



**For Immediate Release**

### **MFGA Green Gold Launches 2019 Program**

**Winnipeg, Mb (April 9, 2019)** – A long-running, alfalfa-monitoring program to help producers harvest high quality hay continues to march forward in Manitoba.

Manitoba Forage and Grasslands Association (MFGA)'s [Green Gold Program](#) is launching Year 24 of predicting "**Hay Day**" – the best cut date when harvested pure alfalfa stands are at optimum quality 150 Relative Feed Value (RFV). The potential boost to producer productivity is why MFGA continues to deliver this long-standing program, especially with the dairy hay market being so competitive.

"We want the best feed values being used provincially and within our dairy hay exports," said John McGregor, MFGA extension lead, and the long-time overseer of the Green Gold program. "When it comes to haying, Mother Nature is the biggest determining factor for good quality forage."

The key, according to McGregor, is understanding how quickly alfalfa quality in their field is dropping or where it is at any given point for producers to decide when to cut. As an example, if the forecast calls for rain in three days and a producer is aware that the alfalfa is at 180 and dropping five points per day they have a choice of either cutting and putting the forage up right away at a quality above what they may want or they can wait and take up the forage at a quality that is slightly below what they were targeting.

Every May and June, McGregor leads a team of provincial staff and volunteer producers who clip samples from selected fields across Manitoba, twice each week on Monday and Wednesday or Thursday and delivered to Central Testing Laboratory in Winnipeg before 11:00 a.m. that day. Regional results are emailed to more than 500 producers and industry people, including alfalfas, dairy, beef and sheep producers twice each week through McGregor. Results are also posted on the MFGA website and communicated via agricultural publications.

Lawrence Knockaert runs a dairy and beef operation near Bruxelles, Mb and sits on the Dairy Farmers of Manitoba Board of Directors and serves as the DFM producer rep on the MFGA board. Knockaert uses the MFGA Green Gold Program to hone in on the best time for his first alfalfa cut.

"The thing I really like is the reports are current and really point out when we should do our first cut based on the highest feed value," says Knockaert. "It removes the guessing point for the producer, especially when it comes to varying weather and conditions. We know immediately when we should cut via Green Gold."

**For more information:**

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