



LA AGM 2017 12th September 2017

AGM- Executive News	1
Bus Tour Report	2
US Farm Report	4
Rabobank - Ag Tech	5
Heritage Seeds Report	6
Seed Wasp Project	6
Dairy Market Update	7
Seed Genetics Report	8
AgriFutures Australia	8
PGG Report	9
Agronomy Report	9
Teague Figures	10
New Tractors	11
Naracoorte Seeds	12
Members/ Sponsors	13
Executives	15

New Grower Executive Member Rodney Lush

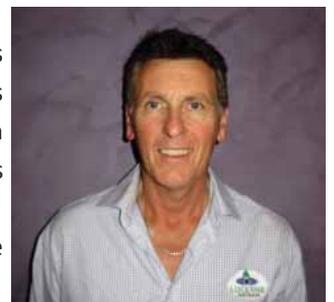


Chairman Bruce Connor welcomed Executive Committee member Rodney Lush who fills the position vacated by long serving member, Charlie Hilton.

Rodney farms with his wife Sally, at Coombe, producing lucerne seed, lamb and wool since 1991. The farm production system is based around centre pivot and flood irrigated lucerne and rain fed perennial pastures. He also provides farm business advice and support to clients in the Mallee, South East and Western Victoria as a consultant with Proadvice.

Thanks to outgoing executive Charlie Hilton

Bruce gave special thanks to Charlie Hilton who is stepping down after having a 6 year term initially, then serving for a second term over the last 2 years. Bruce said, "His passion and contribution to the industry at many levels has been extremely appreciated by all involved. Charlie has the ability to think outside the square and his contribution to discussions around the table at our meetings has been first rate. His knowledge of LA and the industry as a whole has been appreciated by all the executives. Charlie was instrumental in getting the USA tour organised last year and his work is always thorough and to the highest level. I'm very thankful for his dedication to our industry over many years on and off LA executive and wish him well."




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GOOD PEOPLE TO KNOW

LA members had a busy, interesting day out. First stop was at Wise Farm Equipment in Bordertown where Grant Wise and the team explained how the Integrated Harrington Seed Destructor (iHSD) works. It was developed by Ray Harrington of WA who originally made a machine that was towed behind a header. With help from the University of South Australia's engineering researchers and funds through the GRDC, a model was developed that could be integrated into the chaff stream on harvesters. An extensive research program conducted by the University of Western Australia concluded that the seed destructor kills 95 per cent of the weed seeds collected in the chaff. The units are being manufactured by the De Bruin Group in Mt Gambier.

Next stop was Wayne Hawkins - Circle H Farms at Frances. Wayne's operation won the inaugural JBS Australia's Great Southern Supplier of the Year in 2015 with a compliance strike rate of 96.5%. Wayne told the group how he runs 7500 ewes, mainly Dohne, which lamb on the 600 ha of lucerne which is under pivots. Over lunch, Wayne spoke about succession planning. He related some of his family's experience with the message that everyone needs to talk about it and be prepared to leave something on the table for the next generation.

At Peter, James and Tara Hawkins property, Brippick, the LA tour heard about the innovation on the broad acre farming operation which now features an intensive piggery operation using eco - shelters, which then supplies the raw material for Tara to make compost for James' subsoil manuring trial. 3000 tonnes is produced annually with plans to increase. The compost is integrated in the soil at a depth of 300 - 400mm. The aim of this project is to drive microbial growth, improve clay aggregation and improve soil health.

An added bonus for the LA members was the visit to Tallegeira and Charlie Koch's new 8 stand shearing shed and sheep handling complex which can accommodate 3500 sheep under cover.

All the sheep producers were envious of the complex which will see 33,000 sheep go through in the coming shearing season.

The day was completed by a great meal and a few drinks at the Frances Hotel. Thank you to everyone involved.

The tour was sponsored by WFI.





Grant Wise, LA members & the Pottinger Novacat X8



Compost spreader & compost made from pig manure & straw



The new shed and handling facility at Tallegeira

An American Grower's Perspective

By Mark and Sharla Wagoner, Washington State, USA

We are sitting here watching the weather channel and seeing the powerful hurricanes hitting Texas and Florida. Rainfalls of 40 inches in 24 hours, storm surges bringing water up to 10 feet in coastal places, and 150 mph winds. We here in Touchet, in the opposite corner of the country, haven't had a drop of rain since the meager .13 inches on June 26. Our annual rainfall is 6-8 inches a year, 2013 was 3 inches. We live in a desert, and know that is a big reason we can be successful growing alfalfa seed. We irrigate with hand line sprinklers, putting 48 hours and 12 inches of water on in the fall and again in the spring. After that, the hardy alfalfa uses the moisture in the ground to produce our crop. We feel fortunate to be far away from the huge storms causing such destruction to parts of our country.

Our harvest is over, the seed is in the bins, and the combines cleaned up and put away for another year. We had a hot, dry summer, which means an excellent pollination season. Our native, ground nesting, alkali bees emerged during the second week of June. We had timed our leafcutter bee incubation so those bees would emerge about that same time. After a cool and rainy spring, there were only blue skies ahead. The bees worked for about 6 weeks, and as the seed matured from late to July to mid August, we benefited from an emergency exemption from the US Environmental Protection Agency for a product called Transform. It targets sucking insects, and was a huge help in controlling our worst pest, lygus bugs. In that same time period, we focused on planting some of our wheat fields with alfalfa.

