



**FORAGE FIRST®**



EASTERN CANADA

# **DISTRIBUTION PRODUCT GUIDE**

EDITION 1

**WHEN YIELD AND QUALITY MATTER®**



**NEW**

# INTRODUCING FORAGE FIRST®

**FORAGE FIRST®**

**MAPLESEED FORAGE PRODUCTS ARE NOW BRANDED UNDER FORAGE FIRST.**

Yield and quality matter. But there's more. Our goal is to provide a higher standard of forage to maximize ROI - while keeping your wallet in mind. We take pride in delivering proven products that increase the bottom line at a good price.

## **ALWAYS INNOVATING**

As a forage leader for many years, we've always worked hard to improve. Continual research and development of new varieties ensures the right balance of protein and feed quality, recovery and grazability to suit each animal and operation. Every top-performing variety is tested in many trials before being put to use. From the latest genetics to new treatments and technologies, we have you covered.

## **FORAGE WITH MORE PROFIT POTENTIAL**

Walk into a field planted with Forage First® forage seed and you'll instantly notice lush, productive fields. That means healthy gains for your animals and land that lives up to its potential.

## **MAXIMUM FLEXIBILITY**

We provide a diverse selection of products for producing high quality forage for your livestock and dairy operation. Our versatile portfolio offers a variety of proven products to fit each unique operation and was created with flexibility and ease of management in mind.



# TABLE OF CONTENTS

Forage Products	3
XL Brands	5
Introducing Earth Carpet®	6
Cover Crops	7
DLF Products Overview	9
Contacts	10

## GROWING WITH DLF

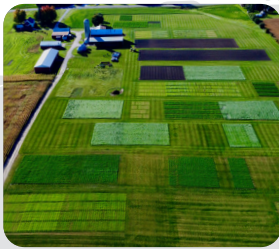
Our customers demand a lot from their seed: yield, forage quality, winterhardiness and disease resistance. That is why we invest heavily in global R&D and our field trials. Roughly 11% (1 in 9) of DLF's over 2,000 worldwide employees are involved in breeding programs and product development. For more than 30 years, DLF breeding and product development has optimized

forage grass and legume varieties ideal to local climatic and environmental conditions to seed the green future. We aim to deliver sustainable solutions with the potential to increase productivity of land and livestock, sequester carbon and reduce emissions in the supply chain.

Connell, Washington USA



Port Hope, Ontario Canada



West Salem, Wisconsin USA



Philomath, Oregon USA



Berry, Kentucky USA



### THE WORLD OF DLF



DLF is the proven leader in developing forage grass and clover varieties that are adapted to diverse climatic and soil conditions. Our intensive breeding program is constantly developing new

varieties of grass and clover species that will out-perform older generation genetics in yield, palatability, and forage quality.

### TESTING

- DLF head-to-head comparisons test current products against competitor check and experimental varieties
- This rigorous testing gives an ability to identify varieties with superior yield, persistence, faster regrowth, exceptional forage quality and superior disease resistance

**DLF's R&D trials provide the ability to select varieties that have improved disease resistance, superior yield, improved winterhardiness, faster regrowth and high forage quality based on true head to head comparisons!**



World market leader **within temperate forage and turf seeds**. Supplying to more than 100 countries.



**Leading research and development program** in sustainable and green crops of the future



**7th largest** seed company in the world

## FEATURED ALFALFA AND ALFALFA MIXES

### FORTUNE ALFALFA

Cutting System: 3 - 5

Fortune demonstrates very good forage yield and disease resistance. It exhibits improved forage quality, multifoliate leaf expression and very fast regrowth after cutting.

