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Great in Grass®



FOR IMMEDIATE RELEASE

Contact: Samantha Miller Marketing Coordinator Barenbrug USA 541-704-0214 Smiller@barusa.com February 19, 2014

Tangent, OR – Barenbrug USA launches new Forage Delivery System

No matter which cool season or warm season perennial grass base is used, pasture does not grow uniformly throughout the year. Livestock producers have to manage feed demand and feed supply, no matter what class of livestock or level of grazing management. The best grazers pay close attention to minimizing periods of feed deficit or surplus.

Pinpoint, Barenbrug's Forage Delivery System, is the new cost-effective solution for seasonal feed supply challenges. Pinpoint products will help producers achieve the goal of grazing for 300+ days out of the year. By working together as a system the Barenbrug Pinpoint family of products will help increase profitability by lowering feed cost and reducing stress on the operation.

Production records regularly indicate that winter feed costs are the single largest expense, and keeping feeding costs low is key to a profitable operation. Typically feed grazed directly by animals will always be less expensive than conserved forage (hay, silage, baleage that is harvested and fed later). In addition, grazing animals recycle nutrients onto the pasture instead of concentrating them in areas where conserved forages are fed. Pinpoint products, along with other management changes, will allow growers to reduce their hay-feeding season regardless of where they're located.

Barenbrug's new Forage Delivery System will provide a solution for timely forage needs. Even with ideal pasture and livestock management, periods of feed deficit still exist. Base forages have distinct growth curves that cannot meet the feed demand of grazing animals during every season of the year. Managers can plan for seasonal forage deficits. Pinpoint products can help fill these deficits.

Pinpoint products, as part of an improved management plan, can help you optimize the utilization of grazed forages and reduce dependency on supplemental feed, fuel and other inputs. To learn more about Pinpoint please visit barusa.com/pinpoint.

About Barenbrug USA

The Barenbrug Group is one of the world's largest developers of proprietary turf and forage grass varieties and legume species, and is the leader in turf grass plant breeding, seed production and marketing since 1904. Barenbrug USA is the largest subsidiary of the Barenbrug group and is located in Tangent, Oregon.

Bridge the forage gap.





INTRODUCTION

Pinpoint, Barenbrug's Forage Delivery System, is the cost-effective solution for seasonal feed supply challenges. The Pinpoint family of products work together as a system. This system helps increase profitability by lowering feed cost and reducing stress on the operation. Pinpoint products help producers achieve the goal of grazing for 300+ days out of the year.

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Pinpoint Products Fill Forage Season Gaps

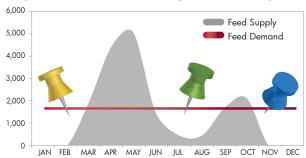


Figure 1.

LOWER YOUR FEED COSTS

Feed grazed directly by animals will typically always be less expensive than conserved forage (hay, silage, baleage that is harvested and fed later). In addition, grazing animals recycle nutrients onto the pasture instead of concentrating them in areas where conserved forages are fed. Pinpoint products, along with other management changes, will allow growers to reduce their hay-feeding season regardless of where they're located.

Pinpoint products, as part of an improved management plan, can help you optimize the utilization of grazed forages and reduce dependency on supplemental feed, fuel and other inputs.

Clovers should be part of every improved pasture management plan. The biological nitrogen fixation they support reduces fertilizer cost, increases the crude protein content and improves feed quality. There are a number of species available to fit specific needs.

"Hay is costing me 3 cents a pound to produce and I have to haul it to the cattle. Brassicas are costing me less than a cent to plant and the cattle harvest it. I can't afford not to plant it!"

Dustin Cross - Demonstration Cooperator, Columbia County, AR

PINPOINT PRODUCTS





























High Quality Brassica



TESTED AND PROVEN
PRODUCTS, ADAPTED TO
YOUR AREA. AVAILABLE
FROM A DISTRIBUTOR WITH
EXPERIENCE IN YOUR REGION.

