We believe that the grass really is greener with Proven Seed

It all starts with top-performing forages. We know that there’s a lot to consider when it comes to your forage choice, including hardiness, yield, regrowth potential and tolerance. That’s why we’re here to offer you the most consistent, highest quality forage seed products that are backed with expert agronomic advice, industry leading research and local performance testing. We’re dedicated to providing you with high-performance forages that produce premium livestock results. Our extensive Proven Performance Checks provide you with only the highest quality seed, and our Master Blends are tailored to the needs of Western Canadian growers. With Proven Seed Forages you can be confident that you’re getting only the best. Guaranteed.

Proven Seed Forages are built on a foundation of four cornerstones

Plant Breeding Research
Bringing growers the best varieties to produce the best stands
Investing in research to help growers produce the highest performing forage crops that consistently produce quality livestock is the core of our business. Global research and genetic testing partnerships that are at the forefront of agronomic science ensure growers have access to the best seeds tailored to their requirements.

Local Performance Testing
Identify the best varieties best suited for your land
Through the premiere in-house testing program we extensively test and evaluate seed varieties across the prairies. The data from our testing coupled with expert local advice from Proven Seed Agronomists gives you the confidence you are selecting the best varieties for your stand.

Seed Quality Control
Highest standards for better purity and better germination
We ensure top quality control on every bag of seed that we produce. No one holds themselves to higher seed purity standards, or a more exceptional seed cleaning process for better-than-industry results. We stand behind our quality with our Performance Promise Warranty and our exclusive Master Blends are designed to meet the most consistent forage requirements.

New Market Opportunities
Maximizing profitability with new forage opportunities
At Proven Seed we work with processors and have built strong relations with export partners, both domestically and internationally, to understand their requirements so that we can help develop new forage opportunities for Western Canadian farmers.
Crop Production Services has what it takes to deliver results for your business – year after year. When you choose Proven Seed Forages you can be confident that you’re planting the highest quality seed tailored for your specific field requirements. We’ve got a dedicated team of Proven Seed forage champions who are there for you. We back up our quality seed, with research and expert advice that has you covered. All our products meet or exceed industry standards and we cover you with our Performance Promise Warranty. We’re in the business of making sure your forage stand delivers for you.

Ducks Unlimited Forage Seeding Incentive Program

As a forage manager you recognize the value of forage crops in preserving fragile ecosystems and creating habitat for wildlife.

For the spring of 2014, new forage crop seedings in key waterfowl habitat areas may qualify for a Forage Seeding Incentive.

For complete program details, or to qualify, contact Ducks Unlimited Canada.
Manitoba 1-866-251-3825 (DUCK) Saskatchewan 1-306-665-7152 Alberta 1-866-301-3825 (DUCK)

For more information on our forage seed products, contact your local Ag Retail, visit cpsagu.ca, or call the Forage Help Desk at 1-800-661-3334.
A master blend of advice, genetics and testing
To be acknowledged as a master you need to demonstrate years of experience and results. Proven Seed does just that. For decades Western Canadian growers have known that there is no better forage choice than a Master Blend. These blends have been custom designed to balance agronomic fit and specific feed requirements with the best value. These blends have been tailored for the prairies and they’ve delivered, year after year.
Proven Seed Master Blends give you the confidence that you’re making a forage choice that will deliver.

Find the Proven Seed Master Blend that best suits your needs.

1 Select the primary purpose of your forage

Hay

Pasture

Pasture High Moisture Zone

Pasture Low Moisture Zone

2 Select your desired Alfalfa proportion

 Alfalfa Blend %
0 %
15%
60%+

3 Review your options

1 Grass blend option available
2 Dual purpose alfalfa & grass blend available
3 All purpose options available
1 High arid conditions option available

4 Make your selection

Haymaster Grass
Haymaster Dairy
Haymaster Professional
Haymaster Professional II
Haymaster Beef
Haymaster Ultimate
Haymaster Dry

Meadowmaster
Stockmaster
Haymaster Grass
Beefmaster
Grazermaster
Ranchmaster II
Dualmaster
Equimaster II
Salinemaster
Floodmaster
Legumaster

Plainsmaster
Rangemaster
Seasonmaster
Ranchmaster II
Dualmaster
Equimaster Dry
Salinemaster
Saltmaster
Legumaster

All products listed are trademarks of their respective companies.
# Proven Seed Hay Master Blends

Proven Seed Hay Master Blends are designed to be a tailored fit for many of the most common forage requirements across the prairies. Master Blends have been created to balance agronomic fit and specific feed requirements with market value. Custom Blends are also available upon request.

### Alfalfa blend 0%

**All Grass** | Haymaster Grass
---|---
50% | AC™ Rocket Smooth Bromegrass
25% | hps® Brand Tall Fescue
20% | AC™ Knowles Hybrid Bromegrass
5% | hps® Brand Orchardgrass

**Features**
- All grass blend
- Can persist in low or poorly drained areas

**Benefits**
- Good summer production
- Good blend for first cut hay and winter stockpile

### Alfalfa blend 15%

**Dual Use** | Dualmaster
---|---
55% | AC™ Knowles Hybrid Bromegrass
20% | Greenleaf Pubescent Wheatgrass
15% | VR Total Alfalfa
10% | hps® Brand Tall Fescue

**Features**
- Hay and pasture use
- Pubescent wheatgrass matures later

**Benefits**
- Improved forage quality, regrowth, and stay-green potential
- Early cut for hay and defer for fall pasture

### Alfalfa blend 60%

**High Quality** | Haymaster Dairy
---|---
90% | LegenDairy S.D. Alfalfa
10% | hps® Brand Orchardgrass

**Features**
- Excellent forage quality
- Orchardgrass has more summer growth than several other grass species

**Benefits**
- Developed specifically for highly productive soils

**High Quality** | Haymaster Professional
---|---
95% | hps® Brand Premium Blend Alfalfa
5% | Derby Timothy

**Features**
- Special blend for producers requiring a little grass
- Contains our elite alfalfa blend

**Benefits**
- High forage quality, traffic tolerance, and winter hardiness in one package
- Good adaptation for the moist black and irrigated soils

