

The AMPAC Impact

October 2009

A Quarterly News Publication



The Northeast has experienced a cooler and above average rainfall for this year. The pastures that usually look dormant in late Summer were lush and green with forages, the turfgrass managers did everything they could to keep up with the mowing, and for any one that put a food plot in, they were very successful even if it was their first time. Most of the distributors are working through their higher priced inventories and reducing what they have on the floor to make way for their spring needs. There has been a late surge of activity in the last few weeks with people getting in their last bit of seeding completed before Mother Nature turns the tables!

The cover crop movement has really exploded and the use of **GroundHog™ Radish** has been a success. AMPAC was sold out for the year and as of today, our allotment for 2010 has been secured and we are selling out quick! Please contact us and secure your needs for the 2010 season as soon as possible!



While we use the **GroundHog™ Radish** for renovating No-till areas or pastures, let us not forget our food plots. Usually food plots are not on the most ideal soil (logging roads/log landings/etc) and the areas are either compacted or poorly drained. By using the **GroundHog™ Radish** in these areas will help cultivate the soil, so that future plantings will be more successful. **GroundHog™ Radish** which is a member of the Brassica plant family can be incorporated with the **Wildlife Perfect Brassica Mixture** or overseeded into an older food plot that is going to be replanted in the Spring. The **GroundHog™ Radish** is very appealing to deer since they will be preferred earlier than the brassicas. Normally Brassicas are more preferred after a freeze as the leaves become sweeter. Using **GroundHog™ Radish** alone for a food plot

would be more of a management tool to aerate the sub soil, reduce the weed pressure because of the rapid growth, mine nutrients and deposit the nutrients closer to the surface when the tap root decomposes, and add organic matter to the soil.



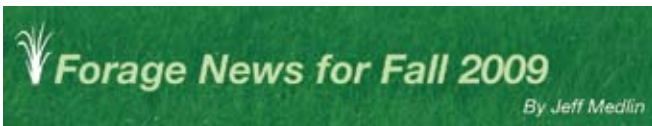
When we talk about improved varieties, we like to focus on why the improved variety is so much better than the commons. I had the opportunity to visit with a local gentleman that had both Appin Turnip and Purple Top Turnip growing on his property. As you can see in the picture, the Appin which is on the right hand side has more leaf area, the multiple crowns are visible, and the bulbs were very similar in size to the Purple Tops. Planting Appin Turnips will extend the grazing season, offer more available feed, and have a better nutrient quality over common varieties.

When choosing varieties, PLEASE always choose improved varieties over common types. Though the improved varieties may cost more, you can be assured that the difference in price will be made up with increased yields, better nutrition, improved disease resistance, and the list goes on.

For more information on AMPAC's line up of improved varieties, please visit www.ampacseed.com

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Forage News for Fall 2009
By Jeff Medlin

Fall is officially here in the southeast, and for the first time in several years, we're not going into the season under drought conditions. No, this year we've had historic rainfall amounts in many parts of the south. Just a couple of weeks ago, the state of Georgia reported over 20 inches of rain in a 24 hour period. Here at home, we've had 20 inches of rain in the last 10 days. No matter how you look at it, that's too much water in a short amount of time!

This edition of our Ampac Impact, I thought it would be good to look back on a variety that continues to persist as an excellent choice for grazing animals as well as hay production. Occasionally it's hard to focus on a product that works well in many geographical areas, but when things are working well, it's great to continue talking and promoting them. I think it's important to look back at **Bronson Tall Fescue**.

According to the Southern Forage Book, tall fescue is the most widely grown cultivated pasture grass in the United States. It's a perennial, long-lived bunch grass that responds well to fertilizers, and is best adapted in clay or loam soils. Tall Fescue is even relatively tolerant of drought conditions.

While this article is not meant to re-define tall fescue, particularly **Bronson Tall Fescue**, I do feel that it's important to point out some key traits.



- Good feed value
- Endophyte Free
- Tough & resilient
- Persistent
- Excellent digestibility
- Soft palatable leaves

Bronson Tall Fescue Forage Quality

Results - 2008

% ADF	% NDF	% CP	% IVTD	RFV
27.2%	46.6%	28.5%	77%	135

"During the last 4 years of severe drought in Georgia, my Bronson Tall Fescue has persisted as well as competitive novel endophyte products in side by side evaluation under hay and grazing pressures."

Tony Harper

Bronson Tall Fescue exhibits the toughness that you have come to expect in a forage tall fescue, but with softer leaves than many common varieties. Bronson withstands tough growing conditions that are common on most farms; drought, heat, and grazing are all handled well by Bronson. Bronson can be fed with confidence to all of your animals. Like other improved

forages, grazing management is critical to stand life and persistence. Unlike the common KY-31 Tall Fescue, animals will readily graze **Bronson Tall Fescue**, so rotationally graze for optimum performance.


