



# AMPAC Impact

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## This Time of Change 2010 New Year New Decade New Hope

By Marcy Arbelbide

Many Americans voted for a leadership of Change and we have certainly seen many changes this past year in our daily lives on all fronts. We all have our personal stories how we have been affected this past year by these changes. Unfortunately change has come hard for those of us in the Turf grass industry with less housing starts, cut backs in rounds of golf played and an economy that has created a lot of uncertainty with loss of employment and fear that it could happen to anyone anytime. This has created a change of how our customer – you – and how your customers are buying.

Being the optimist that I am, I believe we have come through the worst and are headed to a better tomorrow. Time is on "Turf's" side. With Distribution inventories low after having worked through most of Spring 2009's carry over this past fall, Spring 2010 should show increased movement from Oregon. Also with pricing at record lows in most species, the fear of carryover into Fall 2010 is not as much of a factor. Stocking inventory becomes the smart move this season in order not to miss potential sales when they arise. In this economy keeping your current customers is essential and

to do that you have to have what they need, when they need it or a competitor will be all too happy to accommodate them.

Which brings us back to how your customer is buying this year – which I categorize as "Cautionary or Hand to Mouth" buying. In the past, we have all had feedback from our customer on what they predict their needs to be for each season – Spring and Fall. There was always some predicting to do and always the hope of increased market share each year built in. All in all, this system flowed fairly well year to year. Everyone always had some carry over or found themselves holding some costly inventory, but nothing that was so earth shattering that kept the process from continuing and working for us all. Then came life altering change and the bottom literally fell out from under us all. Our economy hit a brick wall catching us all off guard. Consumer buying in all aspects came to a screeching halt. Change happened – and we are now working through the fallout of that change – with extreme caution.

As I mentioned earlier, accumulating inventories this Spring does not carry as much risk due to pricing being at historical low levels on many species.

**Tall Fescue** is in excellent supply on most varieties (Cochise IV is sold out) and at record low price levels. Now is the perfect time to upgrade your customers with genetically

improved varieties. Once they see the differences they won't want to go back to lesser varieties. Cochise III, Cortez II, Ninja 2, Expedition and limited Sidewinder are still available for your tall fescue needs.

**Perennial Ryegrass** pricing remains stable and supply is good on most varieties. (Phenom is sold out). Ampac's top rated perennial ryegrass varieties – Amazing GS and Pleasure Supreme are still both available as well as other fine Ampac work horse varieties.

**Fine Fescues** are in good supply with Gibraltar Creeping Red, Rushmore Chewings, and Stonehenge Hard priced at competitive levels.

**Kentucky Bluegrass** is showing stability after the first of the year with Common and common named varieties showing mild strength

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as demand picks up for Spring shipments. Elite varieties remain strong. Remember to pick FrontPage Kentucky Bluegrass for your elite blends. FrontPage is a value in comparison to other elite bluegrasses at \$2.00/lb. (Comparable others range from \$2.25 up). For an aggressive, winter hardy variety try Golden Nugget – a value at \$1.70/lb.

And finally, don't forget **LS-44 Bentgrass** also a value at \$5.75/lb.

*(All prices quoted FOB Ampac Oregon, 50# bags)*

All of our Crystal Balls have become very cloudy and guess work has become the new reality. No one from Wholesaler to Consumer knows what will happen with total certainty. We all have our opinion of why we are where we are today. The reality is we are here and as partners will work through these times and create better, stronger partnerships. Make Ampac and our line up of improved turf products your first choice when choosing all of your turf grass needs.

FUN FACTS

- On a hot summer day, lawns will be 30° cooler than asphalt and 14° cooler than bare soil.
- The front lawns of eight houses have the cooling effect of about 70 tons of air conditioning. That's amazing when the average home has an air conditioner with just a three or four ton capacity.



## Interpreting Forage Trials

By Aaron Kuenzi

Do you ever wonder how EVERY seed company can say they have the most persistent orchardgrass or claim that their ryegrass has the highest levels of water soluble carbohydrates? In most all cases its how the forage trials are managed and what data is presented. Until now most seed companies have not been willing to pay for forage trials to be conducted properly. You are probably asking, what do you mean? What trial data is affected by not conducting trials properly? Below are some of the main data points and why:

- 1) **Dry matter production** - Currently most dry matter production trials are harvested when the "average" of the varieties are ready to be harvested (boot stage). So under this current scenario the early varieties could be past boot stage and the late varieties would be pre-boot stage. As a variety gets more mature it usually becomes more "stemmy" and therefore forage quality and yield go down. Late varieties will not have reached their full growth potential by this point thus affecting the yield outcome. Most people consider there to be three maturity categories, early, medium and late. So an easy but more expensive fix is to divide the trials into these three maturity groups.
- 2) **Forage quality** - Similarly to dry matter production, if forage quality is tested all at one time instead of when each variety is at its optimum maturity it will have an affect on the forage

quality data. Again a way to address this is to take a forage sample at each varieties optimum maturity. However this is more expensive to conduct.