Fall Dormancy	4.0
Winter Survival	1.4
Total DRI	30/35

### PREMIUM XL ALFALFA BLEND

Cutting System: 3 - 5

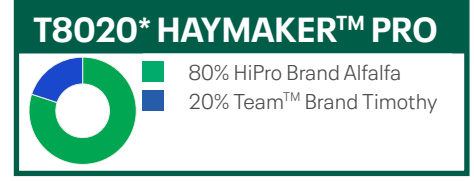
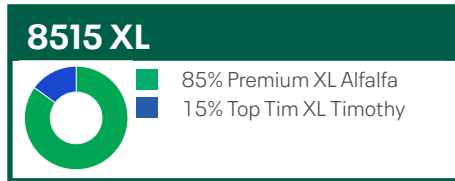
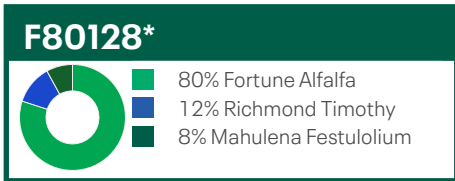
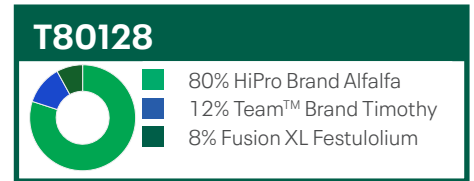
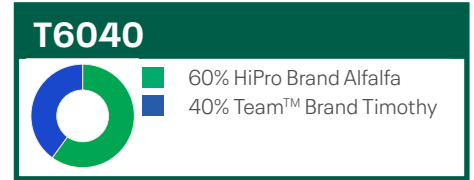
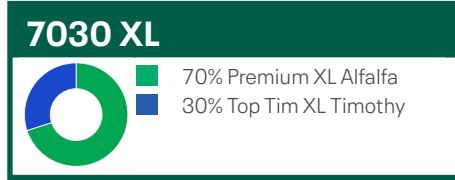
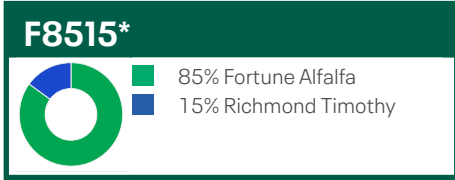
This alfalfa blend contains multifoliate varieties that bring high yield and forage quality potential with the exceptional persistence you demand.



### HIPRO BRAND ALFALFA

Cutting System: 3 - 5

A genetically diverse alfalfa blend with high yield, good disease resistance and wide adaptability.