For more information about **Bronson Tall Fescue** or any of the other improved forage varieties from Ampac Seed, please visit our website www.ampacseed.com.

You can also call toll free:

Jeff Medlin 1-866-397-JEFF (5333)

Scott Rushe 1-866-663-0129

or any of our staff in Oregon at 1-800-547-3230.



**Latest From NTEP-
2008 Data Is Now Available**
By Marcy Arbelbide

Why should you be using our new product line up? The first reason that comes to mind is to keep your customers coming back by using the best varieties that are available and that means continually updating your product line and blends with the latest that research and technology has to offer.

The second reason is Ampac's continual research and development allows you to differentiate yourself in the market place with our Green Friendly Line. Green Friendly products are Ampac products which demonstrate environmentally friendly attributes requiring less water and chemicals in order to stay strong and healthy. Currently varieties demonstrate Gray Leaf Spot Resistance, Drought Tolerance, Salt Tolerance and Color Fade Resistance.

Ampac's line up of Perennial Ryegrass and Tall Fescue continue to perform with consistency in the latest NTEP with information recently released showing the 2008 data.

TURF TYPE TALL FESCUE:

COCHISE IV leads the way with top NTEP ratings overall on Schedules A and B in the latest update -- 2008 data. It is front page in ALL the regions -- NE, SE, Transition, N Central, Upper West/Mountain, SW and finally Pacific. What more could your customer want wherever they are? **Cochise IV** also has shown salt tolerance, brown patch resistance, excellent traffic tolerance, early spring green up and is categorized as an aggressive spreader type.

SIDEWINDER, also an aggressive spreader type, is slow growing, dark green and also salt tolerant. **SIDEWINDER** is a front page contender on Schedules A and B, NTEP 2008 data. Sidewinder has superior Sod Strength, fine leaf blade, and a solid disease

package. Planted as a mono stand or mixed with **Cochise IV** this is a new generation variety that should be in everyone's line up.



AMPAC's newly seeded tall fescue.

TRIO; noted for its dark green color, dense turf and dwarf low mow capabilities; once again showed well in the current NTEP trial (2008 data) with a front page showing for both Schedules A and B. In fact, once again, a front page variety in ALL regions throughout the U.S. Trio has excellent Shade Tolerance, is Extremely Drought Tolerant, has superior Sod Strength and demonstrates high ratings for disease resistance.

COCHISE IV, SIDEWINDER, and TRIO -- three of the best Turf Type Tall Fescues available... now with characteristics that allow you to differentiate your company.

PERENNIAL RYEGRASS:

AMAZING GS remains a top choice in perennial ryegrass getting high marks in the current NTEP 2008 data with front page results for Golf Course, Athletic Fields and Home Lawn use. **AMAZING GS** shines in all maintenance schedules from high to low and in all regions throughout the U.S. **AMAZING GS** remains at the top of Gray Leaf Spot ratings with an 8.7 out of 9 rating. **AMAZING GS** has a dark green color, dense upright growth, slower growth habit for less mowing and excellent overall disease resistance. The data is in and it proves **AMAZING GS** is the right choice in perennial ryegrass.



Tall fescue space plants compared to K-31.

PHENOM maintains a strong showing with a very high resistance to Gray Leaf Spot (8.3 out of 9, NTEP 2004/2008 data) as well as an excellent overall disease package.

PHENOM has also shown excellent drought tolerance with an 88.7% ground cover mean in summer – 2008 NTEP data. In a rapid

blight study conducted in AZ, **PHENOM** demonstrated improved salt tolerance over other perennial ryegrasses in the study. **PHENOM** is a great all around perennial ryegrass that performs well over a broad geographic area.

PLEASURE SUPREME adds a solid traffic tolerance trait to Ampac's Perennial Ryegrass line up with a 5.7 mean at East Lansing, MI where the highest mean was 5.9 (LSD 1.9, 2008 NTEP data) and an 8.0 mean at Mead, NE where the highest mean was 8.1 (LSD 0.7, 2008 NTEP Data). **PLEASURE SUPREME** is also a slower growing variety with excellent density throughout the year and early spring green up. **PLEASURE SUPREME** rated 8.3 out of 9 for Gray Leaf Spot resistance and has good overall disease resistance. **PLEASURE SUPREME**; a tough, "action packed" variety.

Ampac has a full line up of top ranking turf varieties on the market today that will improve your current line up now and in the future. When updating your blends, straights and catalogs, don't forget Ampac's other fine products:

- Gibraltar Creeping Red Fescue** – ranked #4 out of 32 Strong Creeper at Rutgers
- Rushmore Chewings Fescue** – #1 Average Turf Quality 2007 data CTBT Adelphia, NJ
- Stonehenge Hard Fescue** – excellent shade & drought tolerant, a low maintenance variety
- FrontPage Kentucky Bluegrass** – elite Midnight type, a front page variety as the name says
- Golden Nugget Kentucky Bluegrass** – aggressive, winter hardy type
- Wildhorse Kentucky Bluegrass** – Quick establishment Kentucky Bluegrass

Add all of these Ampac tried and proven turf varieties to your product line this Spring and stay ahead of the competition by selling the latest research and technology for a stronger, better turf. Now is the time to update your turf choices. Your customers will appreciate it and know they can come to you for the latest technology in turf grass choices.

