



FEEDcentralNEWS

1300 669 429 | FEEDCENTRAL.COM.AU

Welcome to the 1st edition of the Feed Central News!

We're excited to launch this monthly newsletter to connect you with the insights, data and stories that matter to the Australian hay and fodder industry.

Each month, you'll receive market insights from our LocalAg Plus team, data and trends from our lab, and real stories from farmers, contractors, and producers across the country.

Our goal is simple: to keep you informed, connected, and supported with practical information you can use in your operation. Whether you're managing hay production, exploring new markets, or looking for smarter ways to trade, we're here to help you make better decisions.

Thank you for being part of the Feed Central community. We look forward to delivering valuable content straight to your inbox every month.



Tim Ford
Managing Director,
Feed Central & LocalAg



Grant Alday and daughter, Jenna Alday

Sea Lake, Victoria

When Frost Turned Crisis Into Opportunity: How One Farmer Made Hay Pay

When frost devastated Grant Alday's crops last season, he faced a choice that many farmers dread: watch potential profits wither away, or pivot fast and cut for hay. Within days, he made the call that would transform his season.

"It really took us from breaking even to making a profit," says Grant, who farms with his wife Bron in Northwest Victoria.

"It was a somewhat difficult decision for a short period, and then it turned out to be a fantastic choice in the end."

Grant's success story offers valuable insights for farmers navigating unpredictable seasons and exploring hay as a profit centre.

[READ MORE](#)

Your Go-To Hub for Hay Season Decision-Making

Seasonal conditions rarely follow the script, making it challenging to decide whether to cut for hay or push for grain. That's why we've created the Feed Central Hay Season Resources page – your one-stop destination for practical tools, market insights, and expert guidance. Access our Hay vs Grain Calculator, latest market reports, annual magazine, and webinar replays all in one place. Visit feedcentral.com.au/hay-season-resources.



Gulgambone, NSW

Buried Treasure: Grain Grower's Guide to Marketing Inherited Silage



Pat Hull

When Patrick Hull bought Weebergong in 2022, he inherited roughly 1,000 tonnes of silage buried in pits across the property. For two years, the mounds of dirt sat on his driveway – an eyesore he wasn't sure what to do with. But when feed shortages hit hard, Hull listed the silage on LocalAg.

Within hours, buyers from multiple states were reaching out. His first truckload has just left for Victoria, and the experience has him rethinking his entire approach to risk management.

[READ MORE](#)



A Smarter Way to Buy & Sell



Download the LocalAg App!

Stories from the Lab

Ration Testing Season and a Teff Hay Surprise



It's been a busy month in the Feed Central lab with feedlot audit season in full swing, processing numerous samples for ME and protein testing to meet Grain Fed certificate requirements. But one teff hay sample submitted for Equi-Tech testing caught our attention in a big way.

The sample returned a protein result of 20% – exceptionally high for teff hay. While this might sound like fantastic news for horse owners, experienced testers know that unusually high protein can actually be a red flag. Elevated protein levels can indicate dangerously high nitrate content, which can cause serious illness or even death in horses and livestock.

Following best practice protocols, we immediately recommended nitrate testing for this sample. This crucial follow-up step protects both animals and the reputation of hay producers. So what did the nitrate test reveal? And what can producers and buyers learn from this case?

[READ MORE](#)

Interested in Advertising?

Interested in advertising in the Feed Central News? Contact the Feed Central team on hello@feedcentral.com.au for more details.

From the LocalAg Plus team

National Hay Market Snapshot

Hay production is now complete or well underway across Australia. Southern regions have faced mixed quality after rain during windrowing. Opportunistic producers with weather-affected stacks are selling quickly to recover costs, which has softened prices in some areas.

Across the east, buyers are topping up sheds while conditions and prices remain favourable. Early demand is tightening local supply and prompting others to act before quality lots are gone. Some buyers continue to wait for feed test results, but good hay is moving steadily.

Lucerne and vetch are progressing well, with baling and testing underway. Cereal hay remains the main focus, with all stages of production active and sheds filling fast.

Outlook

Expect the next few weeks to remain active, with prompt sales from opportunistic growers and more cautious buyers gradually entering the market. As sheds fill, confidence is building, suggesting that the smart money is on securing quality hay now rather than chasing limited options later in the season.

Member Benefits

-  Networking
-  Insights
-  Events
-  Support

Join us



TOGETHER WE WILL GROW OUR SUSTAINABLE AND PROFITABLE FODDER INDUSTRY.

The Australian Fodder Industry Association (AFIA) is the national, independent voice for the Australian fodder industry, with a clear focus on building a strong community of members, sponsors, partners and providers. The fodder industry is one of the most important industries in Australian agriculture, underpinning production in dairy, livestock, horticulture and other intensive industries.

Since its establishment in 1996, our network of members, sponsors, supporters and engaged participants have worked together to help the fodder industry grow.

Join AFIA today to be part of a growing community and help us shape the future of fodder across the country for both the domestic and export markets.

- 
COMMUNITY
- 
ADVOCACY
- 
R & D
- 
TRADE
- 
BIOSECURITY



NURTURE NETWORK GROW



Latest on LocalAg Marketplace

#90445


Wheaten (awned) Hay

990
tonnes available

\$317
per tonne + GST



[Get More Details](#)

#91053


Vetch Hay

350
tonnes available

\$400
per tonne + GST



[Get More Details](#)

On the Road

Photos from around the country



L: Angus Andrews (contractor) & R: Bill Ferguson - winners of the 2025 National & NSW Lucerne Feed Test Award



Oaten Hay harvest with Jess Bishop in Tullamore, NSW

Contact the Feed Central team on [1300 669 429](tel:1300669429) or visit our website feedcentral.com.au