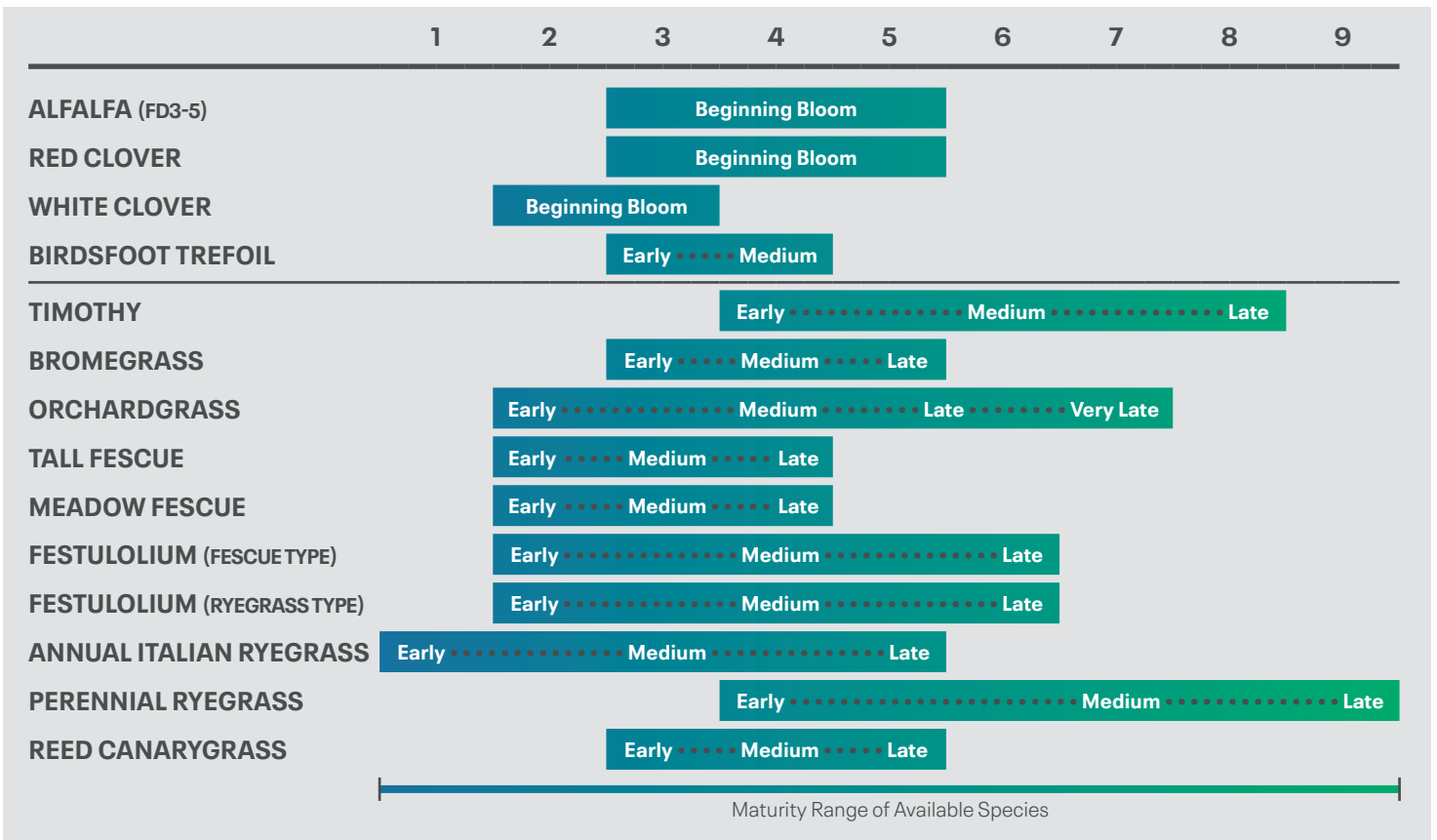
\* Alfalfa is pre-inoculated with Nitragin® Gold and Apron XL LS

## FEATURED LEGUMES & GRASSES

<b>CASCADE Alfalfa</b>	<b>NEW</b>	<ul style="list-style-type: none"> <li>Creeping Rooted</li> <li>Very good disease resistance</li> <li>Good forage yield</li> </ul>	<ul style="list-style-type: none"> <li>Fall Dormancy 2.0</li> <li>Winter Survival 1.0</li> </ul>
<b>RENEGADE Red Clover</b>		<ul style="list-style-type: none"> <li>Multi cut, diploid variety with very good forage yield</li> <li>Improved disease &amp; insect resistance</li> </ul>	<ul style="list-style-type: none"> <li>Excellent winterhardiness</li> <li>Early flowering</li> </ul>
<b>ECHELON Orchardgrass</b>		<ul style="list-style-type: none"> <li>Late maturity</li> <li>Very good forage yield</li> <li>Excellent winterhardiness</li> </ul>	<ul style="list-style-type: none"> <li>Very good disease resistance</li> <li>Very good seasonal growth pattern</li> </ul>
<b>RICHMOND Timothy</b>		<ul style="list-style-type: none"> <li>Early maturity</li> <li>Excellent winterhardiness</li> <li>Very good forage yield</li> </ul>	<ul style="list-style-type: none"> <li>Very good forage quality</li> <li>Very good spring vigour</li> </ul>
<b>TOWER Tall Fescue</b>		<ul style="list-style-type: none"> <li>Late maturity</li> <li>Soft leaf provides very good forage quality</li> <li>Endophyte free</li> </ul>	<ul style="list-style-type: none"> <li>Excellent disease resistance</li> <li>Very good stress tolerance</li> </ul>
<b>LAURA Meadow Fescue</b>		<ul style="list-style-type: none"> <li>Excellent forage quality</li> <li>Excellent grazing tolerance</li> <li>Endophyte free</li> </ul>	<ul style="list-style-type: none"> <li>Very good winterhardiness</li> <li>Very good spring growth</li> </ul>
<b>FLEET Meadow Bromegrass</b>		<ul style="list-style-type: none"> <li>Excellent forage yield</li> <li>Excellent winterhardiness</li> <li>Early spring growth</li> </ul>	<ul style="list-style-type: none"> <li>Good forage quality</li> <li>Good seasonal growth pattern</li> </ul>
<b>MAHULENA Festulolium (Fescue Type)</b>		<ul style="list-style-type: none"> <li>Tall Fescue x Perennial Ryegrass</li> <li>Late maturity &amp; excellent forage yield</li> <li>Very good forage quality</li> </ul>	<ul style="list-style-type: none"> <li>Endophyte free</li> <li>Very good stress tolerance and winterhardiness</li> </ul>



