



## Increasing Prices...A Challenge For All

This "In & Around Ampac" feature is written by Aaron Kuenzi, General Manager

**C**an you go anywhere and not hear people talk about the "high wheat prices"? It seems that no matter where I go everyone is talking about the wheat market...and rightly so. At record high prices, every farmer from Oregon to Manitoba (and everywhere in between) is hoping to cash in on this market. You can't blame the farmer for trying to do so, but isn't it the same old story? Markets skyrocket because of a short supply, so what do we do? ... plant fence row-to-fence row. Does anyone out there want to guess what is going to happen next year, all other things being equal? Yeah, me neither, things don't seem

to stay the same anymore.

Usually you could bet that next year the wheat market would fall due to the large amount of acres being planted. However, it is rumored that Australia's wheat crop will be very short again this year so will that be enough to keep prices firm one more year? Does that mean firm grass seed prices for one, two, or three more years?

At this point it is hard to say. However, one thing is true for spring 2008... seeds will be in tight supply and prices higher. A decrease in production acres and an increase in demand have really tightened supply of most forage seeds. One of the

key challenges our industry faces is the production of forage seeds. Good forage material is designed/bred to produce "leafy forage", not seed. It is rare to have a forage product that will produce good "leafy forage" and be a high seed yielder at the same time. So when farmers start looking at the return per acre, low seed producers are the first to be deleted from their list of planting options. Turfgrasses are not exempt from this either. Take our perennial ryegrass variety Delaware XL, for example, a top turf variety that many of our customers were very excited about. However, due to its low seed yield farmers are no longer willing to grow it

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## Improving Pasture Quality

By Jeff Medlin, Sales & Forage Agronomist



Summer Drought, Anderson, SC, August '07

**W**ell, this year has certainly been one for the record books. Extreme drought conditions across much of the southeastern United

States have left many producers scratching their heads in search of a direction to turn. At my home, total rainfall since May 1, 2007 has been less than 3 inches, and half of that has fallen in the last 2 weeks. While pastures have been overgrazed and weakened, now is a perfect time to plan and act on improving our pasture quality. Pasture quality directly influences animal performance. The supply of digestible energy is the greatest limitation for pasture-fed animals.

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# The AMPAC Impact



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## Increasing Prices...(continued from page 1)

for us. Fortunately we have varieties like Amazing, Amazing GS, Phenom, and Pleasure Supreme to fill in the void.

With all the challenges we face to produce

enough seed for the domestic market, I still get inquires for production from foreign companies. Our weak dollar is great incentive for foreign seed companies to come to Oregon to produce their seed. On top of that, foreign seed companies are facing the same production pressures in their countries that we face in Oregon.

That's the current production situation in a "nutshell". One thing is for sure, that with so

**"Ampac has positioned itself as a 'grower friendly' company and our growers' loyalty will benefit YOU."**

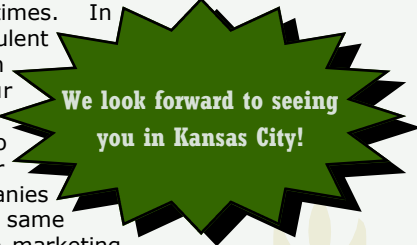
many variables in our industry the situation will always be changing. The closer we (Ampac and our customers) can work together the better we'll all be. Ampac relies on our growers to produce the quality and quantity of products year in and year out. Ampac has positioned itself as a "grower friendly" company and our growers'

loyalty will benefit YOU. Does Ampac pay the grower too much for our seed production?... at

times we have paid more. If we don't take care of the growers in abundant times how can we expect the

growers to take care of us in short times. In today's turbulent production climate our loyalty is allowing us to do what other seed companies can not. The same is true on the marketing side of the seed industry. Loyalty and working together will insure the

best possible chance of quality and quantity supply. By working together we can better meet your needs, allowing us to produce the quality products at a competitive price.~



## In My Opinion

By Marcy Arbelbide, Sales Representative



**B**eing the "old" newbie here at Ampac, I thought I'd share my perspective on how it is to work here and why it was a positive step in my career. I started with Ampac on

February 19, 2007. Change is always difficult and truth be known I had actually been thinking about the Ampac team and what it would be like to work with them for almost 2 years. Don't misunderstand; no formal offer was made by Ampac that long ago, I was just sizing them up in my own mind. When an official discussion did come about, I did what any left handed, organized person would do; I made a list of the pros and cons of changing jobs. My pro side proved to be much longer and at my age change wasn't

anything new, so with the encouragement of my husband, I accepted the position in sales offered to me.

In the past my motivation for job change has been more money or better position. I don't know if its age or the wisdom they say comes with age, but my motivation to move to Ampac was for more personal reasons. I wanted to retire from a company that had high morals and was in line

with my personal beliefs. I wanted to work with people who held high regard for each other which showed in their

daily work and who got things done as a team. I wanted to work for a locally owned company where decisions are made in a timely manner and where in-

put is not only welcomed but encouraged. I wanted to work for a company where all employees are treated fairly

**"It's all about integrity and treating our customers with the respect and service they deserve."**

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## Improving Pasture Quality...(continued from page 1)

Nutritive value or quality largely depends upon the ratio of lignin (fiber) in the plant. High fiber typically indicates lower digestibility, thus a lower energy source for animals.