Ampac has a full line up of turf grass varieties to fit whatever your need may be so be sure to check with your sales representative for all of your grass seed needs.

Turf Type Tall Fescue

Turf type TF acres have been on the rise for several years now, and it has definitely caught up with us. With grower prices below the cost of production and slow movement of seed, it's hard for growers and seed companies to get excited about planting new acres this fall. The 2009 crop was an average yield.

The industry has been telling us about 50% of the turf type TF acres that were in contract for 2009 production is coming out. Driving around the valley at this point, it doesn't appear that we will reach that 50% mark, but it's hard to say. Many companies are planting 0 acres this fall, and it sounds like the companies that are planting new acres are only doing so in order to get new varieties planted.

Forage Tall Fescue

Fawn is early maturing and had a below average yield for 2009 due to many farmers not applying growth regulators and cutting back on fertilizer (if these farmers knew the price was going to get as low as it is today, they probably would have cut back even more). There is also talk about some of the crop drying up and the possibility of some frost damage. However, most proprietary varieties are later maturing and came in average. There does not seem to be as much Fawn or K31 being plowed out as turf type. This combined with the planting of new proprietary varieties will keep the acres about the same for 2010 harvest.

Turf Type Perennial Ryegrass

Yields for the 2009 perennial ryegrass crop in Oregon came in average. Minnesota production was below average – with some areas being hit very hard, bringing in yields half of the expected pounds. A decline in acres has been the trend and will continue into the 2010 crop year with approximately 30% fewer acres from 2009 to the 2010 harvest.

Forage Perennial Ryegrass

Acres were up for 2009 with average seed yields. We expect to see an increase in acres again for the 2010 harvest. Forage perennial ryegrass seems to be one of the more stable grass seed crops at this point because inventory is lining up with consumption and prices are holding.

Annual Ryegrass

Yields for 2009 were slightly below average to average. Due to low prices, many farmers will be cutting corners

and spending as little money as possible to produce the 2010 crop. This means volunteering fields instead of planting, cutting back on chemical and fertilizer, etc. If this trend is widespread, we could see a below average yield for 2010 and fewer acres due to the low grower prices.



Clover

White clover acres have been on the rise the past couple of years and 2010 acres look to be similar to 2009, maybe even a small increase because of no grass options. Yields for 2009 came in average.

Crimson clover yields were average and due to low prices we will see fewer acres for 2010.

Red clover yields for 2009 were variable from field to field. Overall, yields were below average which could be blamed by very hot temperatures during late July/early August. 2010 acres will be similar to 2009.

Alfalfa

There are many different growing regions that carry their own story, but overall 2009 production in the U.S. seems to be slightly above average. The Canadian alfalfa crop is a different story – there were many crop failures and well below average yields due to cold, wet weather. Inventories seem to be under control and at this point, 2010 acreage will be similar to 2009.

Kentucky Bluegrass

The 2009 Kentucky bluegrass yields varied throughout the different growing regions. Overall, dryland production was down, but the irrigated regions were average. 2010 projections of bluegrass acres are down dramatically. The reduction in acreage will vary greatly between growing regions, but overall production will be down 50% in some areas, whereas other areas will reduce acres by about 4% - 5%. Much of the reduction in acres is due to contracts ending and

very few proprietary varieties being planted for 2010 harvest.

Fine Fescue

The 2009 Oregon crop of fine fescue yielded above average, whereas the Canadian crop was below. Canadian acres are down and will continue into 2010 due to low grower prices. Oregon acres will also be down because of fewer contracted acres being planted and low prices.

Orchardgrass

Less than average to average yields were produced from the 2009 orchardgrass crop. Some acres have been plowed out this fall and there has been talk by farmers that if the price continues to drop into 2010, they will consider cutting it for hay. Acres will most likely be down in 2010.

The 2009 crop year brought many challenges to the seed industry. If low prices weren't enough for growers – with high fertilizer, chemical, and diesel prices the 2009 crop was one of the most expensive crops to grow. To top it off, field burning was banned in the Willamette Valley and is now only allowed on certain acres in the foothills where fine fescues are produced.

The industry is going through one of the toughest times it's ever seen, and unfortunately for growers there's not a lot of alternative crop options. If wheat prices were attractive to farmers, there would be a lot more acres of grass seed plowed out this fall, which would definitely help turn things around much faster. Vegetable production will be up, more hazelnuts are being planted, there has been an increase in radish production, few acres might be summer fallowed, and there has even been a small amount of soybeans planted for extraction of the oil for biodiesel and vegetable oil. This goes to show that farmers are looking for options during these tough times.