# FORAGE MATURITY MATRIX



“ AS A STRATEGIC PARTNER OF THE MERCANTILE & FEED STORES, THEY WORKED WITH US TO DEVELOP GRASS MIXES OPTIMIZED FOR THE HALIBURTON AND MUSKOKA SOIL AND WEATHER CONDITIONS. OUR DELIGHTED CUSTOMERS ARE A TESTAMENT TO THESE QUALITY GRASS SEED AND FORAGE MIXES.

**MARC WILKENS**  
**PRESIDENT**  
**MERCANTILE & FEED COMPANY**  
**MINDEN AND GRAVENHURST**



# XL BRANDS



Represent branded products that provide good value, maximum flexibility, more profit potential and continuous innovation. XL brands contain one or more improved varieties.

NAME	SPECIES	DESCRIPTION
PREMIUM XL	ALFALFA	• Very good forage yield • Very good forage quality
RED CARPET XL	RED CLOVER	• Fast establishment • Multi-cut varieties
ORION XL	LADINO WHITE CLOVER	• Good regrowth following grazing • Easy to establish
PASTURELAND XL	WHITE CLOVER	• Good regrowth following grazing • Easy to establish
LOTUS XL	BIRDSFOOT TREFOIL	• Tolerant of poorly drained soils • Non-bloating legume
TOP TIM XL	TIMOTHY	• Excellent winterhardiness • Excellent for hay or pasture
HAYMATE XL	ORCHARDGRASS	• Excellent for hay or pasture • Improved disease resistance
STARGRAZER XL	TALL FESCUE	• Endophyte free • Can be used for hay or pasture
FUSION XL	FESTULOLIUM	• Very good forage quality • Very good forage yield
TETRABANA XL	ITALIAN RYEGRASS	• Fast establishment • Excellent forage yield in seeding year
ENDO-GRAZE XL	PERENNIAL RYEGRASS	• Fast establishment • Excellent forage quality
BIG TON XL	BROMEGRASS	• Excellent winterhardiness • Very good forage quality
DEFIANT XL	REED CANARYGRASS	• Can be used for hay, silage or pasture • Extremely stress tolerant

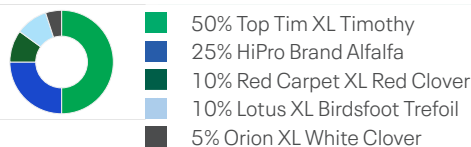
## 3-WAY XL

Add more grass to your hay or pasture mixture



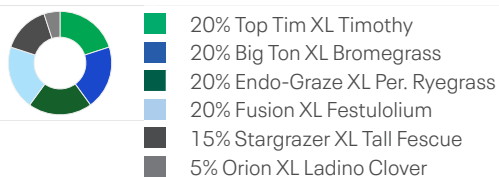
## HAY MAKER™ LOWLAND XL

A good mix for hay or pasture in fields that have wet or low areas



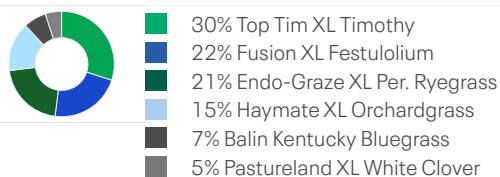
## CATTLE XL (COARSE SEED SEPARATE)

A high performing and palatable grass based mix for a long-term sustainable pasture



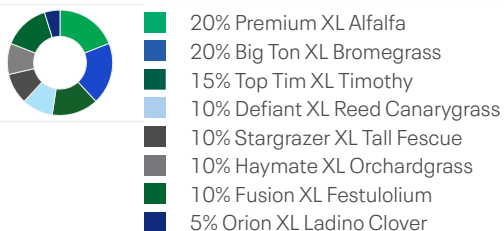
## HP 152 XL (SEED MIXED)

Grass-based mix designed for full season grazing. Stands up to the wear and tear of horse hooves.



