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FOR IMMEDIATE RELEASE

Cross Farms Tops Dairy Haylage Category with HybriForce-400 at World's Forage Superbowl

WEST BEND, Wis. (October 12, 2009)—Cross Farms LLC, Oshkosh, Wis., topped the Dairy Haylage category in the 2009 World's Forage Analysis Superbowl with their entry of HybriForce-400 hybrid alfalfa. Their entry produced a milk per ton value of 3,337 pounds with a Relative Forage Quality score of 266.2. Cross Farms is considered one of the premier dairy operations in Wisconsin.

"Utilizing an aggressive forage management program plays a key role in the success of our dairy operation. We strive for quick harvests resulting in high-quality forages," says Dave Sleik of Cross Farms. "After bringing hybrid alfalfa into our program we have experienced significantly higher yields along with improved forage quality. We also noticed the cows increased their dry matter intake, which subsequently increases milk production and our bottom line."

The HybriForce-400 hybrid alfalfa sample submitted by Cross Farms was harvested earlier this year and was entered in the Dairy Haylage Category. Dairy Haylage samples are judged based on their lab analysis, visual judging and calculated milk per ton. The visual judging consists of analyzing the color, texture, maturity and leafiness. Sleik believes that the consistency of the hybrid alfalfa helps to produce premium haylage products. Cross Farms has been using hybrid alfalfa products since they were first introduced by Dairyland Seed in 2001.

HybriForce-400—the world's first hybrid alfalfa—was developed as a result of Dairyland Seed's patented msSunstra[®] alfalfa breeding technology, considered the leading breeding technology in the alfalfa seed industry.

“Dairyland Seed is dedicated to bringing the best products and services to our customers,” says Chad Staudinger, Forage Product Manager of Dairyland Seed. “Our continued commitment to hybrid alfalfa breeding and technology has once again put our producers and products at the forefront of the industry. We applaud Cross Farms for their commitment to producing high-quality forages and congratulate them for their recent achievement.”

This year marked the 26th anniversary of the World’s Forage Analysis Superbowl, which is held each year in conjunction with World Dairy Expo in Madison, Wis. The contest offers growers across the United States and Canada a chance to display their best samples and compete for top honors. Contestants can enter their high-quality forage samples in dairy or commercial divisions. This year judges analyzed more than 320 forage samples from 25 states. For more information on Dairyland Seed and hybrid alfalfa please visit www.dairylandseed.com.

About Dairyland Seed

Dairyland Seed began its seed business in 1907 and has built an established dealer network throughout the Upper Midwest, with international sales in more than 20 countries. The business experienced great success under the leadership of Orville and Marie Strachota, entering the field of plant breeding in 1977. Third generation sons Steve, Tom and John directed the business’s growth through 2008. Now part of Dow AgroSciences, the family leadership continues through their son Tom and grandson TJ. Primary research locations are in Clinton, Wis.; Gibson City, Ill.; Otterbein, Ind.; Gilbert, Iowa; and Sloughouse, Calif., with plant breeding programs in hybrid alfalfa, hybrid corn and soybeans. Dairyland Seed is headquartered in West Bend, Wis.

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