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HEALTHY HERD GENETICS
And our vision for today’s Producer!

The dairy industry today is in a state of flux. What does the future hold? With ever increasing prices of commodities, seed, insurances, labor, machinery and other operating expenses compounded with uncertain milk prices what can a producer do? Concentrate on growing the best forages possible.

Corn silage is the cornerstone of all forage programs, but you have to separate fact from fiction. Purchasing decisions should be based on data from fermented samples and not some slick marketing tool such as Milk 2006 and its inaccuracies.

At LICA we believe accuracy and data from fermented feeds is the only way to get the producer the information on corn silage that most closely reflects how that forage might feed in the animal. Fermentation significantly impacts the rate of disappearance (Kd) of starch and how quickly corn silage stabilizes by genetic type.

RDDC (Rumen Dynamic Digestible Carbohydrates) is our new equation that measures total digestible carbohydrates in the rumen as a percent of dry matter using REAL research data that combines both 24 fiber and 7 hour starch digestibility.

We believe that feeding **HEALTHY HERD GENETICS** will benefit today’s producer.
### 2011 Healthy Herd Genetics

<table>
<thead>
<tr>
<th>SILAGE HYBRID</th>
<th>RELATIVE MATURITY</th>
<th>NDF</th>
<th>NDFd</th>
<th>STARCH</th>
<th>Kd</th>
<th>RECOM. POP.</th>
<th>EARLY VIGOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>87S9</td>
<td>87-89</td>
<td>MEDIUM</td>
<td>VG</td>
<td>MEDIUM</td>
<td>N/A</td>
<td>28-30</td>
<td>G</td>
</tr>
<tr>
<td>1890F</td>
<td>90-92</td>
<td>LOW</td>
<td>EX</td>
<td>HIGH</td>
<td>EX</td>
<td>32-34</td>
<td>EX</td>
</tr>
<tr>
<td>946LRR</td>
<td>94-96</td>
<td>MEDIUM</td>
<td>EX</td>
<td>MEDIUM</td>
<td>N/A</td>
<td>28-30</td>
<td>VG</td>
</tr>
<tr>
<td>1900F</td>
<td>98-100</td>
<td>LOW</td>
<td>VG</td>
<td>HIGH</td>
<td>EX</td>
<td>32-34</td>
<td>EX</td>
</tr>
<tr>
<td>99S7</td>
<td>99-101</td>
<td>MEDIUM</td>
<td>VG</td>
<td>MEDIUM</td>
<td>N/A</td>
<td>28-30</td>
<td>EX</td>
</tr>
<tr>
<td>1805F/GT</td>
<td>103-105</td>
<td>LOW</td>
<td>VG</td>
<td>HIGH</td>
<td>EX</td>
<td>32-34</td>
<td>EX</td>
</tr>
<tr>
<td>1084L</td>
<td>106-108</td>
<td>MEDIUM</td>
<td>EX</td>
<td>MEDIUM</td>
<td>EX +</td>
<td>28-30</td>
<td>G</td>
</tr>
<tr>
<td>1156S</td>
<td>113-115</td>
<td>HIGH</td>
<td>EX</td>
<td>LOW</td>
<td>EX +</td>
<td>28-30</td>
<td>VG</td>
</tr>
<tr>
<td>22S17</td>
<td>114-116</td>
<td>MEDIUM</td>
<td>VG</td>
<td>MEDIUM</td>
<td>N/A</td>
<td>28-30</td>
<td>VG</td>
</tr>
<tr>
<td>29S17</td>
<td>115-117</td>
<td>LOW</td>
<td>EX</td>
<td>HIGH</td>
<td>EX +</td>
<td>28-30</td>
<td>VG</td>
</tr>
</tbody>
</table>

*Kd - Rate of Disappearance*

*N/A Data Not Available*
**2011 HYBRID PLACEMENT GUIDE**

**87S9** A new high tonnage and quality silage only genetics. Best in its maturity for yield.

**1890F** This new dual purpose hybrid has outstanding starch digestibility with good fiber quality.

**946L RR** 946L RR has set the industry standard for tonnage and quality for over 5 years.

**1900F** 1900F is a very high yielding dual purpose hybrid with outstanding starch digestibility.

**99S7** This a high grain content hybrid with soft kernel texture and outstanding tonnage.

**1805F** This dual purpose high yielding floury starch hybrid is an excellent choice for grain or silage.

**1084L** This hybrid sets the standard for yield, fiber and starch digestibility in this maturity.

**1156S** If you want the very best in fiber and starch digestibility this is a winner.

**22S17** A new high tonnage hybrid with excellent fiber quality.

**29S17** This new full season hybrid will set the standard for yield, fiber and starch digestibility.
2011 ULTIMATE FORAGE OPTION (UFO) GENETICS

**UFO 99B6**  
(94-96 DAY)  
This early flowering BMR should be planted as a full season hybrid in areas that grow this maturity. A good yielding BMR hybrid with excellent quality stacked with BT/LL.