**All Purpose** | hps® Brand Haymaster II
---|---
90% | hps® Brand Regular Blend Alfalfa
10% | hps® Brand Timothy

**Features**
- Good two cut blend
- Economical blend

**Benefits**
- Good choice for rolling topography
- Adapted to the moist black and grey wooded soil zones

**All Purpose** | Haymaster Beef
---|---
60% | VR Total Alfalfa
30% | AC™ Knowles Hybrid Bromegrass
10% | hps® Brand Timothy

**Features**
- Good two cut persistent hay blend
- Excellent for cow/calf producers
- Traffic tolerant alfalfa with enhanced disease resistance

**Benefits**
- Hybrid bromegrass offers superior regrowth and better forage quality
- Offers yield, quality, and harvest flexibility
- A second cut is possible
- Proven Seed’s most adaptable blend

**All Purpose** | Haymaster Ultimate
---|---
60% | Spredor 4 Alfalfa
40% | AC™ Rocket Smooth Bromegrass

**Features**
- Very persistent blend that maintains high yield
- Spredor 4 Alfalfa offers very good persistency, yield, and quality

**Benefits**
- A second cut is possible
- Proven Seed’s most adaptable blend

**Dry Land** | Haymaster Dry
---|---
60% | hps® Brand Regular Blend Alfalfa
30% | hps® Brand Smooth Bromegrass
10% | Kirk Crested Wheatgrass

**Features**
- Very durable blend
- Good drought tolerance

**Benefits**
- Timely moisture will allow regrowth for dormant season grazing

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Proven Seed Pasture Master Blends are selected for hardiness, yield, regrowth potential, forage quality, salt, and traffic tolerance.

## Alfalfa Blend

**0%**

**Conventional Use**

### Meadowmaster

- 30% hps® Brand Tall Fescue
- 20% hps® Brand Meadow Fescue
- 15% Intensia or hps® Brand Orchardgrass
- 15% BG 34 Brand Perennial Ryegrass
- 10% hps® Brand Timothy
- 10% BarExtra Italian Ryegrass

**Features**

- A new generation of lowland blend with improved species
- Exceptionally leafy with high quality

**Benefits**

- Exceptionally leafy with high quality
- Very suitable for imperfectly drained soils

**Conventional Use**

### Stockmaster

- 45% hps® Brand Meadow Bromegrass
- 20% AC Knowles Hybrid Bromegrass
- 15% hps® Brand Tall Fescue
- 15% hps® Brand Orchardgrass
- 5% Boreal Creeping Red Fescue
- 5% hps® Brand Timothy

**Features**

- All grass blend for intensively managed pastures
- Highly diverse and adaptable

**Benefits**

- All grass blend for intensively managed pastures
- Ideal for stockpiling

**Conventional Use**

### Haymaster Grass

- 50% AC® Rocket Smooth Bromegrass
- 25% hps® Brand Tall Fescue
- 20% AC Knowles Hybrid Bromegrass
- 5% hps® Brand Orchardgrass

**Features**

- A new generation of lowland blend with improved species
- Good summer production with adequate moisture

**Benefits**

- Good summer production with adequate moisture
- Good blend for first cut hay and winter stockpile

## Alfalfa Blend

**5-7%**

**Conventional Use**

### Beefmaster

- 45% hps® Brand Meadow Bromegrass
- 30% hps® Brand Orchardgrass
- 10% hps® Brand Timothy
- 10% Boreal Creeping Red Fescue
- 5% Spredor 4 Alfalfa

**Features**

- High-quality pasture with excellent regrowth potential
- Enhanced with Spredor 4 Alfalfa

**Benefits**

- Improved grass species with better digestibility and yield
- Best suited for areas with adequate moisture

**Conventional Use**

### Grazemaster (Formerly Peacemaster)

- 45% hps® Brand Meadow Bromegrass
- 15% AC Knowles Hybrid Bromegrass
- 12% Veldt Cicer Milkvetch
- 10% AC Rocket Smooth Bromegrass
- 7% hps® Brand Regular Blend Alfalfa
- 6% Boreal Creeping Red Fescue
- 5% hps® Brand Timothy

**Features**

- A very winter-hardy blend
- Improved grasses with different growth

**Benefits**

- Cicer Milkvetch, a non-bloat legume, resists frost heaving
- Strong component of bromegrass and fescue for stockpile pasture

**Conventional Use**

### Ranchmaster II

- 50% hps® Brand or Montana Meadow Bromegrass
- 25% Greenleaf Pubescent Wheatgrass
- 15% hps® Brand Tall Fescue
- 5% Slender Wheatgrass
- 5% Spredor 4 Alfalfa

**Features**

- Drought tolerant, winter-hardy blend
- Excellent spring growth with good production into early summer

**Benefits**

- Seasonal rains can provide regrowth in the fall
- Can provide higher quality pasture

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### Dualmaster

**Blend:**
- 55% AC™ Knowles Hybrid Bromegrass
- 20% Greenleaf Pubescent Wheatgrass
- 15% VR Total Alfalfa Total
- 10% hps® Brand Tall Fescue

**Features:**
- Hay and pasture use
- Pubescent wheatgrass matures later
- Improved forage quality, regrowth, and stay-green potential
- Early cut for hay and defer for fall pasture

**Benefits:**
- Hay and pasture use
- Pubescent wheatgrass matures later
- Improved forage quality, regrowth, and stay-green potential
- Early cut for hay and defer for fall pasture

### Equimaster II

**Blend:**
- 35% Barderby Kentucky Bluegrass
- 25% hps® Brand Smooth Bromegrass
- 15% Boreal Creeping Red Fescue
- 10% hps® Brand Orchardgrass
- 10% hps® Brand Timothy
- 5% Spredor 4 Alfalfa

**Features:**
- Tough, sod forming mixture with good pasture production in areas with good rainfall or irrigation
- Best performance on loam and clay-loam soils
- Very suitable for imperfectly drained soils
- Ideal for smaller acreages, alley ways, and training areas
- Grass species provide thick, dense sod

