

## Hay certification: how it works

Feed Central's hay certification service allows sellers to differentiate their product in a competitive marketplace.

Buyers can buy "sight unseen", with the peace of mind that only comes from accurate and independent assessment conducted by an impartial third party.

This service involves an accredited Feed Central Inspector visiting the seller's farm or location of the hay. The trained inspector will take a core sample for feed analysis and will visually assess, document and grade the quality of the product using Feed Central's unique Certification System

**Only independent certification can provide peace of mind... it's the smarter way to buy and sell hay.**



## Feed Central's Certification Service: benefits at a glance

- ✓ Independent, third party sampling for Feed Analysis
- ✓ NATA<sup>1</sup> accredited laboratories conducting the Feed Analysis tests, using AFIA<sup>2</sup> testing procedures
- ✓ Goes much further than Feed Analysis to include important visual quality considerations and a visual grade
- ✓ Accurate results give buyers the confidence to buy "sight unseen"
- ✓ Inspection done by an independent third party with no vested interest
- ✓ Easy to understand, simple language
- ✓ All lots described the same way, making comparison easier

### Why does our system work?

It's been developed, tried and tested in the harsh realities of farmers' paddocks, from Kununurra to Katherine, Toowoomba to Dubbo, Wagga to Warrnambool, and everywhere in between over a 10 year period. **And that is why it works!**



**HOT TIP for buying hay:**  
ALWAYS buy \$/tonne delivered

Want to **BUY HAY?**

Browse listings or log in for a delivered price **TO YOUR DOOR**

[www.feedcentral.com.au](http://www.feedcentral.com.au)

or contact your local **Field Representative**

## Why We Need Certification

Australia's fodder industry is growing. Effective standards allow buyers and sellers to trade confidently. In some cases, progressive growers and sellers are putting contracts in place before hay is even grown. Standards are also vital to ensure the integrity of all contracts and the long term health

of our industry.

It is our belief that buying hay should not be an expense. As a buyer, if you buy the right quality feed for your operation, you will profit from it. Feed Central's Certification Services allow you to do this. This is how we "feed your profits."

# How do we certify?

STEP

1

## On Farm Inspection

- A) An accredited Feed Central Inspector visits the seller's farm or location of the hay.
- B) The inspector notes the visual characteristics of the hay, including:
- Colour
  - Grass & weed type
  - Grass & weed amount
  - Foreign material eg. sticks etc.
  - Cutting method
  - Approx. Fibre length in bale
  - Stem thickness
  - Crop maturity when cut
  - Description of leaf in bale
  - Crop cure time
  - Curing/conditioning method
- C) Hay moistures are measured and recorded.
- D) The Inspector takes a core sample.
- E) A sample of the bales are weighed using portable Rudweigh scales to determine average bale weight.
- F) Commodity Vendor Declaration completed by the grower.
- G) Photos taken of core sample and hay stack.

On farm inspection can take 1½ hours per lot. We will need a tractor with hay forks and your help to weigh the bales.

B



E



C



F



D



G



STEP

2

## Visual Grading

Hay is graded using Feed Central's unique scoring system, which is based on 14 visual quality aspects that are important to the buyer. The minimum score is 0, the maximum score is 895.

### Why grade?

The grade is a visual summary of the hay quality. It is a very good "generic" guide or quick glance. Specific details are then available from the Hay Quality Certificate.

### Why do we weigh the bales?

Bale weight can dramatically affect handling, storage and transport costs. Heavy bales minimise handling and freight costs.