We planted "HarvXtra", the latest GE alfalfa variety from Forage Genetics. It has the Roundup Ready trait, and also a reduced lignin trait. This variety has reduced lignin in plants by 15%. It makes the alfalfa much more digestible and nutritious to cows. While the Roundup trait was embraced by farmers for enhanced weed control, the "HarveXtra" will make the alfalfa more desirable to the cattle industry. We are hoping this will make alfalfa more competitive with corn silage. We plant 3/4 of a pound per acre of seed, in 24" rows. We never cut any hay from these seed fields and never pasture any animals.

Even though we had some acres planted, we had more acres we



wanted to plant to alfalfa this summer. The big seed companies told us before harvest, that they already had a years supply of seed in the warehouse. There are few new acres of alfalfa being planted, and lots of contacts coming due and fields being plowed. There was a 15-20% decrease in alfalfa hay acres planted this last spring in the United States. In addition, the seed companies were overly optimistic, recruited new growers and dramatically increased their seed production. In our area, with our short water supply, alfalfa seed and wheat are really the only crops we can grow. So we, and our neighbors, will be planting wheat in a lot of acres we had hoped to be growing alfalfa seed. In the last 40 years, our industry has gone through these boom and bust cycles. It will take a couple years for markets to even out and all desired acres to be in production.

Alfalfa seed was harvested the last two weeks in August, with a few late fields in early September. The Touchet area averaged about 1200 pounds per acre in the dirt. Most everyone enjoyed higher than average yields and a relatively smooth harvest. We have started on our fall irrigating with a few sprinklers running from wells. We begin another farming year.

We send our good wishes to you all as you begin the summer season.



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Ag Tech – does sensor adoption make ‘cents’?

By Wes Lefroy, Rabobank agricultural analyst

Agricultural technology is rapidly developing and looks set to change the face of farming, however to date the uptake of ‘sensor technology’ among Australian farmers has been limited.

A recent Rabobank report, **Does sensor adoption make cents?** – which drew on insights from 1000 farmers across Australia – showed that despite the potential of digital agriculture to improve decision-making and profitability of Australian farms, the use of sensor technology (a widely-available form of digital agriculture) remains modest.

And of those farms that do adopt the technology, only a limited proportion are using the data to support farm decision-making to increase business profitability.

In questioning farmers across a wide range of regions, production sectors and operation sizes, we found less than a quarter (23 per cent) were using sensor technology – such as drones, moisture probes and irrigation monitors, as well as yield mapping and electronic identification (EID).

Although the relatively modest uptake of sensor technology on-farm was not in itself surprising based on anecdotal indications, there are clearly barriers to adoption that are holding back the farm sector from receiving the value promised by digital agriculture.

For many farmers, the value proposition (or return on investment) for many sensor technologies simply isn’t articulated clearly enough for them to determine they can generate a profit from it.

When it comes to sensor technology, the uptake appears to be higher among larger farm businesses, with the survey finding large farms (with incomes above \$1 million) to have the highest usage at 57 per cent – compared with a 10 per cent uptake in farming businesses with incomes below \$300,000.

The adoption rate also varied across commodity sectors, with the highest rate of sensor usage observed in the cotton industry (78 per cent) followed by the grains sector (48 per cent).

In contrast, adoption rates were very limited in beef (10 per cent), sheep (12 per cent) and dairy (20 per cent) – with these sectors generally having a higher proportion of small-scale producers. We also anticipate that the significant cost, time and knowledge needed to extract value from some livestock-orientated technology is limiting uptake.

The survey found that not only was farmer uptake of this type of digital technology limited, but less than 70 per cent of those using the technology were applying the sensor-generated data to support farm decision-making. This clearly demonstrates the gap that exists between collecting the data and applying it to assist with farm management decision-making.

And even fewer farmers are converting the data into profit, with less than 40 per cent identifying an improvement in profitability from the use of sensor technology. With yield mapping for example, while most harvesters now have yield-mapping capabilities, it is often a difficult process for farmers to not only collect the data (given the large volume) but to then process it, interpret the results and put it into a usable form to support decision-making.

In order to close the gap so farmers fully understand how to use the data and generate profit from it, there are two main issues that need addressing.

At the farmgate, there needs to be an increased emphasis on having adequate technological resources and this goes beyond software and hardware management, as farmers also need to have the skills to analyse the data. But for farmers to make this investment, in both time and money, the value proposition of using this technology needs to improve.

Tech companies also have a big role to play in this, to ensure farmers can easily use the data to assist with decision-making, so ‘after-sales service’ is critical.

In an age where farmers are generating more and more data, the ownership of data and privacy issues is another concern, while many agricultural producers also lack the technological infrastructure and connectivity required to fully utilise farm management technology offered by vendors.



Starting with the positives, our new Lucerne Trial located in the heartland of Lucerne seed production territory between Keith and Bordertown is sown and now operational. As per previous communications, this trial will focus on management practices targeted at maximizing seed yield potential whilst also showcasing the performance of our portfolio of varieties, including new releases from our breeding program. We are very excited about our new releases, in particular as their seed yielding ability is very good, whilst product performance has not been compromised.

On the less than positive side of things, the market for Lucerne is indeed quite subdued at present. This is both evident in the amount of seed exported from our shores this calendar year to date being between 1500-2500mt down on the same period in recent years, and a distinct current lack of demand at this time of year compared to previous.