**Benefits:**
- Tough, sod forming mixture with good pasture production in areas with good rainfall or irrigation
- Best performance on loam and clay-loam soils
- Very suitable for imperfectly drained soils
- Ideal for smaller acreages, alley ways, and training areas
- Grass species provide thick, dense sod

### Salinemaster

**Blend:**
- 40% AC™ Saltlander Green Wheatgrass
- 30% hps® Brand Tall Fescue
- 20% hps® Brand Smooth Bromegrass
- 10% Slender Wheatgrass

**Features:**
- Proven Seed’s best blend for saline soils
- AC™ Saltlander performs well as compared with tall wheatgrass for salt tolerance, but has improved forage quality
- Suitable for hay production or pasture
- Blend competes well with Foxtail Barley

**Benefits:**
- Proven Seed’s best blend for saline soils
- AC™ Saltlander performs well as compared with tall wheatgrass for salt tolerance, but has improved forage quality
- Suitable for hay production or pasture
- Blend competes well with Foxtail Barley

### Floodmaster

**Blend:**
- 40% hps® Brand Tall Fescue
- 30% Reed Canarygrass
- 20% hps® Brand Timothy
- 10% Alsike Clover

**Features:**
- Our original flood tolerant mixture
- Good dual purpose, hay or grazing
- Alsike clover should not be fed to horses

**Benefits:**
- Our original flood tolerant mixture
- Good dual purpose, hay or grazing
- Alsike clover should not be fed to horses

### Legumaster

**Blend:**
- 20% Splendor 4 Alfalfa
- 25% Veldt Cicer Milkvetch
- 55% Sainfoin

**Features:**
- An all-legume blend designed to transform tired pastures
- The nitrogen fixing qualities of these legumes help to provide improved forage yield performance in addition to high quality, extended grazing options
- Cicer Milkvetch and Sainfoin are both bloat-free legumes — alfalfa is not
- Use with caution
- Use a direct planter like the Agrow-plow to direct plant this blend into your grass pasture
- Yield boast and with chance of improved beef lb/acre.

**Benefits:**
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- The nitrogen fixing qualities of these legumes help to provide improved forage yield performance in addition to high quality, extended grazing options
- Cicer Milkvetch and Sainfoin are both bloat-free legumes — alfalfa is not
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**Haymaster Grass**

- Conventional Use
- **Alfalfa blend 0%**

<table>
<thead>
<tr>
<th>The Blend</th>
<th>Features</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>90% AC Rocket Smooth Bromegrass</td>
<td>All-grass blend</td>
<td>Good summer production</td>
</tr>
<tr>
<td>25% AC Knowles Hybrid Bromegrass</td>
<td>Persists in low or poorly drained areas</td>
<td>Good blend for first cut hay and winter stockpile</td>
</tr>
<tr>
<td>10% hps® Brand Tall Fescue</td>
<td>Bromegrass and wheatgrasses are very quick to green up</td>
<td>Can do double duty as grass hay, if cut before the end of June</td>
</tr>
<tr>
<td>5% AC Knowles Hybrid Bromegrass</td>
<td>Greenleaf matures later and stays green into the early summer</td>
<td>High proportion of non-bloat legumes for improved forage quality and nitrogen fixation</td>
</tr>
</tbody>
</table>

**Plainsmaster**

- Conventional Use
- **Alfalfa blend 5%**

<table>
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<tr>
<th>The Blend</th>
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<tbody>
<tr>
<td>20% AC Rocket Smooth Bromegrass</td>
<td>All-grass blend</td>
<td>Good summer production</td>
</tr>
<tr>
<td>20% AC Knowles Hybrid Bromegrass</td>
<td>Persists in low or poorly drained areas</td>
<td>Good blend for first cut hay and winter stockpile</td>
</tr>
<tr>
<td>15% hps® Brand Cicer Milkvetch</td>
<td>Bromegrass and wheatgrasses are very quick to green up</td>
<td>Can do double duty as grass hay, if cut before the end of June</td>
</tr>
<tr>
<td>10% AC Rocket Smooth Bromegrass</td>
<td>Greenleaf matures later and stays green into the early summer</td>
<td>High proportion of non-bloat legumes for improved forage quality and nitrogen fixation</td>
</tr>
<tr>
<td>10% Greenleaf Pubescent Wheatgrass</td>
<td>Dual purpose as single cut grass hay or spring pasture</td>
<td>Smooth bromegrass tends to be the most heat tolerant</td>
</tr>
<tr>
<td>10% hps® Brand Tall Fescue</td>
<td>Add alfalfa at seeding to improve productivity</td>
<td>Wheatgrasses enhance drought tolerance and early growth</td>
</tr>
<tr>
<td>5% Greenleaf Pubescent Wheatgrass</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>5% Slender Wheatgrass</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>5% Greenleaf Pubescent Wheatgrass</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

**Rangemaster**

- Conventional Use
- **Alfalfa blend 15%**

<table>
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<tr>
<th>The Blend</th>
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<tbody>
<tr>
<td>45% hps® Brand Smooth Bromegrass</td>
<td>All-grass blend</td>
<td>Good summer production</td>
</tr>
<tr>
<td>20% Kirk Crested Wheatgrass</td>
<td>Persists in low or poorly drained areas</td>
<td>Good blend for first cut hay and winter stockpile</td>
</tr>
<tr>
<td>20% Greenleaf Pubescent Wheatgrass</td>
<td>Bromegrass and wheatgrasses are very quick to green up</td>
<td>Can do double duty as grass hay, if cut before the end of June</td>
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<tr>
<td>10% hps® Brand Tall Fescue</td>
<td>Greenleaf matures later and stays green into the early summer</td>
<td>High proportion of non-bloat legumes for improved forage quality and nitrogen fixation</td>
</tr>
<tr>
<td>5% Slender Wheatgrass</td>
<td>Dual purpose as single cut grass hay or spring pasture</td>
<td>Smooth bromegrass tends to be the most heat tolerant</td>
</tr>
<tr>
<td>5% Slender Wheatgrass</td>
<td>Add alfalfa at seeding to improve productivity</td>
<td>Wheatgrasses enhance drought tolerance and early growth</td>
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**Seasonmaster**

