

A New Era in Alfalfa

Dan Foor, DLF North America

On September 1, 2023, one of the most significant events to occur in the alfalfa world took place when DLF acquired the Corteva Agriscience™ alfalfa breeding program and related assets. The acquisition included Corteva's global alfalfa germplasm and breeding program, the Alforex Seeds® brand name and trademarks including Hi-Gest® alfalfa technology, Hi-Ton performance alfalfa, Hi-Salt salinity-tolerant alfalfa, msSuntra® hybrid technology, current commercial alfalfa varieties, and select Corteva personnel supporting the alfalfa program.

Corteva Exits Alfalfa. This move followed Corteva's decision to exit the alfalfa platform as part of an internal review of its assets and a desire to find the "best owner" for pieces that were not strategically aligned with the company's plans.

DLF New Owner. DLF was selected as the buyer due to its long history of developing and promoting leading forage products, including alfalfa, and its acute focus on servicing customers' needs quickly and efficiently.

DLF in Ag Space for Over 150 Years. DLF may be a new seed company name to you; however, it has been in the agricultural seed space for over 150 years. Headquartered in Denmark, DLF at its base is a cooperative owned by roughly 2,600 grass seed farmers. Today, DLF is the seventh largest seed company in the world with more than 2,200 employees in 22 countries. It is the global market leader in forage and turf seed supplying seeds to more than 100 countries.

DLF's U.S. business is headquartered in Albany, Oregon, together with a large portion of DLF's North American research and seed production activities. This is also the primary location from which wholesale customers are serviced. DLF also operates a distribution-focused business in the U.S. through its La Crosse Seed brand which focuses on dealer-customer needs from seven midwestern locations. DLF's Canadian business is headquartered in Lindsay, Ontario, along with seven additional distribution locations across Canada.

Important Link. The acquisition of the Corteva alfalfa breeding program created an important link in DLF's global forage grass and legume research and development activities by tying together its alfalfa breeding efforts across the world and integrating it into DLF's global research and development program.

As a leader in the development of innovative forage products, roughly 11% of DLF's employees globally are involved in research. DLF runs plant-breeding programs across the world to produce varieties that flourish in harsh climates, challenging soils, and for the most demanding and critical audiences on the planet.

Increasing Productivity and Quality. DLF has programs aimed at increasing the productivity and quality of forage and grassland producers. DLF's More Milk™ and More Meat™ programs focus on delivering the highest fiber digestibility to increase milk and meat production; with higher yields, high digestibility, and higher quality being key focuses for its global forage breeding research platform.

Robust Platform of Elite Alfalfa Genetics. This acquisition of a robust platform of elite alfalfa genetics and an industry-leading brand portfolio was a rare opportunity for DLF to significantly enhance its global position in alfalfa breeding and sales. While this is an evolution in the alfalfa industry, it will create continued opportunities for DLF and its trusted partners to collaborate and support the forage industry as a whole.

The Corteva alfalfa program was the culmination of several different alfalfa breeding programs that came together through various consolidation events over the last several decades. Eventually, this breeding program serviced the Alforex Seeds®, Pioneer®, Dairyland Seed®, and Brevant® brands in North America and globally where these brands were present. Research activities in North America consist of the primary research station in West Salem, Wisconsin, and research activities in Connell, Washington, which will continue under DLF as it welcomed new research and development staff at those locations.

Alforex Seeds. DLF and its distribution arm, La Crosse Seed, are continuing service to Alforex Seeds customers going forward. Due to the structure of the deal with DLF, Corteva will continue to service the Pioneer and Dairyland customer base through 2024. After this, DLF will provide products and service to customers for these products. And although the same, or similar varieties will be available to these customers, they will be marketed under a different brand that will be communicated in 2024.

Working with Seed Growers. DLF's focus today is aimed at integrating the new alfalfa program into its existing business platform. As the previous owner was winding down business activities, most of the seed production plans were cancelled. As such, DLF is working with seed growers in the U.S. and Canada to rebuild supplies of key varieties as well as advancing newer genetics that were "waiting on the shelf," in a sense.

Exceptional Service. After the business is fully transitioned, the goal is to provide continuity to the alfalfa products these customers have been accustomed to sourcing along with all the additional forage, cover crop, and other specialty seed products they may require. Ensuring steady product availability and exceptional service during this period of change and beyond remains our priority. ☘



WE TURN SCIENCE INTO GROWTH

DLF is a global leader in forage and turf seed focused on delivering innovative solutions for over 150 years. Our worldwide R&D network lays the foundation for your growth through better performing varieties that flourish in harsh climates, challenging soils, and for the most demanding audiences on the planet.

We are excited to help usher in a new era in alfalfa products to serve your needs.

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ALFALFA
OFFERING**

Alforex
Seeds TM
BY DLF