Unfortunately, it seems we are on track as a country to export the lowest amount of Lucerne seed since only 4,284mt departed our shores in 2009. Given we have exported 8,500-11,000mt in the last four years this is a large reduction.

It's not all doom and gloom, as these things have a way of changing around very quickly (also evidenced in recent years),

however our single largest market Saudi Arabia will likely take less than 2,000mt in 2017, (3,816 in 2016 and 4,431mt in 2015), a reduction of circa 50% which is having the largest affect. As previously mentioned, other destinations will pick up some of these lost sales as the requirement for hay will still be there, though this is not expected to occur at the same rate of the Saudi decrease.

We are always on the lookout for new planting opportunities, whilst if you wish to discuss your public varieties options for sales, please contact your Heritage Seeds representatives on the numbers listed below.

Nathan Smith	Lucerne Production Manager 0408 655 220
Daryl Turner	National Production Manager 0418 191 060
Tom Botterill	Procurement Manager 0439 384 375
Craig Myall	International Business Manager 0407 620 580

Lucerne Seed Wasp (LSW) Project Update

By Dr Ainsley Seago - NSW DPI

An oviposition trial has been conducted to determine whether the oviposition preferences of Australian LSW are consistent with the experimentally determined preferences of US populations of LSW. This study was also used to determine whether Australian LSW are capable of parthenogenetic (unmated) reproduction.

By confirming that Australian LSW display the same ovipositional and developmental patterns as previously studied US wasps, we can ensure that the findings of the LSW literature review will be genuinely applicable to the problem of LSW in Australia. Without this confirmation, it is unwise to base control methods for Australian LSW on those used for non-Australian seed wasp populations.

Data from these oviposition trials indicate two important findings:

1. Australian LSW conform to the same ovipositional preferences as the US LSW tested by Strong (1962): seedpods aged 8-10 days are most strongly preferred, and seedpods younger than 3-4 days are not attacked at all.
2. Unmated females of Australian LSW are fully capable of parthenogenetic reproduction, producing viable offspring without mating/fertilization. This means that even a small

population of adult LSW can lead to rapid population growth.

These results also support the LSW control methods currently used by southern California seed producers (i.e., clipback to synchronize bloom; mass pollination followed by application of pesticides). Because LSW will not oviposit in seedpods <4 days post-pollination, this offers a window for pollination that can be followed by control measures. A field trial of this approach may be advisable in the future.

The project is ongoing.



Dr Seago tagging lucerne flowers

The past few months have been a relatively uneventful period for dairy markets, with only minor ebbs and flows in pricing as buyers and sellers try to pick a break in trend. Commodity prices have continued to reflect a fairly balanced market, without major change as business trickles along. Currency moves have changed the dynamics somewhat, with the stronger Euro improving the relative competitiveness of Oceanic offerings. In general, demand continues to be adequate, but there are doubts as to the ability of the market to soak up additional volumes of milk. As such, the Oceania spring peak will be watched with interest over the coming weeks. In that regard, expectations for subdued growth in milk production for Australia contrast with a firmer growth outlook in New Zealand.

Notwithstanding the balanced overall view, there are significant differences in performance between product streams. Butter prices have continued to surge, with many key indicators established above US\$6,000/tonne. Smaller volume buyers, typically with shorter term purchasing arrangements and who purchase via wholesalers or other distributors, are facing prices well above this level. The most likely course of action is reformulation, with substitute ingredients increasingly likely to appear on the labels of many previously 'buttery' food products.

Dairy fat prices will ultimately retreat from their current levels as substitution reduces demand and supplies recover, but the exact timing remains a matter for debate. Whilst new southern hemisphere supplies had been expected to ease the pressure somewhat, many now believe that there will not be a substantive fall in prices until after the seasonal Christmas peak in demand.

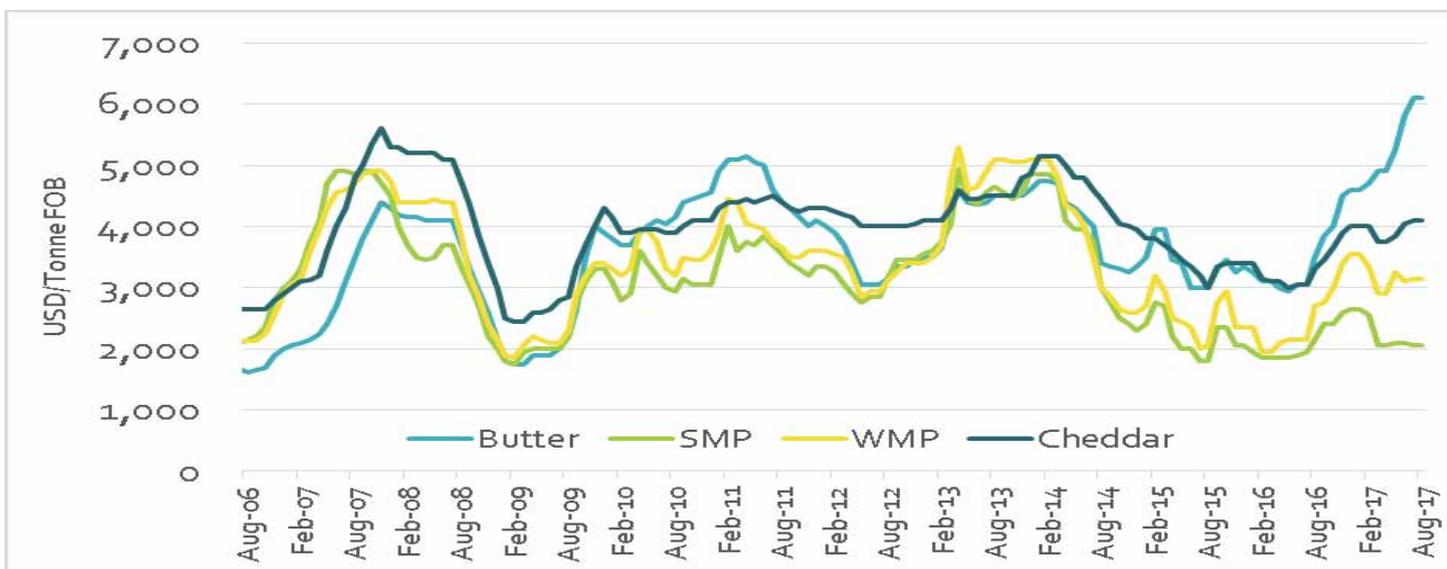
Powder pricing has been relatively flat overall, with price