- 3) **Persistence** - In continuous grazing trials, varieties that are more palatable and more preferred by animals can often be "grazed out". Because it is a continuous grazing and not a rotational grazing scenario, animals will often eat the more palatable varieties into the ground before moving on to other varieties. If a plant is always grazed into the ground, it can not build up the root reserves (energy) it needs to survive through cold winters or dry summers. No reserve storage occurs in the roots until enough leaf growth takes place to be able to convert sunlight into energy. If the plant is grazed to the ground it never allows the roots to "recharge". Therefore plants that are less palatable can be portrayed as more persistent because they do not get grazed into the ground or at all. Thus allowing them to have fully charged root reserves going into stressful situations (drought, freezes, etc...). Under a rotational grazing method the animals would be forced to move when the variety was grazed down to two or three inches and allowed to regrow to 8 - 10 inches. Under the rotational grazing method these plants are allowed to recharge their root reserve.
- 4) **What is it** - Just because the trial is titled "Annual Ryegrass" does not mean all entries in that trial are annual ryegrass. Or because the trial is titled "Italian Ryegrass" does not mean all entries are "true" Italian types. For example, a current

university's annual ryegrass trial includes, intermediate ryegrasses, hybrid ryegrasses, and Italian ryegrasses. All of which normally produce more dry matter than annual ryegrass. Another trial is titled as an "Italian Ryegrass" trial. Out of the ten entries in this trial only four did not produce seed heads (a sign of a true Italian type). These misleading trial titles usually happen because companies, not universities are responsible for placing the varieties into the appropriate trial.



plot" seeds and they will all have some gimmick to entice the attendee to purchase their mix and guarantee that the next Boone and Crockett buck will come off that new food plot!

AMPAC Seed Company, University of Kentucky and a few others in the industry are currently working closely with the American Forage and Grasslands Council to address these issues. Our hope is to develop a forage testing procedures that delivers fair and accurate forage data. You can look forward to seeing some changes made in future forage trials and how and what data is collected. Until then, the best answer is to visit forage trials or conduct your own so you can make decisions based on first hand knowledge.

**Value Added**  
By Scott Rushe

**HAPPY NEW YEAR** to you **ALL!** I hope that 2010 is a prosperous and safe year for us all! As I sit here and write this article, the weather has finally climbed above 30° and the snow pack is melting. Though it will be a short break from winter, it starts a lot of thought processes in motion. The outdoor enthusiast that chases game is now sitting by the fire remembering his days afield. The Outdoor Shows are starting to open their doors and it's a small break from cabin fever! Their will be several booths marketing "food

When **AMPAC** introduced **Wildlife Perfect Mixtures**, we wanted to provide a high quality mixture with a very competitive price that would be nutritionally beneficial for the animal. The varieties that you find in **Wildlife Perfect** bags have all been proven in University, on the farm, and in food plot trials! We have taken what we do best in forages and incorporated those high performing varieties into **Wildlife Perfect Mixtures!** You can be assured that when you purchase **Wildlife Perfect**, the mixtures will out perform the competition! For example, some chicory being offered in mixtures claim to be "genetically improved" for deer, but whether each variety that claims this has actually been significantly improved is up for debate. Where as **Plot Enhancer™** Brand forage

chicory is a high yielding, broad-leaved perennial herb that has excellent feed value. It has been bred for greatly improved disease resistance, which significantly increases survival under grazing. **Plot Enhancer™** also breaks winter dormancy earlier, so it has a longer growing season to provide high quality feed for a longer season. By using improved varieties in our mixtures we are experiencing more persistence to intense grazing where high deer densities are found and higher palatability.

As mentioned above, **Wildlife Perfect Mixtures** are entered into several trials. The below data is from Michigan State University. Mixtures were seeded in June of 2006. The plots were not irrigated and there were 2 cuttings taken in 2006, and three cuttings in 2007, 2008, and 2 cuttings in 2009 to finish this trial. The other three mixtures that were entered are made up of both common varieties and some improved. If you would like further information on this trial, you can contact one of us at **AMPAC** Seed or visit Michigan States Agricultural web site.