FORAGE DELIVERY SYSTEM

Over a wide region of the US, cows average only seven months of grazing a year. Put another way, the average cattleman, from Mississippi to Wisconsin, utilizes supplemental feeds five months out of the year despite the differences in climate and grass bases. Pinpoint products will allow producers to reduce their dependency on store feed by increasing their grazing season.



PINPOINT PINS

The Pinpoint family of products supply feed during feed deficit periods and will increase your profitability by lowering feed cost and reducing stress. Identify your feed deficit and look for the pinpoint pin on the graphs.

FIND THE PINPOINT PIN!







COOL SEASON PINPOINT SOLUTIONS

The cool season region (Figure 3) relies on cool season grasses as its base. Growers should establish the best-adapted improved varieties of soft leaf fescue (STF-43TM), winter hardy perennial ryegrass (BG-24T) or late maturing orchardgrass (HLR). Pinpoint products deliver additional forage during the summer, fall or early winter shortages.

Cool season grass growth can slow down under high summer temperatures and lead to forage shortages. Warm season grasses such as Moxie teff or Mojo crabgrass can be sown in late spring to prepare for these shortfalls. High energy forage such as Barsica rape or T-Raptor hybrid rape can also be sown to fill the gaps from summer slump in cool season grasses.

Barkant turnips can be sown in late summer to fill the forage gap when cool season grasses shut down due to low temperatures in early winter. Barkant turnips produce a large tankard bulb; 75% of it is below

ground and stores well for late fall and winter grazing. T-Raptor hybrid rape forms a smaller bulb for winter but provides multiple grazing from the above ground foliage in late fall.

Green Spirit ryegrass can be sown in the spring.

Cool Season Zone Pinpoint

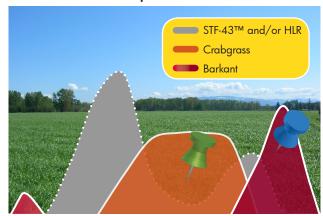


Figure 3.

WARM SEASON PINPOINT SOLUTIONS

The warm season region (Figure 4) is where warm season perennial grasses such as bermudagrass or bahiagrass are persistent, productive and adapted to a wide range of conditions. Management plans must account for most of the annual yield occurring during late spring and summer, with little growth occurring during early spring and fall. Pinpoint products will allow producers to reduce their dependency on store feed by increasing the grazing season.

Maximus is an early maturing tetraploid annual ryegrass for regions where bermudagrass greens up earlier in the spring. It does not compete with the bermudagrass growing period. It is highly winter active for regions where grazing all winter is needed. Maximus can be overseeded in late fall into bermudagrass pastures.

In regions where bermudagrass takes longer to green up into early summer, Jumbo or Green Spirit ryegrass can be overseeded into bermudagrass pastures. Green Spirit will provide the longest winter grazing season and the highest quality feed.

Barkant turnips can be sown in late summer or early fall to provide forage for the transition period between bermudagrass to annual ryegrass in late fall to early winter. Leafy brassica forages such as Barsica and T-Raptor can be sown in mixtures with Maximus annual ryegrass into disked bermudagrass sods.

Warm Season Zone Pinpoint

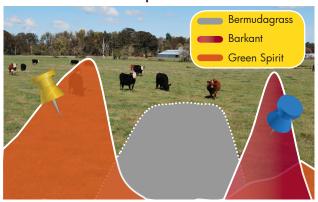


Figure 4.

TRANSITION ZONE PINPOINT SOLUTIONS

The transition zone (Figure 5) is where the summers are too hot and humid for most cool season grasses, and winters too cold for warm season grasses. BarOptima PLUS E34® is the safe, sustainable and profitable grass base choice

Warm season grasses such as Moxie teff or Mojo crabgrass can be sown in late spring to prepare for the summer cool season grass growth shortfall. High energy forage such as Barsica rape or T-Raptor hybrid rape can also be sown to fill the gaps from summer slump in cool season grass growth.