performance largely linked to fat content. WMP has crept up slightly, supported by moderate levels of Chinese buying and the recent conclusion of the ONIL (Algeria) tender, whilst SMP has lagged due to ongoing deliberations of the European Commission around what to do with their large (and ageing) stockpile. A recent (albeit measured) resumption in sales into intervention have not helped, and it's likely that there won't be much change in SMP values for at least the next few months.

Other market rumblings may yet bring some downside however, with US sources starting to take a renewed interest in exports as growth in domestic demand starts to slow. There will be more milk to sell, as US milk production is expected to increase around 1.6% in calendar 2017, according to the USDA. For June, the country produced 8.2 billion litres – up 1.5% on June last year. On the other side of the Atlantic, early reports suggest European milk production returned to growth in June, after market pressure, taxpayer-funded incentives and a cold spring dampened output for nearly a year.

For now though, New Zealand is the producer to watch, with the southern hemisphere spring fast approaching. Having finished the 2016/17 season down around 1%, milk volumes are forecast by various analysts to grow between two and five percent for 2017/18. Given an attractive farmgate price forecast and a history of outperforming volume expectations, the higher end of the range looks more likely.

Back home, even a more subdued outlook of between two and three percent looks optimistic at times, but given the balance of factors supporting a season of recovery, it remains within reach. Spring weather conditions, together with clarity on just how far the recent spike in grain prices will retreat, are the key variables as we head towards the seasonal peak.



Global dairy commodity prices

Seed Genetics Market Report

What a contrast 12 months can make in the export lucerne market.

By the end of July 2016 the total amount of lucerne exported from all marketers was 5,907,988kg's at the end of July 2017 the total amount of lucerne exported from all marketers was 3,241,740kg's. A difference of 2,666,249kgs. (Source: ABS)

The main contributor to this is the exports to the MENA region in particular Saudi Arabia. To the end of July in 2016 Saudi had imported 3,062,285kg's to the end of July in 2017 1,092,450kg's. A difference of nearly 2,000,000kg's. (Source: ABS)

There looks to be no real improvement on this market in the short term particularly whilst the USA alfalfa harvest is two thirds of the way through completion. Sales of SGI varieties to the MENA region have been moderate with several repeat buyers indicating further enquiry as we get later into this calendar year.

Just on the USA lucerne harvest situation, the Imperial Valley region is all but finished, Central Valley region is much the same, and the Idaho area has only really just started their harvest. Imperial Valley region yields were slightly above average but early indicators are that their clean outs are slightly higher as well. Also the total area, particularly uncertified production, in the Imperial Valley has increased on the back of lower hay prices. The Central Valley region yields were about average with clean outs on par with previous years. The area under seed production in this area remains unchanged from previous years.

Our other main markets are expressing ongoing interest and we expect some further development into these markets in the coming months.

Most of the buyer activity has slowed down as buyers wait to hear how the US harvest has gone and in particular the final clean outs and test results. Once some of these early results have been released we may then see some more demand for our products.

AgriFutures Australia: steely focus on the future of Australian agriculture

AgriFutures Australia has been announced as the new trading name for Rural Industries Research & Development Corporation (RIRDC), a statutory authority of the Federal Government by the Primary Industries Research and Development Act 1989.

Building on the strong foundation set by RIRDC, AgriFutures Australia is forging a bold new path for Australia's rural industries. By anticipating global trends, discovering new knowledge, harnessing new technologies, and investing in people, AgriFutures Australia is set to transform these industries to meet future challenges and opportunities.

RIRDC has made an important contribution to Australian agriculture over the past 25 years. Our new identity is a culmination of hard work from past Directors, employees, farmers and partners, whom without, we would not be able to take this next step.

With new headquarters in regional NSW, the AgriFutures Australia team has spent the last ten months reflecting on the opportunities and challenges facing the agricultural sector. It has emerged with a 'clear and unyielding mandate' to grow the long-term prosperity of Australian rural industries through research and innovation.