- Conventional Use
- **Alfalfa blend 5%**

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<tr>
<th>The Blend</th>
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<tbody>
<tr>
<td>39% hps® Brand Meadow Bromegrass</td>
<td>All-grass blend</td>
<td>Good summer production</td>
</tr>
<tr>
<td>18% Green Needlegrass</td>
<td>Persists in low or poorly drained areas</td>
<td>Good blend for first cut hay and winter stockpile</td>
</tr>
<tr>
<td>16% Western Wheatgrass</td>
<td>Bromegrass and wheatgrasses are very quick to green up</td>
<td>Can do double duty as grass hay, if cut before the end of June</td>
</tr>
<tr>
<td>11% hps® Brand Tall Fescue</td>
<td>Greenleaf matures later and stays green into the early summer</td>
<td>High proportion of non-bloat legumes for improved forage quality and nitrogen fixation</td>
</tr>
<tr>
<td>6% Slender Wheatgrass</td>
<td>Dual purpose as single cut grass hay or spring pasture</td>
<td>Smooth bromegrass tends to be the most heat tolerant</td>
</tr>
<tr>
<td>5% hps® Brand Tall Fescue</td>
<td>Add alfalfa at seeding to improve productivity</td>
<td>Wheatgrasses enhance drought tolerance and early growth</td>
</tr>
<tr>
<td>5% Slender Wheatgrass</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>5% Slender Wheatgrass</td>
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</table>

**Ranchmaster II**

- Conventional Use
- **Alfalfa blend 15%**

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<tr>
<th>The Blend</th>
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<tbody>
<tr>
<td>50% hps® Brand or Montana Meadow Bromegrass</td>
<td>All-grass blend</td>
<td>Good summer production</td>
</tr>
<tr>
<td>25% Greenleaf Pubescent Wheatgrass</td>
<td>Persists in low or poorly drained areas</td>
<td>Good blend for first cut hay and winter stockpile</td>
</tr>
<tr>
<td>15% hps® Brand Tall Fescue</td>
<td>Bromegrass and wheatgrasses are very quick to green up</td>
<td>Can do double duty as grass hay, if cut before the end of June</td>
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<tr>
<td>10% hps® Brand Tall Fescue</td>
<td>Greenleaf matures later and stays green into the early summer</td>
<td>High proportion of non-bloat legumes for improved forage quality and nitrogen fixation</td>
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<tr>
<td>5% Slender Wheatgrass</td>
<td>Dual purpose as single cut grass hay or spring pasture</td>
<td>Smooth bromegrass tends to be the most heat tolerant</td>
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<td>5% Slender Wheatgrass</td>
<td>Add alfalfa at seeding to improve productivity</td>
<td>Wheatgrasses enhance drought tolerance and early growth</td>
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**Dualmaster**

- Dual Use
- **Alfalfa blend 15%**

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<tr>
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<tr>
<td>55% AC Knowles Hybrid Bromegrass</td>
<td>All-grass blend</td>
<td>Good summer production</td>
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<tr>
<td>20% Greenleaf Pubescent Wheatgrass</td>
<td>Persists in low or poorly drained areas</td>
<td>Good blend for first cut hay and winter stockpile</td>
</tr>
<tr>
<td>15% VR Total Alfalfa</td>
<td>Bromegrass and wheatgrasses are very quick to green up</td>
<td>Can do double duty as grass hay, if cut before the end of June</td>
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<tr>
<td>10% hps® Brand Tall Fescue</td>
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<td>High proportion of non-bloat legumes for improved forage quality and nitrogen fixation</td>
</tr>
<tr>
<td>5% Slender Wheatgrass</td>
<td>Dual purpose as single cut grass hay or spring pasture</td>
<td>Smooth bromegrass tends to be the most heat tolerant</td>
</tr>
<tr>
<td>5% Slender Wheatgrass</td>
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**Equimaster**

- Special Use
- **Alfalfa blend 15%**

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<td>Persists in low or poorly drained areas</td>
<td>Good blend for first cut hay and winter stockpile</td>
</tr>
<tr>
<td>15% Western Wheatgrass</td>
<td>Bromegrass and wheatgrasses are very quick to green up</td>
<td>Can do double duty as grass hay, if cut before the end of June</td>
</tr>
<tr>
<td>10% hps® Brand Tall Fescue</td>
<td>Greenleaf matures later and stays green into the early summer</td>
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<tr>
<td>5% Slender Wheatgrass</td>
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</tbody>
</table>

**Salinemaster**

- Special Use
- **Alfalfa blend 15%**

<table>
<thead>
<tr>
<th>The Blend</th>
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<tbody>
<tr>
<td>40% AC Saltlander Green Wheatgrass</td>
<td>All-grass blend</td>
<td>Good summer production</td>
</tr>
<tr>
<td>30% hps® Brand Tall Fescue</td>
<td>Persists in low or poorly drained areas</td>
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<tr>
<td>20% hps® Brand Smooth Bromegrass</td>
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<td>10% Slender Wheatgrass</td>
<td>Add alfalfa at seeding to improve productivity</td>
<td>Wheatgrasses enhance drought tolerance and early growth</td>
</tr>
</tbody>
</table>

**Saltmaster**

- Special Use
- **Alfalfa blend 15%**

<table>
<thead>
<tr>
<th>The Blend</th>
<th>Features</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>45% Tall Wheatgrass</td>
<td>All-grass blend</td>
<td>Good summer production</td>
</tr>
<tr>
<td>15% hps® Brand Tall Fescue</td>
<td>Persists in low or poorly drained areas</td>
<td>Good blend for first cut hay and winter stockpile</td>
</tr>
<tr>
<td>10% hps® Brand Smooth Bromegrass</td>
<td>Bromegrass and wheatgrasses are very quick to green up</td>
<td>Can do double duty as grass hay, if cut before the end of June</td>
</tr>
<tr>
<td>10% hps® Brand Smooth Bromegrass</td>
<td>Greenleaf matures later and stays green into the early summer</td>
<td>High proportion of non-bloat legumes for improved forage quality and nitrogen fixation</td>
</tr>
<tr>
<td>10% Slender Wheatgrass</td>
<td>Dual purpose as single cut grass hay or spring pasture</td>
<td>Smooth bromegrass tends to be the most heat tolerant</td>
</tr>
<tr>
<td>10% Slender Wheatgrass</td>
<td>Add alfalfa at seeding to improve productivity</td>
<td>Wheatgrasses enhance drought tolerance and early growth</td>
</tr>
</tbody>
</table>