Barkant turnips can be sown in late summer to fill the forage gap when cool season grasses shut down due to low temperatures in late fall. Barkant turnips produce a large tankard bulb; 75% of it is below ground and stores well for late fall and winter grazing. T-Raptor hybrid rape forms a smaller bulb for winter but provides

multiple grazing from the above ground foliage earlier in the fall. Green Spirit ryegrass can be sown in the spring for high yields of high quality forage during the cool growing season.

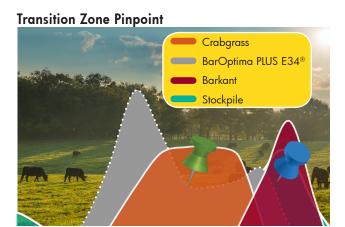


Figure 5.

SAMPLE PINPOINT PLAN

Extending your grazing season can be achieved through the following steps:

- Establish and manage highly productive, modern fescue pastures with products like BarOptima PLUS E34®.
- Apply management practices to produce narrow calving periods that are best aligned to your environment.
- Learn to manage stockpile fescue: Stockpiled fescue is fall growth that is allowed to accumulate for grazing later in the fall and winter. (This purposeful stockpiling of forage for grazing at a later time is a new concept for many livestock producers, but extending the grazing season by using stockpiled fescue in late autumn and during the winter months has repeatedly been shown to be an effective way to maintain livestock profitability.)
- Utilize Pinpoint products to fill gaps:
 - Plant Moxie teff grass (for hay) or Mojo crabgrass (for pasture) in late spring for summer production. Ready for first cutting or grazing 6 weeks after planting.
 - Plant Barkant turnip (for single grazing) or T-Raptor hybrid brassica and Barsica rape (for multiple grazing) in late summer for late fall and early winter grazing (ready 6 to 8 weeks after planting).

5 STEP PINPOINT PLAN

- 1. Start with an inventory of forage base
- 2. Determine management practices to increase seasonal grazing from existing forage base
- 3. Add Pinpoint family of products to fill seasonal gaps
- 4. Plan forage and grazing practices ahead for the year
- 5. Monitor and adjust forages and livestock as needed



WHERE TO PURCHASE PINPOINT

Pinpoint products are available through a wide network of distributors and dealers throughout the United States. To learn more about Pinpoint products please visit: www.barusa.com/pinpoint



"Livestock producers have suffered and continue to suffer from increasing input costs. Never in history have the cost of feed, fertilizer and fuel increased so dramatically over a short period of time. Producers are challenged to determine what management adjustments are right for their operation."

300 Days of Grazing Program • University of Arkansas

Distributed by:

Forage Delivery System brought to you by:



800.547.4101 • www.barusa.com



WHAT IN THE WORLD IS PINPOINT?

During every year there are times when forage production is less than the amount needed by your livestock. The Pinpoint Forage Delivery System helps producers better manage their base forages and select specific Pinpoint products to reduce dependency on stored feed and improve the utilization of their resources.

HOW IS THIS GOING TO "HELP" MY OPERATION?

No one else knows the land and the local weather like you, the producer. By using this localized knowledge you can identify where and when forage is needed and then use the Pinpoint Forage Delivery System to properly select those Pinpoint products that best fulfill your feed needs with adapted and proven products.

ARE THE PINPOINT PRODUCTS GOING TO WORK IN MY PART OF THE COUNTRY?

There is a difference in varieties of Pinpoint products. Some of them will work in areas where others will not. Some Pinpoint products are warm season products and some are cool season, thereby working North and South. Some Pinpoint products are more drought tolerant than others, thereby working East and West. Barenbrug has a regional support team eager to assist in selecting regionally specific products for your area. Please contact us.

HOW MANY ACRES DO I NEED IN ORDER TO USE THE PINPOINT SYSTEM OF GRAZING?

The amount of acres would not necessarily limit the use of the Pinpoint System.

WHAT KIND OF YIELD CAN I EXPECT FROM PINPOINT?

Pinpoint Delivery System is about understanding and managing the forage yield distribution. By selecting the best option for base forages producers can increase overall forage yield as well as increase production by the grazing animals. Adding Pinpoint products into the system will increase overall yield and more importantly be delivering forage when it is needed.

WHAT KIND OF ANIMAL PERFORMANCE CAN I EXPECT FROM PINPOINT?