Now is the time to secure your needs of **Wildlife Perfect** food plot seeds for the upcoming growing season! It will not belong before Punxsutawney Phil comes out of his burrow to predict the weather! **ATTRACT the WILD!**

Product Name	Yield dry matter tons/acre							Quality*		
	9-Jun	5-Oct	2009	2008	2007	2006	4-yr	CP	ADF	NDF
	%									
Great Lakes Deer & Wildlife Mix	3.11	0.83	3.94	4.47	5.91	2.25	16.57	5.7	37.8	61.7
<b>Wildlife Perfect Ultimate Plus</b>	<b>1.66</b>	<b>0.97</b>	<b>2.62</b>	<b>4.28</b>	<b>7.13</b>	<b>1.74</b>	<b>15.77</b>	<b>12.9</b>	<b>28.3</b>	<b>44.0</b>
Infinity	2.11	0.70	2.81	3.24	5.67	2.62	14.34	10.0	35.7	54.4
<b>Wildlife Perfect Grazing mix</b>	<b>1.64</b>	<b>0.34</b>	<b>1.98</b>	<b>3.45</b>	<b>7.26</b>	<b>1.36</b>	<b>14.05</b>	<b>11.0</b>	<b>28.7</b>	<b>44.7</b>
Chickadee	0.92	0.35	1.26	1.83	6.51	1.24	10.84	9.8	28.5	44.5
Mean	1.88	0.64	2.52	3.45	6.50	1.84	14.31	9.9	31.9	49.8
LSD± (0.05)	0.46	0.14	0.48	0.73	1.28	0.96	2.30	2.7	4.5	8.5

# Benefits of the RIGHT Clover

By Jeff Medlin

Today's fertilizer prices are still remaining at high prices. Depending upon who you talk to, the prices are going to remain strong or strengthen in price this next growing season. With that being said, the benefits of utilizing clovers in your pasture system are even more appealing than when Nitrogen prices were in the \$0.20 per pound range. All clovers are not alike, so choose wisely when looking for the long term performers to improve pastures and grazing systems.

High dry matter production, rapid recovery, high stolon density (figure 1) and persistence, should all be considered when choosing a white clover. **Kopu II White Clover** was selected for stolon density, persistence under grazing, high yield and large leaf size (figure 2). This selection was made under livestock grazing pressures in the United States and New Zealand.



Figure 1 Kopu II Stolons



Figure 2 Alice Clover leaf on Left, Kopu II leaf on right

High stolon density help increase plant persistence due to the fact that small roots develop along the horizontal stolon so regardless of the original taproot, the plants continue to be productive. Increased stolon activity help white clovers propagate vegetatively which in

turn help prevent grazing animals from consuming the growing points. Kopu II has excellent stolon density for a large leaved cultivar, better than most medium leaf cultivars. This improved stolon density is important for improved persistence under grazing pressure.

Cultivar	Stolon density (#/sq meter)	Stolon density (#/sq foot)
<b>Kopu II</b>	<b>1502</b>	<b>139.56</b>
Huia	1007	93.55

*Stolon density (#/sq m) measured under grazing by dairy cattle Manawatu, NZ, an average of 3 years results.*

### University of Kentucky

Stand Persistence of White Clover sown September 8, 2006 in a cattle grazing tolerance study at Lexington, KY

Variety	% Stand 10/25/06	% Stand 10/15/07	% Stand 11/20/08
Patriot	86	91	63*
<b>Kopu II</b>	<b>94</b>	<b>86</b>	<b>63*</b>
Durana	86	90	53
Rcgalgrazc	95	91	45
Will	93	91	45

*\*Not significantly different from the highest numerical value in the column, based on the 0.05 LSD*

### University of Wisconsin

Percent Forage Yield Growth Compared to California Ladino

Variety	1996	1997	1998
<b>Kopu II</b>	<b>92</b>	<b>137</b>	<b>122</b>
Calif. Ladino	100	100	100
Tillman II	129	118	99
Will	112	109	86
Huia	82	86	88

### Penn State University

Grazing Trial Ave. 1996-99

Variety	Yield % of Calif. Ladino	% Clover	Stolon Density
<b>Kopu II</b>	<b>138</b>	<b>25</b>	<b>1683</b>
Will	130	26	1358
Osceola	88	14	986
CA Ladino	100	17	1045

For more information, please contact Ampac Seed Company at 1-800-547-3230 or visit their website [www.ampacseed.com](http://www.ampacseed.com).