**Dual Use**

<table>
<thead>
<tr>
<th>Features</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stockpile forage</td>
<td>-</td>
</tr>
</tbody>
</table>

**Conventional Use**

<table>
<thead>
<tr>
<th>Moisture Zone</th>
<th>Drought Tolerance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>Lowest</td>
</tr>
<tr>
<td>Moist</td>
<td></td>
</tr>
<tr>
<td>High</td>
<td></td>
</tr>
</tbody>
</table>

---

*Alfalfa percentages (%) are expressed based on the seed weight in the blend, not the percentage (%) component in the forage stand. CPS reserves the right to replace any Master Blend component due to supply streams. Products, proportions, and pricing of Master Blends are subject to availability and may change without notice. All products listed are trademarks of their respective companies.
VR Total Alfalfa

Harvest Flexibility and High Performance

Each growing season is very different and unpredictable. That’s when a variety like VR Total and its harvest flexibility package can make the difference between a lost crop and saving the day. On the other hand, when the weather is cooperating and everything is clicking along, the same harvest flexibility package is there adding to yield and protecting forage quality. Either way, the grower wins with VR Total on their farm.

Crop Maturity and Forage Quality Flexibility

VR Total is a dormant variety that reaches late bud stage three to five days later than the early maturing alfalfa varieties. The maturity difference between VR Total and the early alfalfas continues to widen with VR Total reaching full-flower a week to ten days later. This slower paced growth is a combination of fall dormancy and germplasm that has been selected to mature slowly, and results in an extra week to ten days of harvest opportunity. The charts below illustrate VR Total’s ability to expand the harvest window and protect both forage quality and yield.

Cutting Schedule Flexibility

In management studies, since 2008 VR Total has shown the ability to handle aggressive bud or full maturity harvest systems. In the results of two cutting management studies, VR Total was side-by-side with six check alfalfa varieties registered for sale in Canada. VR Total performed competitively. Wheel traffic was applied after each harvest to each variety to further stress the entries.

High Performance Characteristics

Fall Dormancy Class ......................................................2
Winter Survival Class ......................................................1
Leaf Expression ......................................................... 75

All ratings are expressed per the protocols defined by the North American Alfalfa Improvement Conference. At harvest maturity, VR Total will be medium-tall and will feature a very dense and leafy canopy with medium-green foliage. Put VR Total’s Harvest Flexibility and High Performance package to work on your farm and let the extra bales add up!

Equinox Alfalfa

Top Yielding Multi-Cut Alfalfa

If you want the best, this is it. Equinox is a new generation alfalfa, combining later fall dormancy, excellent winter hardiness, fast recovery after cutting, and excellent forage yield potential. Equinox was selected based on outstanding yield from research conducted by both CPS and the Western Canadian Forage Testing Program.

• Very rapid recovery after cutting, providing larger second and third cuts
• Good winter survival and persistence for cleaner, longer lasting stands
• Disease Resistance Index of 30 (Source: University of Wisconsin), the highest possible score in the system
• Highest yielding variety in our Lethbridge Irrigated Alfalfa Trials, outperforming the check varieties by an average of 20%, and out yielding the hybrid variety HybriForce 400


LegenDairy 5.0 Alfalfa

High Quality Multifoliate

LegenDairy 5.0 Alfalfa is a fifth generation elite multifoliate variety with the potential to produce excellent forage quality.

• Exceptional forage yield potential and fast recovery after cutting
• Fall dormancy three variety that is significantly more winter-hardy than many other commercial varieties of this dormancy
• Excellent resistance to multiple pests
• High multifoliated expression (BRS) and dark green color
• Performs well in a wide range of environments
• Well-adapted to all areas where fall dormancy three varieties are typically planted

LegenDairy 5.0 Alfalfa is available in our hps® Brand Premium Blend Alfalfa and Haymaster Dairy Master Alfalfa Blend.
Alfalfa High Persistence and Multi-Use

Spredor 4 Alfalfa
High Yield Creeping Rooted Alfalfa
Spredor 4 is developed from one of the most successful lines of creeping rooted alfalfa in North America. It has exceptional persistence without sacrificing yield, particularly in later cuts, which is an advantage not seen in previous varieties of creeping rooted alfalfa.

Spredor 4 is featured in our Haymaster Ultimate, Beefmaster, Ranchmaster II, hps® Brand Premium Blends, and Legumaster.

- Substantially more regrowth in second and third cuts than either Rambler or Rangelander
- Creeping rooted variety with deep, wide crowns providing traffic and grazing tolerance
- Strong drought tolerance inherent in true creeping rooted varieties

Halo Alfalfa
Salt Tolerant Variety
Halo is a new alfalfa variety with improved salt tolerance.