According to AgriFutures Australia Chair, Mrs Kay Hull AM, AgriFutures Australia is more than just a name change, it represents the organisation's renewed purpose and direction. "Our new name signals a distinct path for our organisation. We have upended our thinking to be proactive in the face of a rapidly changing environment, and to harness the many

opportunities this presents to our organisation and the sector," said Mrs Hull.

"AgriFutures Australia forges new frontiers for learning, pushes for greater collaboration across sectors, invests in new and emerging industries, harnesses new technologies and builds the capability of emerging leaders to deliver real on-farm benefits. "It is such an exciting time to be in Australian agriculture and AgriFutures Australia is well placed to collaborate with rural industries to build a prosperous future.

"We've set our sights on transforming the rural industries we partner with to meet the challenges that lie ahead. Our new name reflects our place in agriculture, our national mandate and our steely focus on the future. We thank everyone for their involvement and contribution to date and look forward to working together to grow our future."

AgriFutures Australia invests in research, leadership, innovation and learning to enhance the long-term prosperity of rural industries and communities across Australia.



AgriFutures Australia team

Production:

Thanks to a beautiful winter and early spring, we've seen good growth in Lucerne. Weed control has been excellent, with most seed growers set up with clean, healthy paddocks going into their first hay cut. This year's seedling paddocks are looking great with favourable conditions which have resulted in good establishment of crops. It is obviously far too early for determining the outcome of the crop this year however we always try and work on the preparation of the paddocks to give the best possible chance of hay and seed to give the best possible gross margin overall.

Keith Site:

With the last of the re-cleans finishing recently, its back to repairs and maintenance for the cleaning lines to make sure everything is in order for the upcoming season. All the staff did a great job to make sure the seed was cleaned to the highest quality we could, while ensuring seed losses were acceptable to keep the growers happy as well as meeting the market expectations. Due to the increased volume of seed that has gone through the shed this year, we have been shifting large volumes

to our Melbourne warehouse to make sure we have sufficient room for both field, dressed and finished product. Once the repairs and maintenance phase has been completed, we will move into the upgrades of the storage, safety and processing to further give the growers more options. We have some new office staff commencing next month due to internal promotions and also some maternity leave coming up so there will be some new faces and voices before too long. Please don't hesitate to contact us for more information on our seed cleaning services.

Marketing:

The current market is relatively subdued with a lot of the trade being facilitated in the first half of the year. There has still been some tyre kicking in recent weeks which hasn't eventuated into any firm sales. The European lucerne harvest is underway and their dry finish has been good for lucerne seed production. With their prices being much lower than ours, it may allow for some inroads into our traditional markets. Our export team has been busy organising the shipment of seed into Saudi Arabia and North Africa and will commence shortly on our South American program which will take us through till December.



Agronomy Report

by Scott Hutchings – Senior Agronomist, Cox Rural, 0428 551 188

The last two and a half months have been considerably wet across the key seed growing regions of South Australia and into Victoria. Most lucernes have been in a relatively dormant state with the cold weather. The wet weather has caused issue with delays in winter cleaning and some herbicides being applied in sub optimal conditions. The cold wet weather has seen increased nutritional deficiencies in broad acre crops particularly nitrogen but also sulphur in canola and trace elements in cereals mainly due to low levels after high removal last year, nutrient leeching and cold soil temperatures for uptake this season.

Pest wise the big issue moving forward for broad acre crops appears to be mouse damage. At this stage we are seeing significant mouse damage in canola crops in the form of eaten off bottom pods. The mice are also breeding and this is of considerable concern as the weather becomes finer with an increased risk of damage as other crops mature and we move into harvest. We are also still seeing issues with snails in lucerne and broad acre crops due to the wet conditions.

With spring having just started, but with minimal warm weather, insect activity has been relatively slow, however earth mite have been very active all season and September is the month for *Timerite* spraying for optimal control in pastures. In hay and early dryland crops we are just starting to see some blue green

aphid activity and expect to see native budworm late September/early October.

Outlook for a strong dryland season looks good at this stage with a full soil profile going into late spring, however gross margins will have to stack up against strong lamb and livestock prices. At this stage some early dryland paddocks have been shut up for seed and irrigation paddocks are beginning to be shut up for first hay cuts, although carryover hay from last season is leading to less hay being cut locally this season.