As grass plants flower, the quality declines. Stem tissue decline in quality more rapidly than leaf tissue, so to maximize quality of the grass plant, we must graze before head emergence.

Good cross fencing will help producers with the ability to improve pasture utilization, control stocking rates, and adjust rotation length of grazing periods. Good grazing management should aim to reduce

*"Common varieties might work, but typically they will provide 'common' results."*

summer, and fall; Brascicas for fall, winter, and spring; and summer annuals like Pro-Max BMR Sudangrass, or even short rotation crops like Feast II Ryegrass while you plan for next year). Permanent pastures should be given time to rest and recuperate between grazings in



DUO Festulolium, April 2006

grass heading in spring and development of dead matter in summer and fall, and it should also prevent overgrazing during periods when pasture growth is slow.

Planting specialty crops will help provide high quality forages for specific times of the year (Oasis chicory for spring,

order to maximize available forage and stockpiling.

As we plan to improve existing pasture situations, keep in mind that the following objectives:

1. New pastures and improved pastures will help farm economics by providing greater returns and

profitability

2. Improve animal performance and productivity
3. Improve feed quality
4. Improve pasture growth throughout the year and at critical out of season times
5. Introduce improved pasture genetics
6. Help remove toxic endophytes

As pastures have severely declined due to drought and overgrazing, now is the perfect time to add improved varieties to

pasture conditions. Replace pastures with improved clovers (Kopu II and Starfire II), improved Orchardgrass (Tekapo), and endophyte free tall fescue (Bronson). For areas with abundant fertilization of poultry litter, improved varieties of Prairie Bromegrass (Lakota) should also be considered. Common varieties might work, but typically they will provide "common" results. Why not take advantage of the negative conditions and replace with improved varieties? "But what if it doesn't rain?" A wise man told me that you must plan and prepare your fields as if they were predicting rain, otherwise when the rains do come, you'll have to wait for the fields to dry. Be optimistic, your preparations are an investment in next year's crops!~

## In My Opinion...

(continued from page 2)

and with respect. I wanted to work for a company that had their priorities in the right place. I found that I wanted to work for Ampac.

I have not been disappointed. The really good thing about all of this is that Ampac's customers are treated with the same respect, honesty and high regard that brought me here. You can be assured of quality seed and service on an ongoing basis. There are no tricks or hidden agendas. It's all about integrity and treating our customers with the respect and service they deserve. Thank you for letting Ampac be your seed source.~

### Featured Product



[www.ampacseed.com/duo.htm](http://www.ampacseed.com/duo.htm)

DUO is in the top of the festulolium class for palatability, summer performance, longevity and yield.

**High Feed Value** - As a tetraploid, Duo has a high sugar content that is easily digestible, allowing animals to gain a high-energy ratio for milk/meat conversion.

**High Yields** - University yield trial results have indicated that Duo can out-yield ryegrasses by 12-24%. Meadow fescue parentage minimizes "summer slump" while ryegrass parentage maximizes spring and fall growth. (See back page)

**High Palatability** - University of Wisconsin Grazing trial results reveals that cows show a preference to Duo over ryegrass. Dairy farmers should expect milk production results similar to tetraploid ryegrass.

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## Fall Pasture Fertility Management After A Dry Summer

By Susan Robinson--Pasture Specialist with Ontario Ministry of Agriculture

**S**oil fertility plays a major role in fall pasture growth, the overwintering of the plants and the following spring's production. Fall is a good time of year to help a pasture that is struggling from being overgrazed, stressed by poor growing conditions or a combination of both. Nitrogen is the key, but phosphorous and potash are important additions to getting pastures back into productivity.

Grass pastures, particularly those with a large percentage of fescues, will respond to nitrogen with good fall growth if moisture is available. Use 50 to 75 pounds of nitrogen per acre. A return of 20 to 30 pounds of dry matter per pound of nitrogen applied per acre is possible with tall fescue, orchardgrass, bromegrass, perennial ryegrasses and reed canarygrass. How large the response will be depends on how

soon the nitrogen is applied, the current condition of the field, the amount of moisture available and when the killing frosts start.

By fertilizing a producer can get fresh fall feed and better weed control. Early fall nitrogen applications stimulate fall tillering in grasses. The result is a stronger sod with fewer bare spots, and fewer sites for weed establishment.

Fall applications of nitrogen were important to help grasses overwinter and grow quickly in the following spring. Grasses fertilized in the fall accumulate more nitrogenous food reserves which are used to support life in the winter and to start growth in the spring. An extra two weeks of productive pasture in the spring can be obtained from nitrogen applied from September to late October. If winter feed stocks are tight that extra two weeks is a major benefit!

The nitrogen you apply in the

fall will not affect the legume content in your pastures.

Phosphorous and potash applied in the fall will also improve your pastures in the year after a drought. Surviving plants, particularly the legumes, will go into the winter in better shape and therefore have more chance of surviving the winter stresses. In addition, the nutrient status of the soil will be enhanced and this will help new forage plants establish next spring. Keep this in mind if you are planning to do any overseeding this fall or frost seeding this winter. The best way to determine phosphorous and potash requirements are with a soil test.

The fertility management you choose to follow in the fall will have a major impact on the next year's grazing season. Even if there is another dry year the pastures will be ready to provide as much feed as possible.~

*"The fertility management you choose to follow in the fall will have a major impact on the next year's grazing season."*