- Halo Alfalfa yield is only reduced by 20% under moderate salt stress, while a susceptible variety may have its yield reduced by as much as 40% under the same conditions. Halo Alfalfa has regrowth salt tolerance similar to the NAAIC tolerant check variety (AZ-90NDC-ST)
- Good yield potential. Canadian screening trials are demonstrating strong improvement over the standard checks
- Well suited to three and four cut systems, fall dormancy is rated at four
- Good winter hardiness, 2.5
- Moderate multifoliate expression (84%)
- Rated good for traffic tolerance
- Not tolerant of flooding or heavy wet soils

hps® Brand Premium Blend Alfalfa
Multiple Technologies in One Strong Package

- Selected from varieties with high feed quality and maximum stand persistence
- Maximum adaptation to various production systems and environments
- NEW Blend: 20% LegenDairy 5.0 Alfalfa, 50% Equinox Alfalfa, 30% Spredor 4 Alfalfa
- hps® Brand Premium Blend Alfalfa is featured with Derby Timothy in our new Haymaster Professional Blend

hps® Brand Regular Blend Alfalfa
Widely Adaptable Blend for all soil zones

- Only Canadian adapted alfalfa is used in this blend
- Featured in our hps® Brand Haymaster, and Haymaster Dry
- Good fit with a one-cut hay system

The hps® Brand
The hps® Brand from CPS is the brand name developed for our forage seed products. If you see the hps® Brand it means several things:

- The seed in every bag of hps® Brand forages is covered under the best warranty in the industry - the CPS Performance Promise Warranty.
- hps® Brand forage seed conforms to the rigid purity standards that apply to all CPS proprietary forage seed - less than 10 weed seeds per 25g (Canada Seeds Act for common seeds is 75 seeds per 25g). At CPS, we don’t just talk about high quality forage seed, we deliver!
**AC™ Knowles Hybrid Bromegrass**

**Management Flexibility**
AC™ Knowles is the first hybrid bromegrass developed by crossing selections of both Meadow and Smooth Bromegrass under a controlled environment. The result is an exciting, new type of grass offering more flexibility than Smooth or Meadow Bromegrass. The benefit is a very flexible, multi-purpose grass for hay, pasture, and stockpile systems throughout Western Canada.

- Outyields Meadow Bromegrass in a one or two cut hay system
- Rate of regrowth after cutting is intermediate between Meadow and Smooth Bromegrass
- Yield of fall regrowth is superior to Smooth Bromegrass and not significantly different from Meadow Bromegrass six weeks after cutting (i.e. Meadow Bromegrass is still faster in the short haul)
- Consistently better forage digestibility than Smooth or Meadow Bromegrass
- Reduced creeping habit, similar to Meadow Bromegrass
- Very strong animal performance observed when grazing AC™ Knowles

---

**AC™ Rocket Smooth Bromegrass**

**High Yielding**
Very high yielding southern-type Smooth Bromegrass

- Very good forage quality
- More potential for regrowth than older – intermediate, and northern type Smooth Bromegrasses
- Good drought and heat tolerance
- Numerous, wide leaves when grown on fertile soils with good moisture

---

**Steer Performance Grazing – Four Pasture Types**

<table>
<thead>
<tr>
<th></th>
<th>AC™ Knowles</th>
<th>Smooth Bromegrass</th>
<th>Meadow Bromegrass</th>
<th>Crested Wheatgrass</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Beef Production (lb/acre)</td>
<td>365</td>
<td>208</td>
<td>282</td>
<td>223</td>
</tr>
<tr>
<td>Animal Grazing Days (days/acre)</td>
<td>161</td>
<td>127</td>
<td>136</td>
<td>64</td>
</tr>
<tr>
<td>Average Daily Gain (lb/acre)</td>
<td>2.37</td>
<td>1.71</td>
<td>2.08</td>
<td>3.48</td>
</tr>
</tbody>
</table>

Source: Western Beef Development Centre Termuende Research Farm, 2000 and 2001. Crested Wheatgrass pastures were grazed in May when pastures received 1.2 inches rainfall. Bromegrass pastures were grazed in June when pastures received 0.4 inches of rainfall. Smooth Bromegrass had the highest total herbage yield. Crested Wheatgrass the lowest. Only one grazing period in 2000 for all species. Two grazing periods for bromegrass species in 2001.

---

**Bromegrass Agronomic Comparison Chart**

<table>
<thead>
<tr>
<th>Variety</th>
<th>Type</th>
<th>Growth Habit</th>
<th>Regrowth</th>
<th>Best Fit</th>
<th>Grazing Calendar</th>
<th>Winter Survival</th>
<th>Drought Tolerance</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC™ Knowles</td>
<td>Meadow X Smooth Hybrid</td>
<td>Mild Sod, Former and Bunch</td>
<td>Very Good</td>
<td>Hay and Pasture</td>
<td>Season Long, Stockpile</td>
<td>Very Good</td>
<td>Very Good</td>
</tr>
<tr>
<td>AC™ Rocket</td>
<td>Smooth Southern</td>
<td>Sod Former</td>
<td>Very Good</td>
<td>Hay and Pasture</td>
<td>Late Spring to Early Summer</td>
<td>Excellent</td>
<td>Excellent</td>
</tr>
<tr>
<td>hps® Brand Meadow Bromegrass</td>
<td>Meadow</td>
<td>Bunch</td>
<td>Excellent</td>
<td>Pasture and Stockpile</td>
<td>Season Long, Stockpile</td>
<td>Good</td>
<td>Good</td>
</tr>
</tbody>
</table>
Grasses

Wheatgrass

AC™ Saltlander Green Wheatgrass

Excellent Salinity Tolerance and Improved Forage Quality in the Same Package

- Salinity tolerance exceeds most grass species (equals Tall Wheatgrass)
- Improved palatability and persistence
- Aggressively competes with Foxtail Barley once established
- Good regrowth and grazing tolerance
-Creeping (rhizomatous) growth habit helps it fill in the stand and reclaim saline areas
- Drought tolerance is very good, better than Intermediate Wheatgrass and Meadow Bromegrass
- Consider using as productive, high quality forage in non-saline sites and further note

Green Leaf Pubescent Wheatgrass

Good Drought Tolerant Species for Dual Purpose Forage Stands

- Pubescent form of Intermediate Wheatgrass with improved longevity, sod-forming ability, and drought tolerance
- Excellent early season pasture (1-2 weeks earlier than most grass species, except Crested Wheatgrass and Russian Wild Ryegrass)
- Best period for grazing is May to early June
- Stays green longer and matures later than Crested Wheatgrass
- Higher than Crested Wheatgrass in total digestible nutrients and equal in protein content*
- Later maturity makes it very suitable for hay when mixed with alfalfa and cut at first flower
- Will stay green into the summer months longer than most other grasses, but is not tolerant of close grazing

*MSU Extension Bulletin

PROVEN SEED

FORAGE GUIDE 2014

AC™ Saltlander Green Wheatgrass

The unique combination of AC Saltlander Green Wheatgrass and Halo Alfalfa provide Proven Seed with the unique opportunity in products and agronomy to manage the toughest saline problems with perennial forage.