Mouse damage in canola

LUCERNE EXPORT STATISTICS from AUSTRALIA -January 2012 to July 2017

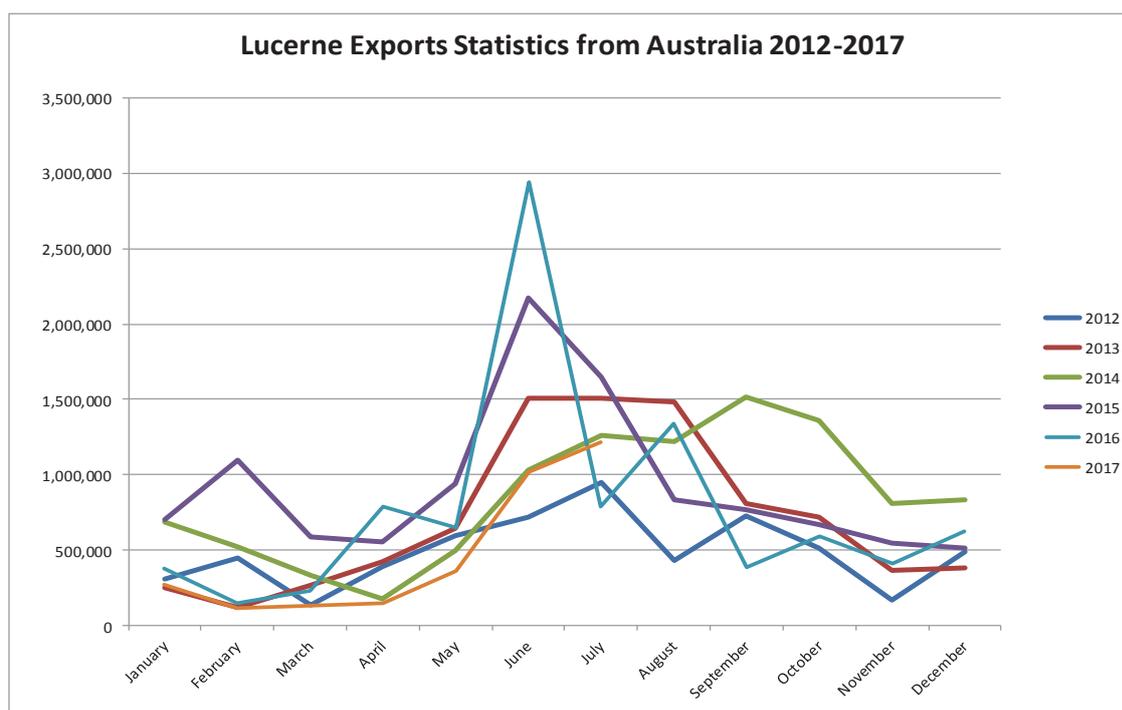
Courtesy of Teague Australia



Quantities below are in kg

Month	2012	2013	2014	2015	2016	2017	Year to date Difference 2016 & 2017
January	310,144	245,741	687,172	698,895	374,150	266,596	-107,554
February	445,793	118,025	518,553	1,099,252	148,919	108,988	-147,485
March	130,625	269,091	334,033	582,929	227,050	127,000	-247,535
April	385,262	424,057	171,816	549,340	784,031	143,025	-888,541
May	594,069	647,509	495,472	940,000	644,704	363,023	-1,169,943
June	721,122	1,509,605	1,029,000	2,176,805	2,942,685	1,018,477	-3,094,151
July	951,685	1,510,278	1,260,782	1,649,080	786,450	1,214,352	-2,666,249
August	430,924	1,482,357	1,217,121	834,178	1,339,684		
September	726,310	811,667	1,516,965	770,857	388,207		
October	509,447	719,882	1,356,922	667,503	588,199		
November	169,450	363,877	810,704	543,246	409,700		
December	483,832	379,122	829,293	511,127	623,560		
Total	5,858,663	8,481,211	10,227,833	11,023,212	9,257,339	3,241,740	

This summary was produced using data supplied by the Australian Bureau of Statistics.



We thank Teague Australia, an associate member of Lucerne Australia, for supplying these figures.

TWO NEW TRACTORS ADDED TO THE IMPRESSIVE CASE IH LINE UP

The introduction of a new tractor model and the offering of CVT technology on the already well known Steiger is the latest move by Case IH to make the lives of Australian producers easier.



Case IH Steiger 500 CVT Quadtrac™

The company has announced the world's first articulated tractor with Continuously Variable Transmission (CVT) will soon be in Australia in the shape of the Steiger® CVT.

The Steiger CVT technology will feature on the Quadtrac™ 450 and 500, and Rowtrac™ 400, 450 and 500. The Steiger wheeled 400, 450 and 500; and the wheeled scraper 450 and 500 will also join the CVT stable.

“The Continuously Variable Transmission offers so many benefits for the tractor operator and we're excited our Australian customers will soon have the opportunity to put it to the test,” said Case IH High Horsepower Tractor Product Manager for Australia/New Zealand, Alyx Selsmeyer.

As well as targeting fuel efficiency and operator fatigue, the CVT transmission provides faster acceleration to field or road speed, full power availability at low ground speeds for special applications and implements, and full hydraulic flow availability at low ground speeds, for the likes of drilling and planting. The result is increased productivity with faster cycle times and maximum fuel efficiency.

The Steiger CVT transmission was specifically designed for applications requiring 400 hp and above. This brand new transmission further enhances an industry leading product line allowing the driver to focus on the task at hand rather than on tractor operation.

“The addition of CVT to the Steiger range represents a giant leap forward in the world of high horsepower tractors” Alyx said.

Also, announced earlier this year and hitting our shores now is the Optum CVT. Case IH Australia predicts it will be a perfect fit within their already impressive high horsepower tractor offering.

Case IH Product Manager, Peter Elias says the Optum CVT is instantly recognisable by its dynamic modern styling that introduces the look of Case IH tractors for the future and creates its own category by combining the versatility and of a Puma with the power of a Magnum.

“An in-depth customer clinic was held, involving owners of a variety of brands in this segment,” says Peter. “We thoroughly evaluated demands and expectations which then were implemented in the development, design and manufacturing of the new tractor range. One key requirement Australian farming and contracting businesses focus on is the manoeuvrability and compact dimensions of highly versatile and powerful tractors – that is what our development engineers kept in mind. We are convinced that the Case IH Optum CVT will soon be appreciated as a truly versatile and reliable high performer.”