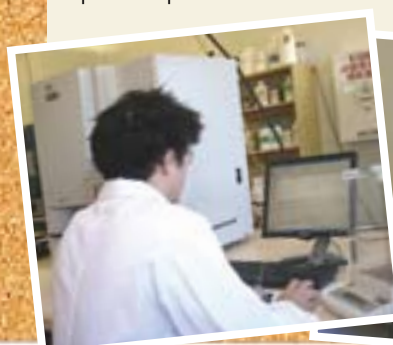
Grading	Numerical Score	Description
<b>FC AAA</b>	800 - 895	Exceptional quality hay
<b>FC AA</b>	700 - 799	Very good quality hay
<b>FC A</b>	500 - 699	Good Average, normal dairy and performance hay
<b>FC B</b>	400 - 499	Below average, seek guidance from Feed Analysis
<b>FC C</b>	300 - 399	Well below average, price dependent
<b>FCD</b>	0 - 299	Mulch or severe drought fodder only

STEP

3

## Scientific Analysis

The core sample is sent to a NATA accredited laboratory for analysis using a dedicated and proven process.



STEP

4

## The Quality Certificate

The results of the visual assessment and Feed Analysis are combined into the Feed Central Quality Certificate - a recognised certificate that can be used to help growers market their product, or give buyers in-depth knowledge of a product that they cannot inspect themselves.

STEP

5

## Marketing

Where hay is to be marketed through feed Central, the Quality Certificate, photo and Commodity Vendor Declaration are all posted on the Feed Central website.

**A fairer, smarter and more profitable way to buy hay and grain.**

**Our Promise: to deliver as described, on time, first time, every time.**

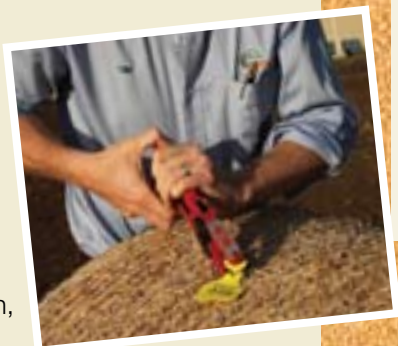
## Traceability

**At Feed Central, we leave nothing to chance.**

Each lot is tagged and identified, and a lot number is allocated to each line. This lot number is cross referenced back to the grower's Lot ID or paddock name. This is cross referenced to the Quality Certificate, photo and Commodity Vendor Declaration. This means that each lot can be tracked from the paddock to the shed to the animal. Traceability also ensures that the right hay goes to the right customer.

### Why is this important?

Complete traceability ensures food safety, minimises risk to valuable livestock, and protects Australia's clean, green image.



STEP

6

## Valuation

After inspection and certification, the Feed Central sales team complete a detailed written market appraisal of each line. This appraisal, or informed valuation, gives a guide to the grower on the price range of their hay and includes consideration of:

- the grade and visual quality
- feed analysis results
- general quality
- bale size/weight
- current and expected market conditions.



## About Feed Analysis Testing

**Feed Central has pioneered the introduction of Feed Analysis Testing across the country.**

Today, Feed Analysis Testing is commonplace, and in many parts of the country, you can't buy or sell hay without it.

This is great - however caution also needs to be exercised. Feed Central has conducted over 5,000 hay inspections in the last five years. Every one of these has been submitted for Feed Analysis. We have found a huge difference in the results depending on how the sampling is done, as well as a significant difference between laboratories.

For this reason at Feed Central we continue to take our own samples, and have them tested independently at a NATA accredited laboratory.

**Unique!** The Feed Central system is unique because it works for all classes of hay, straw and silage, regardless of species or location. **It's a tried and tested system that works!**

## A closer look at the Quality Certificate

### Details Section

provides general information about the Product Listed.

- Lot No
- Class
- Species
- Grade
- Month Harvested
- Packaging
- Amount
- Unit Type
- Average Kg
- Tonnes
- Current State
- Inspection Status

### Feed Analysis Section

provides results from the Feed Testing laboratory on the core sample analysis. Results include:

- Moisture%
- Protein%
- Acid Detergent Fibre%
- Neutral Detergent Fibre%
- Digestible Protein %
- Digestible Dry Matter %
- Total Digestible Nutrients%
- DM Intake % of body weight
- Net Energy Lactation MJ/kg
- Net Energy Gain MJ/kg
- Net Energy Maintenance MJ/kg
- Relative Feed Value
- Metabolisable Energy