**UFO 105B6**  
(99-101 DAY)  
This BMR is one of best in this maturity for yield. Good early season vigor and plant health allow movement of this hybrid into full season areas as an early hybrid. This high digestibility hybrid is stacked with BT/LL.
Radiance HD is a dark green, HIGH DIGESTIBILITY (HD) alfalfa variety that was bred for high yield, outstanding forage quality, and fast regrowth. Radiance HD delivers faster recovery after harvest than nearly all conventional alfalfa varieties and provides added yield for the cash hay producer or dairy farmer. Radiance HD was bred from alfalfa plants with extremely high yield, disease resistances, and forage digestibility. This makes Radiance HD one of the highest yielding, persistent, and high forage quality alfalfas available. Radiance HD responds best with improved alfalfa management.

- **Very High Yield**
- **High Digestibility**
- **Fast Recovery**
- **Large Crown Size**
- **Very High Persistence**
- **Performs Well In Wet Soils**

**Disease Ratings:**
- Aphanomyces Race 1..... HR
- Bacterial Wilt............. HR
- Verticillium Wilt.......... R
- Fusarium Wilt............. HR
- Phytophthora Root Rot.... HR
- Anthracnose.............. HR

**Seeding Rates:**
- Drilled at: 20 lbs. /acre
- Broadcast: 20-22 lbs./acre
- With Companion : 15lbs/acre

**Radiance HD Agronomic Traits**
- DRI 29/30
- FD 4
- WH 2

**Dry Matter Production**
Evansville, WI. 2009
Seeded April 20th, 2007

<table>
<thead>
<tr>
<th>Entry</th>
<th>May 29th</th>
<th>July 6th</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>Highest</td>
<td>2.31</td>
<td>1.72</td>
<td>4.03</td>
</tr>
<tr>
<td><strong>Radiance HD</strong></td>
<td><strong>2.29</strong></td>
<td><strong>1.67</strong></td>
<td><strong>3.96</strong></td>
</tr>
<tr>
<td>Genoa</td>
<td>2.28</td>
<td>1.67</td>
<td>3.95</td>
</tr>
<tr>
<td>WL 357HQ</td>
<td>2.24</td>
<td>1.66</td>
<td>3.90</td>
</tr>
<tr>
<td>L 447HD</td>
<td>2.22</td>
<td>1.64</td>
<td>3.86</td>
</tr>
<tr>
<td>Magnum V</td>
<td>2.17</td>
<td>1.47</td>
<td>3.64</td>
</tr>
<tr>
<td>54V54</td>
<td>2.09</td>
<td>1.45</td>
<td>3.55</td>
</tr>
</tbody>
</table>

LSD (0.05) 0.24

**Radiance HD Head -2-Head Comparisons**

<table>
<thead>
<tr>
<th>Competitor</th>
<th>Radiance HD Yield as % of competitor</th>
<th>Number of Tests</th>
<th>Number of Cuts</th>
</tr>
</thead>
<tbody>
<tr>
<td>54V54</td>
<td>114</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Genoa</td>
<td>106</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>L333HD</td>
<td>104</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>L 447HD</td>
<td>107</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Magnum V</td>
<td>112</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Rebound 5.0</td>
<td>110</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Summergold</td>
<td>109</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>WL 357HQ</td>
<td>107</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>
Freedom brand alfalfa is a high yielding alfalfa with high genetic resistance to potato leafhopper injury. Freedom brand alfalfa consists of two elite varieties from the latest generation of PLH resistance breeding and was selected for the glandular hair trait, persistence and yield. Freedom has medium tall, leafy plants with a semi-erect growth habit and medium dark green foliage. Freedom has very good forage quality.

**Fall Dormancy:** 3  **WSI:** 2

**Yield Performance:**
See the back page for Head to Head Yield Reports of the two component varieties in no-spray yield trials versus commercial glandular hair alfalfas.

**Forage Quality:**
(In sprayed trial, average of 3 cuts at 1 location.)

<table>
<thead>
<tr>
<th>Entry</th>
<th>ADF</th>
<th>NDF</th>
<th>CP</th>
<th>IVDMM</th>
<th>RFQ</th>
<th>Milk/Acre</th>
<th>Yield/Acre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Component</td>
<td>26.7</td>
<td>32.5</td>
<td>23.2</td>
<td>75.3</td>
<td>223</td>
<td>22,453</td>
<td>7.08</td>
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<tr>
<td>WL 325HQ</td>
<td>27.6</td>
<td>33.5</td>
<td>23.0</td>
<td>74.8</td>
<td>211</td>
<td>24,711</td>
<td>8.01</td>
</tr>
</tbody>
</table>

**Pest Package:**

**Diseases:**
- Anthracnose
- Aphanomyces Race 1
- Bacterial Wilt
- Fusarium Wilt
- Phytophthora
- Verticillium Wilt

**Insects:**
- Pea Aphid
- Spotted Alfalfa Aphid
- Potato Leathopper

**Nematodes:**
- Stem
- Northern Root Knot

**Management Keys:**
Best adapted to geographies where potato leafhopper is an annual threat and for growers who choose not to use or regularly use insecticides to control the potato leafhopper*. Fits three or four cut harvest systems and all geographic areas where fall dormancy 2, 3 or 4 varieties are recommended. Medium maturity to first harvest and average rate of recovery after harvest. Not tested under intensive grazing. No known soil type or management limitations.