Case IH Optum 270 CVT

For more information please contact O'Connors Bordertown, your local Case IH dealer:

Scott Williamson - 0408 135 920

Alan Milligan - 0409 981 877

Or see more details about the two machines on the O'Connors website: www.oconnorscaseih.com.au

Naracoorte Seeds - Market Report

By Joshua Rasheed, Public Lucerne Seed Trader Ph : 0427 790 655

Like last quarter, again there isn't a lot to report on public lucerne seed for the past 3 months. We have seen sales throughout this period, but like the last quarter the buyers haven't been knocking our doors down and sales have only been fair at best. This has been highlighted by the latest lucerne export figures showing Saudi Arabia, our biggest consumer of certified lucerne seed, to the end of July 2017 having purchased 1,500MT less than the same time last year.

Public certified lucerne seed is getting close to being in a sold out position, mainly due to the poor 2017 lucerne seed harvest and not buyer enquiry, and I would expect to see little left by the time we ramp up into the 2018. The poor harvest did hold certified pricing up this season, but as we are getting close to the end of this year prices look to be easing, mainly due to the US dollar jumping by 4 to 5 cents over the past 3 months.

Not all growers recognise the impact the USD can have on our market when it increases during our main selling season, but I can assure you it makes it harder to hold grower prices at

previous levels when this sort of jump occurs. In a hot market like the previous two years a jump in the USD by 4 to 5 cents may not have mattered, but when we are selling into a soft market it has a negative impact.

Uncertified seed has been slowly, but reasonably consistently, moving over the past 3 months with prices generally been pretty steady throughout, but like the certified seed, has come off the boil recently. I don't expect to see a lot of Dormancy 8/9 left by the end of the season, but there could be some carry-over of the 5-7 dormancy.

Next season is still a distance away and a lot can happen between now and then, but a positive for our market is that we again will be close to a sold out position before the marketing starts in 2018.

As always Naracoorte Seeds are active purchasers of public Lucerne seed, so please feel free to give me a call to discuss on 0427 790 655.

Make Your Bed

By Dennis J Hoiberg - The Resilience Whisperer



Recently my client was stressing about her 2017 tax records and having to have everything in on time. She declared how unorganised she was due to being so busy and was embarrassed about it. What would her accountant think of her!? She didn't even know where to start! My advice to her was to make her bed!

Just start. Unfortunately, in this world, more things are said than done and whilst people have many good intentions and many good objectives, they simply don't know where to start. I say start with the small stuff and do that well – like making your bed. Making your bed is symbolic of doing something simple and easy that will make us feel good for the day and encourage us to do more complex and challenging things.

Doing all the little things well add up to big things – but the big tasks in your life won't be achieved until you are good at doing the little things – so again, make your bed!

Energy creates momentum, momentum creates action, and action creates results. Action is the stuff of well-being! For many of us, the initial challenge is to create that energy in the first place - to take that first step along the journey that will take us up along the path to our destination.

Yet taking that first step - doing the little things - is extremely daunting for some people. Many of us overthink it - to the extent

that we are unable to take that critical first step. Unless we manage it, overthinking can lead to anxiety, depression and sometimes even death.

Stop thinking and just do. I have a strategy that I get my clients and friends to practice. I call it my strategy of imperfect implementation – just do. In simple terms, it's just about giving it a crack – whatever "it" is. The good thing about this strategy and in fact life is that if the initial attempts fail, you can always give it another crack. There are, after all, very few things in this life that we can't change or even start all over again.

It's all about taking committed action – but as always, the challenge is where to start.

What is the little thing that I should do first – that's the first step. Unfortunately, I can't tell you, but you can! All you need to do is pause, listen to your intuition and do. I think the power of gut feeling is underplayed and undervalued. Somehow, we have lost that sense of backing yourself – most probably through fear, anxiety and disappointment. Yet it is the simplest strategy to use to create that required energy.

So, trust your gut, back yourself, take one step, do it well and then take another step. If by chance you don't succeed, take a breath, go home and relax in your bed...which you made! You started the day with a positive action so give yourself some credit.

Website: www.lessonslearntconsulting.com

Lucerne Australia Members

Welcome to new grower members: PSB Investments - Peter and Sally Bell - Keith and Florando Partners - Greg Kennett - Tintinara

Adlington, Stuart and Valerie	Hunt, IK & SA	Munrose Nominees
Allen's Warrawee Park	Hutchings, SC & CA	Nalang Pastoral Co
Altus, TJ & JL 'Moonmera'	Hyfield Pastoral Pty Ltd	Newfair Investments P/L
Arney, JF & JT & Sons	Jaeschke Partners	Newton Pastoral Pty Ltd
Ashby, AD & DC	Jarra Farm Trust	Nupez Pty Ltd
Bellsands	Jesse, Cameron	Obst, MB & SC
Bergan Park	Karatta Pastoral	Oldfield, T & J
Brecon Proprietors	Keller Partners	PSB Investments
Brown, DC & DG	Kenwyn Proprietors	Richardson, AJ & MJ & Son
Cacia Downs Farming Company	Kester, R.J & J	Rillamead Pty Ltd
Connor Pastoral Company Pty Ltd	Kuchel, DJ & CE	Rowett, NJ & LK
Connor, TR & MJ	Leach, PJ & Co	Ryan, GT & WB
Corlinga Partners	Loller, B & L	Sanders, DE & FM
Crawford, CJ Pty Ltd	Lyntunga Props	Sanders, GE & LM
Creston Partners	M & K Harvey Family Trust	Sanders, SN & DA
Densley, NB & MR	Makin Nominees	Sanders, RJ & ED
Florando Partners	Mardango Props	Scottswell Partners
Frith, NJ	Maroona Proprietors	Shepherd, JE & Co
Fry, AL & JE & Son	Martin, JP & SGP	Simpson, GE & TM
Glendoon Pastoral Co	McMurray, BJ & CB	Twynem Partners
Graetz S & H	McMurray, JA & KA	Vowles, B, K & M
Hilton, CJ & KA	McWimay Ptd Ltd	Wilsdon, RE & TK
Hunt, DB & JS	MM Hawkins, Brippick	Zacker, AJ & JM