For a copy of the “Alfalfa Management for Saline Soils” from Alforex – give us a call at 1-800-661-3336

ALFALFA MANAGEMENT FOR SALINE SOILS

A Guide for Producers, Extension and Stewards

MONITORING SOIL AND WATER SALINITY LEVELS

Estimated Percent Yield Reductions for Irrigated Crop Species with Increasing Salinity*

<table>
<thead>
<tr>
<th>CROP SPECIES</th>
<th>10%</th>
<th>25%</th>
<th>50%</th>
<th>100%***</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alfalfa****</td>
<td>2.2</td>
<td>3.6</td>
<td>5.9</td>
<td>10.0</td>
</tr>
<tr>
<td>Barley</td>
<td>6.7</td>
<td>8.7</td>
<td>12.0</td>
<td>19.0</td>
</tr>
<tr>
<td>Bermuda Grass</td>
<td>5.6</td>
<td>7.2</td>
<td>9.8</td>
<td>15.0</td>
</tr>
<tr>
<td>Clover, L.</td>
<td>2.4</td>
<td>3.4</td>
<td>5.7</td>
<td>9.4</td>
</tr>
<tr>
<td>Clover, R.</td>
<td>3.6</td>
<td>5.4</td>
<td>9.0</td>
<td>15.3</td>
</tr>
<tr>
<td>Corn</td>
<td>1.7</td>
<td>2.3</td>
<td>3.9</td>
<td>7.7</td>
</tr>
<tr>
<td>Cotton</td>
<td>6.4</td>
<td>8.4</td>
<td>12.0</td>
<td>19.0</td>
</tr>
<tr>
<td>Fescue, T.</td>
<td>3.6</td>
<td>5.2</td>
<td>7.8</td>
<td>13.0</td>
</tr>
<tr>
<td>Ryegrass, P.</td>
<td>4.6</td>
<td>5.9</td>
<td>8.7</td>
<td>13.0</td>
</tr>
<tr>
<td>D.</td>
<td>6.0</td>
<td>6.6</td>
<td>9.5</td>
<td>13.0</td>
</tr>
<tr>
<td>Soybean</td>
<td>4.7</td>
<td>6.2</td>
<td>9.5</td>
<td>15.0</td>
</tr>
<tr>
<td>Sudangrass</td>
<td>3.4</td>
<td>5.7</td>
<td>9.0</td>
<td>15.0</td>
</tr>
<tr>
<td>Wheat, Durum</td>
<td>5.0</td>
<td>6.9</td>
<td>10.0</td>
<td>16.0</td>
</tr>
<tr>
<td>Wheatgrass, C.</td>
<td>4.0</td>
<td>6.5</td>
<td>11.0</td>
<td>19.0</td>
</tr>
<tr>
<td>Wheatgrass, T.</td>
<td>4.6</td>
<td>6.9</td>
<td>10.0</td>
<td>16.0</td>
</tr>
</tbody>
</table>

*Adapted from Ayers and Westcot, 1985, Water Quality for Agriculture, FAO, United Nations. This data should only serve as a guide to relative tolerances among crops. Absolute tolerances vary depending upon climate, soil conditions and cultural practices. In hypersaline soils, plants will tolerate about 2-6 cm higher soil salinity (ECs) than indicated but the water salinity (ECw) will remain the same as shown in this table.

**ECe means average root zone salinity as measured by electrical conductivity of the saturation extract of the soil, reported in dS/m (decisieemens per meter). ECw is measured electrical conductivity of the irrigation water (dS/m). The relationship between soil salinity and water salinity (ECe = 1.5 ECw) assumes a 15-20 percent leaching fraction and a 40-30-20-10 percent water use pattern for upper to lower quarters of the root zone.

***The zero yield potential or maximum ECe indicates the theoretical soil salinity (ECe) at which crop growth ceases.

****Conventional alfalfa varieties without improved salinity tolerances.

WATER ECW MEASUREMENTS**

- Barley
- Bermuda Grass
- Clover, L.
- Clover, R.
- Corn
- Cotton
- Fescue, T.
- Ryegrass, P.
- D.
- Soybean
- Sudangrass
- Wheat, Durum
- Wheatgrass, C.
- Wheatgrass, T.

PROVEN SEED

FORAGE GUIDE 2014
Grasses
High quality

Orchardgrass and Tall Fescue

Barolex Tall Fescue

High Quality Grass
- Quick establishing
- Soft-leaf variety
- Leaf quality is similar to Perennial Ryegrass
- Excellent variety for pastures

Baridana Orchardgrass

Late Maturing with Good Winter Hardiness
- Maturity is well-suited to mixtures with alfalfa
- Good persistence
- Excellent rust resistance
- Forms a denser stand, as opposed to older varieties which tend to clump

Timothy

Derby

High Yielding
- New early maturing Timothy with good yield; replaces Colt
- Selected for quick recovery after cutting
- Very good forage quality
- Selected under drought pressure
- Good fit for export Timothy hay production in two cut areas
- Very good companion variety for alfalfa or clover blends

Crest Timothy

High Yielding with Good Plant Appearance and Regrowth
- Medium-late maturing Timothy (similar to Climax)
- Selected for spring vigor and plant health
- Very good forage quality
- Good summer regrowth after cutting

Grindstad Timothy

Reliable Dual Purpose for Hay and Pasture
- Tall, medium-maturing variety
- Premiere Proven Seed pasture variety
- Selected under very severe grazing pressure
- Very good regrowth
- Good yield potential
Silage and Grazing Corn

We offer a great lineup of Pride silage and grazing corn to assist forage producers in maximizing their forage production and minimizing the cost of winter feeding.

Your goal: to produce more milk or more beef using the best corn hybrids with more feed energy. Our goal has been to screen for characteristics.

In addition to the Alberta Corn Committee silage trials, we have conducted numerous silage strip trials to understand how to make these hybrids perform for our customers’ needs.