## INTENSIVE XL (COARSE SEED SEPARATE)

Premium pasture blend for high productivity and pasture gains





NEW

# INTRODUCING EARTH CARPET® TURF SEED



**EARTH CARPET®**  
BY DLF

## THE SCIENCE IS IN THE SEED™

Mapleseed and Turfline are now branded under Earth Carpet®. Growing lush, green turf with the “wrong” seed is like growing an apple tree from pumpkin seed - no amount of effort will give you the desired result. At Earth Carpet® we’ve taken a revolutionary approach and spent years cultivating the right seeds for the right conditions.

## SEED FOR ANY NEED

Whatever your project, conditions or budget, Earth Carpet® has you covered. Our versatile portfolio offers a variety of proven products, from economy to elite options, to fit each unique goal.

As a turf leader for many years, we know how to transform a lawn. Our quality mixes are known to produce beautiful lawns that you’ll take pride in and create curb appeal that adds value.

## SWEAT LESS. SPEND LESS.

Our seed not only delivers consistent results, but also saves money and time. Quality seed means less cost and labor on water, fertilizer, pest control and excessive mowing. Higher quality turf with less work.

### SUNNY PLACE

Ideal for home lawns & commercial landscapes

- Combines quality turf with long-term persistence
- Great for over seeding bare spots or thin areas

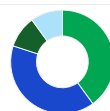


- 33% Kentucky Bluegrass
- 34% Perennial Ryegrass
- 33% Creeping Red Fescue

### SHADY PLACE

Ideal for home lawns with moderate to densely shaded areas

- Provides an even transition from shaded to full sun
- Great for revitalizing “thinned out” shaded areas



- 40% Chewings Fescue
- 40% Creeping Red Fescue
- 10% Perennial Ryegrass
- 10% Kentucky Bluegrass

### CARE FREE

Ideal for difficult to manage sites

- Prefers little to no maintenance & mowing
- Thrives in infertile, dry, neglected soil or deep shade



- 50% Hard Fescue
- 20% Creeping Red Fescue
- 20% Chewings Fescue
- 10% Sheep Fescue

### QUICK-2-GRO

Ideal for areas needing quick establishment

- Mix performs well in full sun to light shade
- Germinates quickly & grows rapidly



- 60% Perennial Ryegrass
- 20% Annual Ryegrass
- 10% Kentucky Bluegrass
- 10% Certified Perennial Ryegrass

### KICKASS GRASS

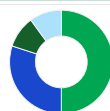
Made for the Canadian climate. Drought and heat tolerant, salt tolerant.



- 40% Certified Turf Type Tall Fescue
- 30% Perennial Ryegrass
- 20% Creeping Red Fescue
- 10% Chewings Fescue

### GROW GREEN™

This mixture has more ryegrass which provides very fast establishment



- 50% Creeping Red Fescue
- 30% Kentucky Bluegrass
- 10% Perennial Ryegrass
- 10% Annual Ryegrass

### FAIRWAY 'PLUS'™

Premium certified all-purpose lawn mixture.



- 30% Certified Kentucky Bluegrass
- 50% Certified Creeping Red Fescue
- 20% Certified Perennial Ryegrass

### FAIRWAY 'B'™

An all-purpose turf mixture for use in full sun or moderate shade.