L: LA members at Wise Farm Equip hearing about the mower and seed destructor.

R: Members at Brippick - learning about composting.



Lucerne Australia Sponsors

GOLD



SILVER



Welcome to new Associate Members – Stoller Australia, Seed Force, Wilchem and Upper Murray Seeds

Associate Members/ Bronze Sponsors

AgXtra	Heritage Seeds/Seedmark	Seed Genetics International
AJ Cotton & MA McDonald	Imperial Valley Milling Company	Seed Force
Alforex Seeds	JJ O'Connor E. Sons Pty Ltd	Seed Services Australia
Alpha Group Consulting	Jolpac Rural Supplies	Stoller Australia
Cox Rural Keith	Kongal Seeds	Tatiara Seeds
Crop Monitoring Services	Landmark Keith	Teague Australia
D & M Rural	Lucsom Ltd	Total Eden
DTS Seed Assurance	Naracoorte Seeds	Upper Murray Seeds
Dow Agro Sciences Australia	NAS Agribusiness	Vermeeren Bros Manufacturing
Elders Keith	Pasture Genetics	WFI
Farmers Centre	PGG Wrightson Seeds	Wickham Flower
Forage Genetics International	Rabobank Australia	Wilchem
Frank Fatchen Pty Ltd	Riverina Local Land Services	Wise Farm Equipment
Gibbs Agricultural Consulting	SA Apiarists Association	Zadow Apiaries



DO YOU KNOW THE EXECUTIVE COMMITTEE MEMBERS

Got a question for Lucerne Australia? Contact the Executive Officer or any our Executive Committee Members who will be happy to help.



Bruce Connor, Chairman

Bruce was born on the family dairy farm at Mt Compass. He relocated to a property at Tintinara in the late 1970's to grow out replacement heifers. He and his family now farms beef cattle, cropping, dryland and pivot irrigated lucerne for hay and seed. Contact: 0428 835 310.

Josh Rasheed, Deputy Chairman

In 2011 Josh moved from the family Real Estate business in Meningie to become the Contract Cropping Manager and Pasture Advisor for Naracoorte Seeds. He continued in this role until 2016 where he took over the National & International Lucerne Seed Trading while still continuing his roll of Pasture Advisory. Also in 2016 Josh and his wife Emma bought into the business with Jamie & Peta Tidy. Contact: 0427 790 655.



Guy Cunningham, Grower Member

Guy farms with his wife Sarah and family near Willalooka. The business comprises a 300 cow stud beef cattle herd, dryland winter cropping and lucerne production, mainly aimed at seed with some hay sold off farm. Contact: 0429 875 422.

Rodney Lush, Grower Member

Rodney farms with his wife Sally at Coombe, producing lucerne seed, lamb and wool since 1991. The farm production system is based around centre pivot and flood irrigated lucerne and rain fed perennial pastures. He also provides farm business advice and support to clients in the Mallee, South East and Western Victoria as a consultant with Proadvice. Contact 0419 862 510.



Scott Campbell, Grower Member

Scott and his wife Sophie Campbell own and manage 4100 hectares at Keith. They are highly focused on dryland and irrigated lucerne production and also run 3500 ewes for prime lamb production and a winter cropping program His family have been involved in the lucerne seed industry for more than 40 years. Contact: 0417 887 562.

Sarah Martin, Associate Member

Sarah is a Senior Rural Manager at Rabobank, responsible for a portfolio of rural clients. She holds a Bachelor of Science (Agriculture) from the University of Adelaide. She resides on a mixed farming operation (lucerne, sheep, cattle and horses) with her family west of Keith. Contact: 0429 101 840.



Simon Allen, Grower Member

Simon is involved for 10 years in a family farming operation based at Keith, which produces irrigated lucerne seed and hay, cereal grain and hay, pulses, oilseeds and a commercial merino flock. Simon attended college, studying rural business management and has previously sat on the executive committee of Lucerne Australia and its variety trials committee. Contact: 0408 893 786

Scott Hutchings, Associate Member

Scott is a senior agronomist with Cox Rural Keith and has worked in the upper south east for 21 years covering pulses, oilseeds and cereals and lucerne for seed, hay and pasture. Scott holds a bachelor of Agricultural Science from Roseworthy Agricultural College. Scott and his wife Cath also run a small prime lamb production and opportunity dryland seed production enterprise. Contact: 0428 551 188.



Jenny Aitken, Executive Officer

Jenny was raised on a grain and contract harvesting enterprise and has a good understanding of rural issues. After spending most of her working life in radio, she also worked for a Senator in Queensland and has a passion for promoting agriculture to the wider community. Contact: 0439 538 332.



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