



National Alfalfa & Forage Alliance

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FOR IMMEDIATE RELEASE
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NAFA LAUNCHES RESEARCH PROGRAM WITH FIRST-EVER REQUEST FOR PROPOSALS

St. Paul, MN – The National Alfalfa & Forage Alliance (NAFA) has released its first-ever request for proposals (RFP) to solicit projects for its *U.S. Alfalfa Farmer Research Initiative*. [NAFA's RFP](#) asks researchers to focus their proposals on NAFA established priorities of 1) Yield Improvement; 2) Cutting Management Strategies; 3) Fertility, Soil Management, Soil Health, Macro/Micro Nutrients; 4) Forage Quality Improvements; 5) Weed Management Strategies; and 6) Insect Management Strategies. The deadline for submitting proposals is Monday, June 26.

In 2016, the NAFA board of directors voted unanimously to begin the national checkoff to facilitate a farmer-funded program to advance industry research. The *U.S. Alfalfa Farmer Research Initiative*, implemented voluntarily by seed brand, is assessed at the rate of \$1/bag of alfalfa seed. One-hundred percent of the proceeds raised by the checkoff are devoted to research; no administrative fees will be taken.



“This is a watershed moment for NAFA. After many years of effort, it’s rewarding to see this finally come to fruition with the release of our first RFP,” said Beth Nelson, NAFA President. “We’re looking forward to funding research projects that alfalfa farmers view as priorities for the industry.”

Seed marketers that 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

Funding requests are capped at \$50,000 and only one-year of funding may be requested (additional funding will need to be applied for each year). All university, Extension, ARS, and non-profit researchers are eligible to apply. Once received, requests will undergo a proposal review process by NAFA board members or their designees to determine which proposals receive funding. A full copy of the RFP can be found on the NAFA website (alfalfa.org).

NAFA strongly encourages alfalfa farmers to patronize checkoff-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.)