- 30% Kentucky Bluegrass
- 50% Creeping Red Fescue
- 20% Perennial Ryegrass



**SOIL FIRST®**  
BY DLF

# COVER CROPS

## THE VALUE OF 1% ORGANIC MATTER

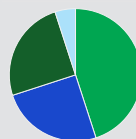
Every 1% increase of Organic Matter raises the soil's water-holding capacity by as much as 27,000 gallons per acre.\*

### 1% OF ORGANIC MATERIAL CONTAINS:

- 10,000 lbs. of Calcium,
- 1,000 lbs. of Nitrogen,
- 100 lbs. of Phosphorus,
- 100 lbs. of Potassium,
- 100 lbs. of Sulfur,
- 0.3-1 inch of Water.\*

### TAKING CARE OF YOUR BIGGEST RESOURCE ... SOIL

Research to date proves cover crops help in the short term and encouraging soil structure and soil health for decades to come.



- 45% Minerals (Clay, Sand, Etc.)
- 25% Air
- 25% Water
- 1-5% Organic
  - 85% Humus
  - 10% Roots
  - 5% Living Organisms

\*Ohio State University, 2014.



## NEW SF CLASSIC

Seed at 12 - 15 lbs/acre

### When to use:

- After soybeans, before corn
- Into corn at 6 - 8 leaf stage
- After wheat, before corn



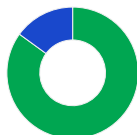
NITROGEN BOOSTER



COMPACTION ALLEVIATION



P & K CYCLING



- 85% Crimson Clover
- 15% Soil First® Select Radish

## SF COVER STARTER +

Seed at 30 - 35 lbs/acre

### When to use:

- After corn silage
- After soybeans, before corn
- After winter wheat, before corn



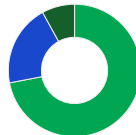
WEED SUPPRESSION



COMPACTION ALLEVIATION



EROSION CONTROL



- 72% Winter (Cereal) Rye
- 20% Crimson Clover
- 8% Soil First® Select Radish

## SF CORN INTERSEED

Seed at 30 - 35 lbs/acre

### When to use:

- Into corn at the 6-8 leaf stage



WEED SUPPRESSION



EASY ESTABLISHMENT



EROSION CONTROL



- 80% Coldsnap™ Brand Ryegrass
- 20% Crimson Clover

## SF MULTI-PURPOSE

Seed at 30 - 35 lbs/acre

### When to use:

- After corn, before soybeans
- After soybeans, before corn
- After corn silage to generate extra forage



WEED SUPPRESSION



EASY ESTABLISHMENT



BIOMASS PRODUCTION



- 50% Winter Triticale
- 38% Winter Peas
- 6% Soil First® Select Radish
- 6% Hybrid Brassica

## SF FIELD FIT

Seed at 25 - 30 lbs/acre

### When to use:

- After corn, before soybeans
- After soybeans, before corn to generate extra forage
- After corn silage
- After winter wheat, before corn to generate extra forage



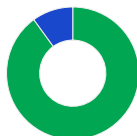
WEED SUPPRESSION



COMPACTION ALLEVIATION



EASY ESTABLISHMENT



- 90% Spring Oats
- 10% Soil First® Select Radish

## SF SOIL BUILDER

Seed at 30 - 35 lbs/acre

### When to use:

- After corn, before soybeans
- After corn silage *no N fertilizer applied*
- After winter wheat, before corn *no N fertilizer applied*



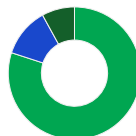
WEED SUPPRESSION



COMPACTION ALLEVIATION



P & K CYCLING



- 80% Coldsnap™ Brand Ryegrass
- 12% Crimson Clover
- 8% Soil First® Select Radish



**DETERMINE YOUR GOAL**



**EASY ESTABLISH**



**P&K CYCLING**



**POLLINATOR BENEFIT**



**COMPACTION ALLEVIATION**



**WEED SUPPRESSION**



**BIOMASS PRODUCTION**



**EROSION CONTROL**



**NITROGEN FIXER**

**Planting Time\***

**Seeding - Drill (lbs/acre)**

**LEGUMES**

1 = Poor 2 = Average 3 = Good 4 = Very Good 5 = Excellent

Crimson Clover	4	3	3	2	4	3	3	FIXER	SG,LS	10 - 15
Red Clover	3	4	4	4	4	4	3	FIXER	SG,LS,F	8 - 12
Berseem Clover	4	4	3	2	4	3	4	FIXER	SG,LS	8 - 20
Winter Peas	4	2	4	2	4	3	3	FIXER	SG,LS	75 - 120
Hairy Vetch	3	4	5	3	4	4	3	FIXER	LS, F	15 - 30
Sunn Hemp	3	3	4	2	4	5	3	FIXER	SR,LS	15