Many of the Pinpoint products are high in fiber digestibility and protein. Grazing at peak quality will enhance animal performance. Animals eating green forages in their vegetative state are doing exactly what they are designed to do and thus more efficiently utilizing the nutrition they receive from the base forage and the Pinpoint products.

HOW MUCH MONEY WILL I SAVE GRAZING VS. FEEDING (HAY OR SUPPLEMENTS)?

Grazing will always save money compared to buying hay or supplements, but managing base forages and the Pinpoint products for yield and quality is critical for increasing the return on the investment in the Pinpoint System.





BARENBRUG AT A GLANCE

At its core, Barenbrug USA concentrates on leadership in the research, production, marketing and sale of innovative grass seed products. Our focus and determination are evident in the solutions we develop for the turf industry. Our research and development covers all the major U.S. climate zones, and our nationwide network of territory and sales managers provide you with on-the-ground coverage no matter where you live.

USA HEADQUARTERS

Our 110,000 square foot central office and production/warehouse facility, located in Oregon's Willamette Valley, is an ultra-modern structure designed to efficiently accommodate our operations and volume of business well into the next century — providing customers with the fast, accurate order processing and shipping they have come to expect from us.

LOCATIONS

Barenbrug USA is a branch of the Royal Barenbrug Group, the largest privately owned grass seed company in the world. It is a role that we have developed, grown and cultivated. The Barenbrug Group has 20 corporate facilities in 12 countries located on five continents.

RESEARCH AND DEVELOPMENT

Barenbrug conducts research all over the world, because our customers are located all over the world. These worldwide research stations and cooperative agreements make Barenbrug uniquely able to access the global germplasm pool in order to innovate new varieties adapted to every climatic condition and growing requirement. Cooperation with governments and universities augments our efforts, incorporating decades of knowledge and experience into our research and development programs.

TECHNOLOGY

Barenbrug has a worldwide network of research facilities; developing the most advanced grass seed varieties available. Worldwide research capabilities allow Barenbrug to match the right grass seed variety to any local climate, and develop new varieties to meet the demanding needs of the consumer.

MORE INFORMATION

Visit www.barusa.com to learn more

MEDIA INQUIRIES

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PINPOINT BASE FORAGES





Barenbrug has introduced E34® into the elite, soft-leaf tall fescue BarOptima. BarOptima PLUS E34 is the newest generation of forage grass, containing three desirable tall fescue traits: a high quality forage with high yield and persistence. This is a revolutionary tall fescue that improves palatability while eliminating toxicity and increasing animal productivity.

BarOptima PLUS E34 represents Barenbrug's commitment to the livestock industry with a program of total forage energy. Traditionally, forage grasses have been defined by two traits: yield and persistence. Barenbrug places a strong emphasis on a third trait – forage quality.

After all, forage quality has a direct effect on animal performance and ultimately on your profits.



Remington NEA2, is a new combination of Barenbrug's proven variety, Remington, with a beneficial endophyte, NEA2. Remington is a high-yielding, high-quality tetraploid ryegrass that shares many attributes of a diploid type. Remington was selected in the U.S. for its sward density, high yields and excellent disease resistance. Remington has improved winter tolerance compared to traditional cultivars. Remington also exhibits improved tolerance to heat and produces longer into the summer than the competition. Remingtons is well-suited to grazing and high-moisture cutting systems. Its exceptional palatability promotes high dry matter intake in a grazing situation. And, as a perennial ryegrass, Remington provides extremely nutritious and digestible forage. The addition of the NEA2 beneficial endophyte expands Remington's area of adaptation, allowing it to persist in regions where perennial ryegrass typically dies out due to summer stress.



STF-43™ is a premium blend of late maturing, soft-leaf tall fescues. This blend is formulated with varieties that provide exceptional levels of dry matter. STF-43 is highly digestible, therefore promoting rumen health and productivity. STF-43 is well-suited for cutting systems and an excellent selection for planting with legumes.





