Tree
- **Grower Opportunity Zones for Seed Production** - this document explains NAFA's strategy to use spacial isolation to mitigate gene flow in seed production. The document includes:
 - ◇ What is a Grower Opportunity Zone (GOZ)?
 - ◇ Why Grower Opportunity Zones?
 - ◇ How do Growers Organize a GOZ?
 - ◇ How Long Does a GOZ Remain in Place?
 - ◇ How Will Seed Growers Coexist in Close Proximity to a GOZ?
 - ◇ What About Seed Production Not in a GOZ?

The *Grower Opportunity Zones for Seed Production* has a companion document, *Procedures for Forming a Grower Opportunity Zone for Alfalfa Seed Production*.

Grower Opportunity Zone (GOZ)

A GOZ is a seed grower defined geography within which a validated super-majority elect to focus production of either Adventitious Presence-Sensitive (APS) or Genetically Enhanced (GE) alfalfa seed (including RRA), facilitating meeting isolation requirements for these markets. In either zone, conventional AP-Tolerant (APT) seed can be produced in accordance with applicable NAFA Best Management Practices (BMP) for that zone.

How to Establish a GOZ

Two or more growers must request to organize a NAFA validated GOZ. Request may be mailed, faxed, or scanned/mailed to NAFA. The request must specify which type of GOZ is being requested (APS or GE) and it must identify the specific geographic area being requested (county or other clearly defined boundary). The area must encompass a minimum of 500 seed production acres. If interested in forming a GOZ, read through the *Procedures for Forming a Grower Opportunity Zone* found on the NAFA website and call the NAFA office prior to beginning.

In addition to the new documents, the board approved revisions to the *BMP for RRA Alfalfa Seed Production*. These documents join NAFA's previously established coexistence documents which include: *Coexistence for Alfalfa Hay Export Markets*, *Coexistence for Alfalfa Seed Export Markets*, and *Coexistence for Organic Alfalfa Seed and Hay Markets*.

*Coexistence documents are available on the NAFA website
www.alfalfa.org*

2010-2011 MEMBERS/SPONSORS

\$20,000+

Cal/West Seeds
Forage Genetics International
Monsanto
Pioneer Hi-Bred International

\$10,000 - \$19,999

America's Alfalfa
CA Alfalfa Seed Prod. Research Brd.
CROPLAN GENETICS®
Hay and Forage Grower
Syngenta Alfalfa
WA Alfalfa Seed Commission
W-L Research

\$5,000 - \$9,999

ID Alfalfa & Clover Seed Comm.
John Deere
Producer's Choice
Western Ag Enterprises

\$1,500 - \$4,999

CA Alfalfa & Forage Association
J.R. Simplot
MacDon Industries Ltd.
Midwest Forage Association
MT Alfalfa Seed Committee
NE Alfalfa Marketing Association
NV Alfalfa Seed Commission
The Samuel Robert Noble Foundation
WA State Hay Growers Assoc.
WY Alfalfa Seed Council

\$500 - \$1,499

American Seed Trade Association
Calibrate® Technologies
Colorado Hay & Forage Assoc.
FMC
Harvest Tec
ID Hay & Forage Association
Oregon Hay & Forage Assoc.
San Joaquin Valley Hay Growers Assoc.

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RESEARCH

D.C. Fly-In Delegates Focus on the Importance of Research Funding

NAFA's D.C. Fly-In gave participants the opportunity to meet with policymakers to stress the urgent need for research funding for alfalfa and forage crops. While other program crops such as wheat, corn, and soybean enjoy strong research support among lawmakers and the administration, alfalfa and forage crops remain relatively overlooked when it comes to dedicated research funding. In an effort to reverse this imbalance, NAFA members met with a number of Capitol Hill and agency officials stressing the need for alfalfa/forage research funding, specifically the Alfalfa & Forage Research Program (AFRP), Prosser Station, U.S. Dairy Forage Research Center and the Logan Bee Lab. NAFA members met with USDA's ARS, NIFA, the White House, and Congressional offices to keep alfalfa and forages front and center as research policy decisions are made.

Biotechnology Risk Assessment Research Grant to Address Alfalfa Coexistence Issues

The National Institute of Food and Agriculture committed \$1 million through its Biotechnology Risk Assessment Research Grant (BRAG) Program to alfalfa research projects which would conduct commercial field-scale and landscape-scale research to validate and refine best practices to support real world coexistence of alfalfa hay and seed production bound for GE-sensitive and non sensitive markets. At the request of USDA, NAFA provided a list of scientists that could serve as peer reviewers for the proposal received under this program.

According to Secretary Vilsack, BRAG funding is to address the following issues:

- ensuring continued production of seed for various market segments,
- figuring out if there are ways in which cross pollination can be prevented,
- improving detection of transgenes,
- validation of modeling to determine the extent of cross pollination from forage to seed (and perhaps forage to forage and seed to forage).

USDA is committed to the concept of coexistence amongst growers of conventional and GE crops and has looked to the alfalfa industry for leadership on the issue.

Prosser Research Funding

In working with ARS, funding was secured to keep Dr. Per McCord on the alfalfa/forage research team at the USDA-ARS laboratory in Prosser, WA. Dr. McCord has initiated a collaborative project with Pioneer Hi-Bred, Forage Genetics International, Cal/West Seeds, and the Samuel Roberts Noble Foundation, to identify DNA markers for resistance to stem nematode and Verticillium wilt. In addition, he is working on developing markers for enhanced drought tolerance and/or water use efficiency in alfalfa.

PUBLIC RELATIONS

State & Regional Meetings

NAFA staff makes an effort to attend/speak at as many of our affiliate associations' winter meetings as possible. The meetings prove to be an excellent opportunity to learn more about our affiliates and the issues they face. The 2010-2011 meetings included:

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| January 12 | Washington State Hay Growers Association, Kennewick, WA |
| January 13 | Idaho Alfalfa & Clover Seed Commission, Caldwell, ID |
| January 25 | Western Alfalfa Seed Growers Association, Las Vegas, NV |
| January 25 | Midwest Forage Association, Wisconsin Dells, WI |
| February 2 | Wyoming Seed Conference, Powell, WY |
| February 3 | Montana Seed Conference, Billings, MT |



Chairman Lucas featured in the May article

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. 2010-2011 articles included:

- NAFA Talks Alfalfa with Industry & USDA Biofuels Leaders (*August*)
- NAFA Keeps Makin' Hay (*November*)
- NAFA Earns \$\$ For Research (*March*)
- Staying True to Rural Upbringing (*May*)