**NON LEGUMES**

1 = Poor 2 = Average 3 = Good 4 = Very Good 5 = Excellent

Italian Ryegrass	5	3	2	5	5	3	5	SCAVENGER	SG,LS,F	15 - 30
Winter (Cereal) Rye	4	4	1	4	5	4	5	SCAVENGER	LS,F	30 - 50
Winter Triticale	4	4	1	2	4	5	4	SCAVENGER	LS,F	30 - 50
Spring Oats	4	3	1	2	4	4	4	SCAVENGER	SG,LS	30 - 50
Pearl Millet	5	3	3	3	5	5	4	SCAVENGER	SR,LS	20 - 30
Sorghum x Sudangrass	4	3	3	4	5	5	4	SCAVENGER	SR	25 - 70
Buckwheat	5	5	5	3	5	4	2	SCAVENGER	SG,SR	40 - 55

**BRASSICAS**

1 = Poor 2 = Average 3 = Good 4 = Very Good 5 = Excellent



Soil First® Radish	5	4	2	5	5	4	4	SCAVENGER	LS	3 - 8
Turnip	5	3	3	3	5	4	3	SCAVENGER	LS	2 - 6
Rapeseed	5	4	4	5	3	4	4	SCAVENGER	SG,LS	4 - 6
Braco Mustard	5	3	5	4	3	4	3	SCAVENGER	SG,LS	6 - 15
Hybrid Brassica	5	3	3	3	4	4	4	SCAVENGER	SR,LS	4 - 8


\*SG = Spring SR = Summer LS = Late Summer F = Fall



**CONTACT OUR SALES TEAM FOR ADDITIONAL MIX RECOMMENDATIONS!**

 <p><b>FORAGE FIRST®</b></p> <p><b>FORAGES</b></p> <ul style="list-style-type: none"> <li>• Forage grasses</li> <li>• Forage legumes</li> <li>• Forage mixes</li> <li>• Seed inoculants</li> <li>• Conservation seed/mixes</li> <li>• Small grains</li> <li>• Custom forage mixes</li> </ul>	 <p><b>EARTH CARPET®</b></p> <p><b>TURF</b></p> <ul style="list-style-type: none"> <li>• Turf seed</li> <li>• Turf mixes</li> <li>• Custom turf mixes</li> <li>• Conservation mixes</li> <li>• Erosion control</li> </ul>
---	---

 <p><b>SUMMER SELECT™</b></p> <p><b>SUMMER ANNUALS</b></p> <ul style="list-style-type: none"> <li>• Sorghum x Sudan</li> <li>• Sudangrass</li> <li>• Forage Sorghum</li> <li>• Millets</li> <li>• Teffgrass</li> </ul>	 <p><b>SOIL FIRST®</b></p> <p><b>COVER CROPS</b></p> <ul style="list-style-type: none"> <li>• Cover crop seed</li> <li>• Cover crop mixes</li> <li>• Custom cover crop mixes</li> <li>• Seed inoculants</li> </ul>
--	--

<p><b>NATIVES &amp; WILDFLOWERS</b></p> <ul style="list-style-type: none"> <li>• Native grasses</li> <li>• Conservation seed mixes</li> <li>• Wildflowers/forbs</li> <li>• Custom conservation, reclamation and pollinator seed mixes</li> </ul>	 <p><b>DEER CREEK® SEED</b></p> <p><b>WILDLIFE</b></p> <ul style="list-style-type: none"> <li>• Food plot seed</li> <li>• Food plot mixes</li> <li>• Custom wildlife mixes</li> </ul>
--	---

## INOCULANTS

OPTIMIZE™LV	LCO Promoter Technology
CELL-TECH™LIQUID	2 Strains for enhanced nodulation
CELL-TECH™2000	Applicator kit
CELL-TECH™	Peat
CELL-TECH™PEA/LENTIL	Peat

