



## National Alfalfa & Forage Alliance

4630 Churchill Street, #1  
St. Paul, MN 55126  
Phone: 651.484.3888 Fax: 651.638.0756  
nafa@alfalfa.org  
www.alfalfa.org

FOR IMMEDIATE RELEASE  
Contact: Beth Nelson, President

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### FIRST EVER ALFALFA CHECKOFF KICKS OFF JANUARY 2017

*Farmers ... Your Help is Needed in Establishing Research Priorities*

St. Paul, MN – In January, the National Alfalfa & Forage Alliance (NAFA) is kicking off the first ever alfalfa checkoff – *U.S. Alfalfa Farmer Research Initiative*. The new checkoff is a farmer-funded investment in alfalfa-related research to help drive innovation and profitability in the alfalfa industry.

NAFA is asking alfalfa farmers and industry representatives to weigh in on research topics they feel are a priority for the industry. To do so, you are encouraged to visit NAFA's website at [www.alfalfa.org](http://www.alfalfa.org) and provide your input. The survey results will be utilized in establishing research priorities for the first call for proposals which will be announced later this spring.

The NAFA board of directors voted unanimously to begin the national checkoff program to facilitate a farmer-funded program to advance industry research. The *U.S. Alfalfa Farmer Research Initiative*, implemented voluntarily by seed brand, will be assessed at the rate of \$1/bag of alfalfa seed.



"This is the first farmer-funded checkoff program the alfalfa industry has ever created," said Beth Nelson, NAFA President. "The unique thing about this program is that 100% of the funds raised will be used to support public research into alfalfa and alfalfa forage systems, and it will be driven by the alfalfa industry, primarily farmers."

Seed marketers who have committed to facilitating the checkoff and helping farmers invest in the future of the alfalfa industry include:

Alforex Seeds  
America's Alfalfa  
Browning Seed  
Channel  
CROPLAN  
DEKALB  
Dyna-Gro  
Fontanelle Hybrids  
Forage First

Gold Country Seed  
Hubner Seed  
Jung Seed Genetics  
Kruger Seeds  
Latham Hi-Tech Seeds  
Legacy Seeds  
Lewis Hybrids  
NEXGROW  
Prairie Creek Seed

ProHarvest Seeds  
Rea Hybrids  
S&W Seed Company  
Simplot Grower Solutions  
Specialty  
Stewart  
Stone Seed  
W-L Research

NAFA strongly encourages alfalfa farmers to patronize these participating alfalfa seed brands to support the *U.S. Alfalfa Farmer Research Initiative*. (If your favorite alfalfa brand is not on the list, contact NAFA at 651.484.3888 for information on how a seed marketer can become a participating brand.) Remember to visit [www.alfalfa.org](http://www.alfalfa.org) and provide your input regarding research priorities.

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Media Availability:  
Beth Nelson, NAFA President 651.484.3888