PINPOINT BASE FORAGES



Freedom! red clover is the latest release from the University of Kentucky. It was selected for increased dry matter production and faster drying. Freedom! has finer stems and less pubescence (hairs) on the stem which gives this variety its unique characteristic and ability for faster water evaporation.



Freedom! MR is selected from Freedom! for mildew resistance. Six cycles of selection were conducted from Freedom! to develop Freedom! MR. Freedom! MR also has lower pubescence than Kenland but more pubescence than Freedom!. Freedom! MR is adapted to upper transition zone, midwestern USA and northeastern USA where mildew can be a concern. Freedom! MR shows the same high yields as Freedom!.



Barduro is a mid-dormancy variety developed for high resistance to root knot nematode. It is exemplarary in its drought tolerance for surving three years of drought in the southeastern U.S. where no other red clover survived. Barduro is suited for southern U.S.

BG-34

BG-34 is a blend of the best late maturing winter-hardy varieties of perennial ryegrass. BG-34 is the standard of high quality pastures and hay fields throughout the northern US. Dairy farmers report milk production increases of up to 10 pounds of milk per cow per day when feeding BG-34 perennial ryegrass. Used in a pure stand or in a mix with white clover, BG-34 provides extremely high quality forage.

B-24T

BG-24T is a unique, innovative blend of early and intermediate maturing diploid and tetraploid perennial ryegrass varieties. Nearly a decade ago Barenbrug released BG-34, a blend with late maturing perennial ryegrass varieties. Since then Barenbrug breeders have selected new, more heat and cold tolerant perennial ryegrass varieties. Research has shown that under high summer temperatures, intermediate maturing varieties perform better than very late maturing varieties. These new varieties have better disease tolerance and perform better in the extreme environmental conditions of the cooler regions of U.S.



PINPOINT BASE FORAGES





Alice has large leaves and grows to medium height. Alice exhibits tremendous nitrogen-fixing capacity that benefits its companion forage varieties. It is persistent and winter-hardy, making it the perfect companion for pastures in the northern U.S. and Canada. Alice is aggressive enough to achieve a good balance with grass, while not overtaking the stand.



Barblanca is a large-leafed white clover with excellent persistence under intensive grazing. Barblanca was developed from heat tolerant germplasm and is a highly suitable cultivar for the transition zone and southern U.S. Barblanca has an aggressive growth habit and is perfect for inter-seeding into tall fescue and ryegrass pastures. This variety is also ideal for overseeding toxic endophyte-infected tall fescue pastures, thus reducing the effects of toxic alkaloids on grazing livestock.



Neches white clover is a new synthetic variety of intermediate white clover approved for release by Texas AgriLife Research and the Texas A&M University System in January 2010. Neches flowers earlier than La S-1 and Durana and is in full bloom by mid-April at Overton, TX.

HLR Orchardgrass HIGH LEAF RATIO ORCHARDGRASS

Years of breeding efforts go into improving the forage quality and simultaneously the forage yield of orchardgrass varieties. HLR Orchardgrass contains the best and latest orchardgrass varieties from Barenbrug's breeding program. The varieties have been selected for high leaf-to-stem ratio which means more leaves for improved digestibility and energy, with less stems that reduce the palatability of the pasture. New diseases keep appearing in orchardgrass pastures. Barenbrug breeders are continuously selecting for disease tolerance and HLR Orchardgrass is tolerant to rust and other leaf diseases. The intermediate to late heading varieties in HLR are ideal for interplanting with alfalfa.





PINPOINT PRODUCTS



Barkant is a very vigorous diploid turnip variety with a purple tankard root (50 percent of the bulb is on top of ground). Barkant has high bulb yield with good top growth. It also has high sugar content which provides winter-hardiness and increased palatability. Barkant has good tolerance to bolting and under a correct grazing management system can provide multiple harvests with up to 4-6 tons/acre of dry matter production in 60-90 days. Barkant is also suitable for stockpiling or strip grazing with sheep and cattle.