FEEDcentral QUALITY STATEMENT						
<b>Details</b>						
Lot No	Class	Species	Shrub / Mt	Visual Grade	Date / Date	
1908	Hay	Rhodes Grass		FC A		
Month/Year	Bale Size	Wing Type	Amount	Unit Type	Average Kg	Tonnes
Jun 2007	Large Sq Bale-3		432	Bale	905	218.16
Current State	Stacked in Paddock	Inspected	Location	QLD Oakay		
<b>Quality</b>						
Grass & Weed Type	legumes		Inoculative Moisture %	16 %		
Grass & Weed Amount	5 %		Weather Value	None		
Foreign Material eg. sticks	none evident		Run-Through	Nil		
Crop Height/When Cut	80cm		Run-Forced	Nil		
Cutting Method	Mower Conditioner		Heat / Spiling in Bale	Not Expected		
Approx. Fibre Length in Bale	80cm		Discolouration	1. No discolouration		
Stem Thickness	Thick		Colour in Bale	3. Partly dull green		
Crop Maturity/When Cut	5. Crop Hayed Off		General Appearance	2. Normal hay small		
Lucerne %	N/A		Feed Test Report	See below		
Description of Leaf in Bale	2. Mostly connected to the stem		Weed Detection	Not Available		
Crop Cure Time	4 Days		Chemical Detection	Not Available		
Curing/Conditioning Method	Mower Conditioner					
<b>Comments</b>						
<b>Feed Analysis Test</b>						
Testing Lab: SGS 17224						
Moisture %	11	Digestible Dry Matter %	53.3	Net Energy Maintenance MJ/kg	5.4	
Protein %	5.1	Total Digestible Nutrients %	54.4	Relative Feed Value	95	
Acid Detergent Fibre %	47.9	DM Intake % of body weight	1.6	Metabolisable Energy MJ/kg	7.6	
Neutral Detergent Fibre %	73.3	Net Energy Lactation MJ/kg	5.1	Visual Grade	FC A	
Digestible Protein %	3.6	Net Energy Gain MJ/kg	2.4			
<b>Comments:</b>						
Disclaimer: The particulars contained herein are supplied for information only and shall not be taken as a representation in any respect on the part of the vendor or its agent. Interested parties should contact Feed Central for full and current details.						

### Grade

The grade of product. Refer to table on pg 2 for generic details.

**Growers can use the quality certificate to help them sell the hay privately**

### Quality Section

provides information from the visual inspection conducted by the accredited Inspector.

- Grass & Weed Type
- Grass & Weed Amount
- Foreign Material
- Cutting Method
- Approx. Fibre Length in Bale
- Stem Thickness
- Crop Maturity when Cut
- Lucerne Cut
- Description of Leaf in Bale
- Crop Cure Time
- Curing/Conditioning Method

**Buyers can use the service to certify hay not marketed through Feed Central**

## HAY for CHRISTMAS

Feed Central's office is closed from Dec 18 2009 - Jan 4 2010. Don't get caught short - place your order NOW!

## We sell HAY TARPS

- Protect the quality of the hay
- 40ft x 8 ft with a 1 ft skirt (eyelets, no ropes)
- 1 tarp will cover 1 drop deck load of hay
- \$250 each inc GST + postage - **order 10 or more for FREE delivery**

For tips on tarping hay, visit [www.feedcentral.com.au/items/FC\\_factsheet\\_tarping.pdf](http://www.feedcentral.com.au/items/FC_factsheet_tarping.pdf)

### Contact a Feed Central Field Representative in your area:

**SOUTH QLD / NORTH NSW**  
Ian Wickham  
0428 796 160

**CENTRAL NSW**  
Ian Sutton  
0447 669 145

**SOUTHERN NSW/NORTHERN VIC**  
Jeff Thomas  
1300 669 429

**GIPPSLAND**  
Lindsay Overall  
0447 669 146

**NORTHERN & WESTERN DISTRICTS (VIC)**  
Les Toohey  
0447 669 144

**SA / WEST COAST (VIC)**  
Glenn Altschwager  
0447 669 151  
Jason Altschwager  
0447 669 141