

2022 World Alfalfa Congress

San Diego, California

November 16, 2022

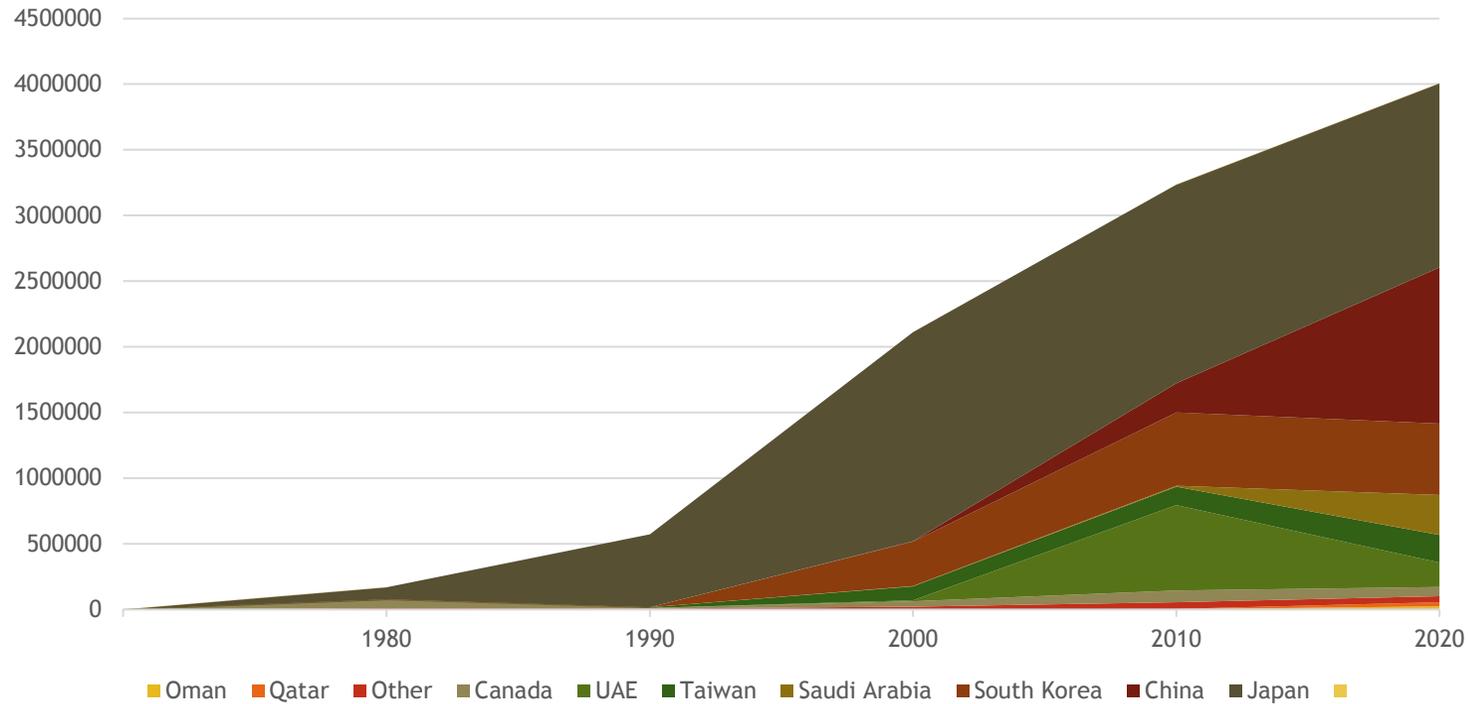
Bill Plourd



El Toro
EXPORT

Historical USA Exports*

USA ALL HAY EXPORTS
Metric tons



El Toro
EXPORT

* FAS/USDA

Quality Parameters for Crops

Commodity Specific

Established Market Norms

Analytical Data

Appearance based criteria

Subjective criteria



Key Issues for Continued Success

Market Access in New Markets

Logistics/Transportation Efficiency

Maintaining Forage Production

Cost Competitiveness



El Toro
EXPORT