Use this perfect blend of diploid and tetraploid Italian ryegrasses as a rotation crop for fall planting. When planted in the spring, seed heads do not emerge during the first year. The varieties used in Green Spirit require prolonged periods of cold weather for vernalization. Once vernalized, the plant has the ability to produce seed heads which result in the loss of forage quality. Inferior products that imitate Green Spirit vernalize with much shorter periods of cold, producing seed heads soon after planting when spring nighttime temperatures drop.



Maximus is a tetraploid annual ryegrass from Barenbrug. Maximus is a medium maturing variety with substantial winter growth resulting in high dry matter production. Maximus exhibits an erect growth habit with large leaves making it ideally suited for mechanical harvesting. Maximus has good rust resistance and is suitable for production in the Gulf Coast states as well as California.



Hercules outperforms other popular cultivars in the transition zone where winter-hardiness in a variety is critical. Hercules is late maturing and very leafy, making it suitable for greenchop and grazing. If spring planted, it has low seed formation early in the season and hence better forage quality compared to other varieties.



Barsica is forage rape suitable for either grazing by livestock or cutting and feeding. It is high energy and has high digestible crude protein (up to 30% in leaves). It is a tall variety with high yields and is resistant to lodging. It is resistant to powdery mildew making it highly palatable.



PINPOINT PRODUCTS





Forage Feast chicory is a high quality, reduced bolting chicory. Reduced bolting equates to higher feed value. Leafiness of Forage Feast is impressive. It is an excellent source of digestible energy, protein and minerals. In addition, chicory has been shown to have key anti-parasitic properties in small ruminants. Forage Feast has proven itself in livestock and wildlife programs. Its deep taproot lends persistence and production in extreme heat and moisture stress. It also exhibits winter-hardiness. Forage Feast is ideal as a component in a mixture with cool-season grasses and legumes.



T-Raptor is an early maturing hybrid brassica, a cross between a forage turnip and a forage rape, with 50-70 day crop duration. T-Raptor exhibits a leafy growth habit (higher leaf-to-bulb ratio) and is well-suited to grazing. Under ideal management, it can be grazed once a month. T-Raptor is an excellent late-summer feed source, and a good supplement for late-summer periods when cool-season forage grasses slow in production. T-Raptor can be sown in spring or summer.



Moxie is a self-pollinated, warm season annual grass which can be harvested multiple times during the growing season as dry hay, silage or pasture. As a fast-growing crop, Moxie Teff combines excellent forage quality with high yield during a relatively short growing season. Over the last 10 years Moxie Teff has gained momentum as a forage crop and several new, improved types have been developed and commercialized.



Mojo is Barenbrug USA's new Yellow Jacket® Coated, improved crabgrass that works like magic during the hot dry months. Crabgrass is a high quality, high yielding summer annual forage that is excellent for grazing and haying. This variety of crabgrass produces a highly digestible forage (up to 73% NDFd) and high crude protein content (25-30% early season; 15-20% mid-summer; 10% late season). Areas of adaption extend from Nebraska, south and east to the Gulf and Atlantic coasts. If your summer pasture has lost its appeal, now is the time to get your Mojo back.



Pinpoint B FORAGE DELIVERY SYSTEM

PINPOINT PRODUCTS



Barenbrug offers a wide range of alfalfas.

To learn more about our alfalfa selection please visit: barusa.com/forage/products/alfalfa

Baralfa 42 HY Fall dormancy 4 high forage yield DRI 30

Baralfa 425 ML Multileaf DRI 30 plus resistance to Aphanomyces root rot (Race 2)

Baralfa 334 SC Sunken crown DRI 30 plus resistance to Aphanomyces root rot (Race 2)

Baralfa FsT SF Fast growth habit DRI 30

Baralfa 380 BR Fall dormancy 4 branch root DRI 30 plus resistance to Aphanomyces root rot (Race 2)

Baralfa 53 FV Fall dormancy 5 Sunken crown traffic tolerant

Baralfa 63 HR Fall dormancy 6 high forage yield Winter hardy semi-dormant Salt tolerant

Baralfa 240 RIZ Creeping root

Baralfa 350 PM Potato leaf hopper tolerant

Baralfa X42 Hybrid alfalfa







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