### PRIDE HYBRID CHART

<table>
<thead>
<tr>
<th>HYBRID</th>
<th>CHU</th>
<th>USE</th>
<th>TRAIT</th>
<th>SPRING VIGOR</th>
<th>STALK STRENGTH</th>
<th>ROOT STRENGTH</th>
<th>STAY-GREEN</th>
<th>PLANT HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>A4023BTRR</td>
<td>2125</td>
<td>DUAL PURPOSE</td>
<td>BTRR</td>
<td>VG</td>
<td>EXC</td>
<td>VG</td>
<td>G</td>
<td>M</td>
</tr>
<tr>
<td>A4176BTRR</td>
<td>2150</td>
<td>DUAL PURPOSE</td>
<td>BTRR</td>
<td>EXC</td>
<td>G</td>
<td>G</td>
<td>F</td>
<td>M</td>
</tr>
<tr>
<td>A4246RR</td>
<td>2200</td>
<td>DUAL PURPOSE</td>
<td>RR</td>
<td>VG</td>
<td>G</td>
<td>F</td>
<td>VG</td>
<td>M/T</td>
</tr>
<tr>
<td>A4408G2</td>
<td>2300</td>
<td>SILAGE</td>
<td>RIB</td>
<td>EXC</td>
<td>EXC</td>
<td>EXC</td>
<td>EXC</td>
<td>MT</td>
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<tr>
<td>A4631G2</td>
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<td>RIB</td>
<td>VG</td>
<td>EXC</td>
<td>EXC</td>
<td>G</td>
<td>M</td>
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<tr>
<td>A4705HMR</td>
<td>2300</td>
<td>SILAGE ONLY</td>
<td>RR</td>
<td>EXC</td>
<td>VG</td>
<td>VG</td>
<td>G</td>
<td>T</td>
</tr>
<tr>
<td>A51047RDEF</td>
<td>2325</td>
<td>SILAGE ONLY</td>
<td>EDFFR</td>
<td>VG</td>
<td>VG</td>
<td>VG</td>
<td>G</td>
<td>T</td>
</tr>
</tbody>
</table>

For our full corn harvest results, contact us at our Forage Help Desk – 1.800.661.3334

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Moving Forages Forward at Proven Seed

At CPS Canada – we are striving to develop new forage opportunities and improve on the production and agronomy of forage crops in today’s farming environment through our Proven Seed forage portfolio. As a valuable sector in today’s agricultural landscape, we at CPS Canada understand that forage growers need support to accomplish their production goals. We continue to invest in research and agronomy in our support of the forage industry.

Our relationships with the leading forage genetics suppliers allows us access to exciting new options for our forage seed customers. One example is Nutrifiber™ from Barenbrug which provides a source of digestible fiber to help balance your feed ration more economically.

As part of a world leader in crop inputs, we will be evaluating new seed enhancement products to help move forage production forward.

Our relationship with core Western Canadian forage exporters helps us to understand the needs to have our forage seed offer match the needs of this vibrant industry.

Our 2014 program for testing and evaluation includes:

- Evaluating new equipment to test soil salinity and create management plans using forages to limit the effect of soil salinity.
- Expansion of sorghum hybrids as silage and grazing warm season grass options from our partners at Richardson Seeds.
- Testing of seed enhancement and coating options for improved seedling health and forage productivity.
- Nutrifiber™ from the forage leaders at Barenbrug USA.
- Use of forage legumes to increase pasture productivity and rejuvenation.
- Winter survival – yield – and forage quality testing for new advanced forage varieties.

For more information, please give us a call at our Forage Help Desk 1-800-661-3334.

Forage planning worksheet

Need a customized forage recommendation?
Complete this information and fax to 1-403-327-9547. Once received, we will contact you with our recommendation.

Name: ___________________________ Company Name: ___________________________
Address: ___________________________ Phone: ___________________________
Fax: ___________________________ Email: ___________________________
Sales Rep: ___________________________ Retail Location: ___________________________

About your farm:
Size of cow/calf operation:
0-100 head ☐ 100-200 ☐ 200+ ☐

What products and services interest you most?
New, latest & best ☐ Tried & true ☐ Lowest price ☐

Intended forage acres for 2014 planting: ____________

Previous crop grown: ____________

Are there concerns about residual herbicides?
Herbicides and rates used in previous two years:
2012 ☐ 2013 ☐

Weed concerns: ___________________________

What is your soil texture?
Sandy ☐ Loam ☐ Silt ☐ Clay ☐

Your soil problem tends to be:
None ☐ Saline ☐ Flooding ☐ Salinization ☐ pH ☐

What is the typical soil moisture in the stand?
Dry ☐ Moderate ☐ Wet ☐

What is your natural annual precipitation per year?
<8” ☐ 8-12” ☐ 12-16” ☐ 16-20” ☐ >20” ☐ Irrigated ☐

Planting equipment:
Packing: On row ☐ Random ☐ None ☐

Cover crop:
Type: ___________________________
Rate: ___________________________

About your intended forage use:
1. What is the primary intended use of this stand?
Hay ☐ Grazing ☐ Dual Purpose ☐

2. Select your forage quality objective:
Dairy Quality ☐ Beef Quality ☐ Export Quality ☐

3. How many cuts do you expect to make per season?

4. Do you plan to graze the stand:
In Season ☐ In the Fall ☐

5. Select the following as most important to your forage operation:
(1 = most important, 4 = least important)
Durability/Longevity ☐ Yield/Quality ☐

6a. What is the targeted percentage of alfalfa in the stand?

6b. What is the targeted percentage of grass in the stand?

7. Please list any preferred or excluded species:
Preferred ☐ Excluded ☐

GRAZING
8. Rank important grazing seasons: (1 = most important, 4 = least important)
Spring ☐ Summer ☐ Fall ☐ Winter ☐

9. How will the stand be grazed?
Intensive rotation ☐ At large ☐ Fall grazing

10a. What is the targeted percentage of alfalfa in the stand?

10b. What is the targeted percentage of grass in the stand?

10c. Please list any preferred or excluded species:
Preferred ☐ Excluded ☐
Notes