*Under severe potato leafhopper feeding pressure, the use of an insecticide may maximize forage quality and yield.
Lancaster Brand Alfalfa

Lancaster Brand Alfalfa is a dark green, dense alfalfa which produces abundant forage and is ideal for improving soil nitrogen levels as well as providing erosion control. Alfalfa is considered the queen of forage crops and one of the nation’s most important forages. Lancaster Brand Alfalfa will provide high yields, good forage quality and high digestibility with excellent winter hardiness. Lancaster Brand Alfalfa is the smart choice and value for your alfalfa needs.

CHARACTERISTICS

◆ High Yield
◆ Very good forage quality
◆ Highly Digestible
◆ Fall Dormancy 4
◆ DRI Rating 22/30
◆ Winter Hardy (WSI 2)
◆ Great Persistence
◆ Good Standability

MANAGEMENT KEYS

Lancaster Brand Alfalfa is recommended for growers who want good forage Quality, stable yields, and long stands life. Fits 3 or 4 cut harvest systems and all across the North American production zones where fall dormancy 2, 3, or 4 alfalfas are normally recommended. Lancaster Brand provides medium maturity to first flower and an average rate of recovery after harvest.

<table>
<thead>
<tr>
<th>Disease Resistance Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phytophthora</td>
</tr>
<tr>
<td>Aphanomyces</td>
</tr>
<tr>
<td>Anthracnose</td>
</tr>
<tr>
<td>Verticillium</td>
</tr>
<tr>
<td>Bacterial Wilt</td>
</tr>
<tr>
<td>Fusarium Wilt</td>
</tr>
</tbody>
</table>

HR= High Resistance
R= Resistance
MR= Moderate Resistance
“Renovator Special Mixture”

Formulation:
- Duo Festulolium
- Tonga Tetraploid Perennial Ryegrass
- Feast II Short-Rotation Tetraploid Annual Ryegrass

Applications:
- Use for renovating existing pasture.
- New pasture/hay fields, especially suited for applications such as dairies, where an abundance of nitrogen exists.
- Improving weak alfalfa stands.

⇒ Superior Feed Value and excellent milk production per acre
⇒ Excellent season long forage
⇒ Very high forage yield
⇒ Easily established-frost seeded or broadcast or drilled
⇒ Top choice for grazing, greenchop, or hay

Tonga adds aggressive growth, feed value and great graze-ability.

Feast II adds superior yields with high feed values and excellent palatability.

Duo adds excellent forage production all season long and is highly palatable and digestible.

Seeding Rates:
Seeding Rates for pasture or hay field renovation varies according to the quality/quantity of the forage in the field.
- Pastures: 20–40 lbs/acre (20 # if pasture is very good, 40# if the pasture is poor.)
- Alfalfa Hay Field Renovation: 5-10 lbs./acre.
- Add Clovers at 1-2 lbs/acre.

Method of Seeding:
Use of a Brillion seeder, a no-till drill or a culti-packer is ideal. Frost seeding works well also, especially if the animals are allowed to “hoof” it into the existing pasture. Seed to soil contact is vital to having a successful stand. Plant the seed ¼” deep. Each of these grasses establishes quickly but weed control and proper management on initial grazing is vital to stand establishment.
“Multi-Purpose Mixture”

Formulation:
  Bronson Tall Fescue
  Tonga Tetraploid Perennial Ryegrass
  Tekapo Orchardgrass

Applications:
- Use for starting a new pasture.
- Versatile – use for cattle, sheep, horses and other livestock.
- Use for a new grass-legume hay field.

⇒ Excellent season long performance
⇒ Very high yielding forage
⇒ Excellent for grazing

**Bronson Tall Fescue** adds high forage yields all season long. Bronson ranked as the most palatable Tall Fescue at the University of Wisconsin-Lancaster grazing trial. This can be attributed to the fact that Bronson has softer leaves than many other tall fescues.

**Tonga Tetraploid Perennial Ryegrass** adds aggressive growth, top feed value and great grazing ability. Tonga performs very well especially in the spring and fall.

**Tekapo Orchardgrass** was bred to allow for close grazing. Tekapo is a very palatable, high yielding grass that gives season-long pasture for all grazing animals. In three separate years Tekapo ranked #1 at the University of Kentucky orchardgrass grazing trials.

Seeding Rates:
Seeding Rates for a new pasture or hay field should be 35-50#/acre, 40-50#/acre if broadcast.

Method of Seeding:
Use of a Brillion seeder, a no-till drill or a culti-packer is ideal. Soil to seed contact is vital to having a successful stand. Take caution to not plant the seed more than ¼” deep. Each of these grasses needs proper management on initial grazings and weed control to offer the best pasture.
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MEMBER OF  
ASTA (FIRST THE SEED)  

MEMBER OF  
FARM PLAN  
A SERVICE OF FPC  
The Charge Account For Rural America  

MEMBER ARA  
AG RETAILERS ASSOCIATION  

MEMBER ACRC  
AG CONTAINER RECYCLING COUNCIL