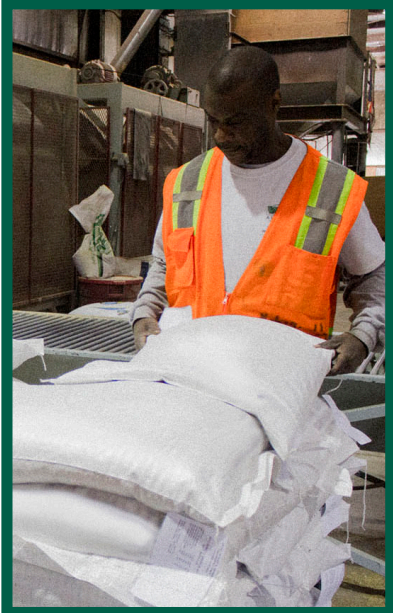


CUSTOM SEED MIXING

DLF offers custom mixing capabilities to meet any need. Contact us at [info@dlfna.com](mailto:info@dlfna.com) or visit our website to learn more.

### CONSIDERATIONS WHEN CREATING CUSTOM SEED MIXES:

- Think about seed sizes – will the different size and shape of certain seeds prohibit specific application methods?
  - » Aerial: too large of seed might struggle to get adequate seed-to-soil contact
  - » Drilling or Ground Seeding: seed size usually affects seeding depth. Different seeding depths become a real challenge with numerous species all in the same bag
- Different seeds often perform best when planted at different times
- Not all crops are beneficial to the next crop in the rotation
- Select species carefully, making sure all species are adapted to the field's soil, drainage and crop rotation





# CUSTOMER SERVICE STANDARDS - BUILDING A CULTURE OF TRUST

At DLF we strive to provide industry leading customer service. We will provide the tools and support you need to succeed! We're proud of the people and relationships that make up DLF. The knowledge, expertise, loyalty and trust they bring are essential to our ability to deliver value to our customers, and to our continued success. We build a culture of trust through the following customer service standards:

## COMMUNICATION

Customers can expect and trust professional advice and support

## COMMITMENT

Customers can expect delivery of quality products and friendly service

## CREDIBILITY

Customers can expect added value by working with us

## ABOUT DLF CANADA INC. ...

DLF Canada Inc. was formed in 2022. DLF was founded in 1906 and is the global market leader in the research, development, production and distribution of turfgrass and forage crop seed.

DLF is owned by 3,000 Danish seed growers and has subsidiaries or sales offices in 22 countries around the world.

DLF Canada Inc. is headquartered in Lindsay, Ontario. Our brands are backed by a trusted and proven reputation for quality, agronomic advice and a commitment to research and technology. Our dedicated team provides practical and effective solutions to improve your profitability and reduce your operating risk.

# CONTACTS



**RYAN PARISH**

Sales Manager, East Ag,  
Ontario & Atlantic Canada



**LARRY MASTINE**

Director,  
Québec



**SCOTT FISHER**

Sales Manager,  
Western Ontario  
519 281 0032



**GORD TOMLINSON**

Sales Manager,  
Eastern Ontario  
705 341 7618



**JACQUES LABERGE**

Sales Manager,  
Québec  
450 799 4566



**LINDSAY MACKENZIE**

Customer Service  
Associate,  
Ontario



**ALLYSON SMITH**

Customer Service  
Associate  
Québec



**MATT ANDERSON**

Director of Portfolio  
Management, North  
America



**SYLVIA MEGENS**

Manager,  
Product Development



**CUSTOMER SERVICE**  
**ONTARIO (HEAD OFFICE) 705-324-6273**



**FORAGE FIRST®**

**BY DLF**

**ONTARIO/ATLANTIC PROVINCES**

1 Greenfield Road, Box 304, Lindsay, ON K9V 4S3  
P (705) 878-9240 1-800-661-GROW (4769)

**QUÉBEC**

4155 rue Lesage, St-Hyacinthe, QC J2T 5K1  
P (450) 799-4586 1-800-567-7425  
F (450) 799-1026