



FEEDcentralNEWS

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Generational Change at Feed Central

During 2025, we made a once-in-a-generation structural change. Feed Central was separated into a dedicated Quality Assurance company, while LocalAg was launched as the marketplace, with LocalAg Plus providing account-managed hay trading.

Since 2003 we've worked alongside growers, buyers and end users, and it became clear to us that the hay and fodder industry needs both a trusted marketplace and a truly specialised quality assurance business.

'Together, these services help lift standards, reduce risk and strengthen trust across the hay supply chain.'

- Tim Ford

Feed Central's work now sits across several key areas listed in "What Does Feed Central Do?" in the next column.

This issue is the first in a multi-part preseason series, with each edition highlighting a different part of what Feed Central offers the industry. In this issue, we focus on Quality Assurance, Risk and Biosecurity.

We've been in the industry for more than 23 years, we're clearly here for the long term, but this feels like an exciting new beginning.



Tim

Tim Ford
Managing Director,
Feed Central & LocalAg

What does Feed Central do?



Feed Central operates as a specialist Quality Assurance company for the hay and fodder industry, helping growers, contractors and buyers improve quality, manage risk and build confidence across the supply chain.

We ensure buyers and end users have the information they need to make informed decisions, while helping sellers differentiate their product and achieve the value it deserves. Feed Central integrates seamlessly with the LocalAg Marketplace, and the same quality information can be used wherever you choose to sell your hay.

Our work focuses on three key areas:

1. Quality Assurance, Risk & Biosecurity

Independent services to verify hay quality, manage risk and protect supply chains.

- Feed Tests
- On-Farm Inspections
- Customised QA Solutions
- Biosecurity Programs
- Commodity Vendor Declarations (CVDs)
- Sample Collection
- Fire Insurance Risk Assessments.

2. Memberships, Accreditation & Certification

Programs that recognise professional operators and create trusted standards across the industry.

- Feed Central Memberships
- Accredited Inspection Program (AIP)
- Specialists & NIR Affiliates Memberships
- Property & Shed Certification.

3. Information & Training

Independent industry knowledge and education to support better decision-making.

- Market Reports
- Hay Matters Podcast
- Seasonal Magazines
- Training Programs
- Expert Witness Services and more.

Covered in
this newsletter

1 QUALITY SERVICES, RISK & BIOSECURITY



Feed Testing

Feed Central provides independent feed testing services, offering:

- Rapid NIR analysis for hay, grain, silage and straw
- Wet chemistry testing with packages such as Basic, DCAD and Mineral profiles, as well as individual tests like starch
- Grain and Seed testing
- Soil and Liquid testing
- Rapid Nitrate and Prussic Acid Tests

Results are seamlessly integrated into your LocalAg listing, enabling buyers to search and compare hay using quality metrics such as protein, energy and relative feed value.

Fast turnaround is available for selected tests, and samples can be submitted using either our free sample collection kits or your own packaging. If you can't find the test you need on our website, just ask and our team will help find a solution.



Feed Testing

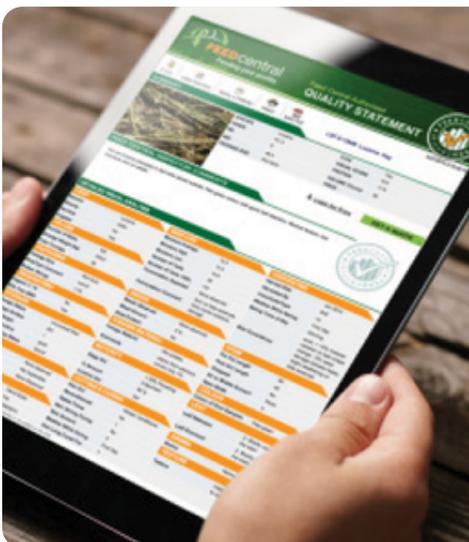
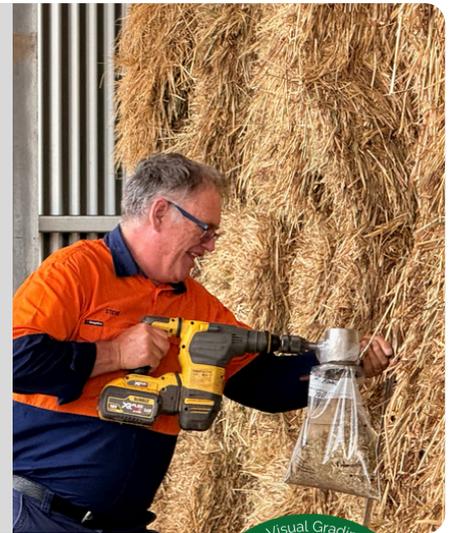


On-Farm Inspections & Visual Grading

Our on-farm inspection provides a visual grade that correlates to livestock compatibility and intake, assessing aroma, colour, mould, texture, weeds, moisture and overall appeal.

- Higher grades generally mean fewer moulds and lower mycotoxin risk
- Provides buyer confidence and helps sellers benchmark their hay
- Premium FCAA and FCA hay can sell quickly and at rewarding prices; with lower grades trading at a fair price.

The results seamlessly integrate with LocalAg Marketplace, completing the quality profile of your listing and also acts as the gateway to the LocalAg Plus sales team, connecting quality-assured hay with account-managed buyers.



Feed Central Quality Certificate



Our Quality Certificate is recognised nationally and helps growers differentiate their hay while giving buyers confidence in the product they are purchasing.

The Quality Certificate:

- Combines the visual assessment, visual grade and feed test results
- Presents quality, safety and nutrition information at a glance
- Helps identify risks such as mould or mycotoxin concerns
- Supports stronger pricing for growers and, better and fairer purchasing decisions for buyers

With seamless data integration into the LocalAg Marketplace, Quality Certificates can automatically be displayed on LocalAg listings, helping buyers quickly assess quality and compare hay with confidence.



Display the Seed to Feed badge on your listings.

Seed to Feed Program

For growers wanting to demonstrate the highest production standards, Feed Central offers the Seed to Feed Program.

This program recognises growers who complete a structured inspection process, providing assurance for buyers while helping growers maximise the potential return on their hay.

By participating in the program you can:

- Tell your full crop production story to buyers
- Receive a Quality Certificate demonstrating production practices and attention to detail
- Be filtered and identified by buyers on LocalAg Marketplace specifically searching for Seed to Feed hay
- Stand out to buyers looking for verified, high-quality fodder
- Advertise early, pre-harvest on LocalAg and other platforms.

Some producers may also achieve a Weed Safe badge through the Seed to Feed program, giving their LocalAg listings additional visibility and confidence for buyers.

Weed Safe

Launching in 2026, Feed Central's Weed Safe Program responds to increasing buyer concerns about weeds in hay. The program helps producers demonstrate that their hay is free from significant weed contamination and outline their weed management practices at a glance.

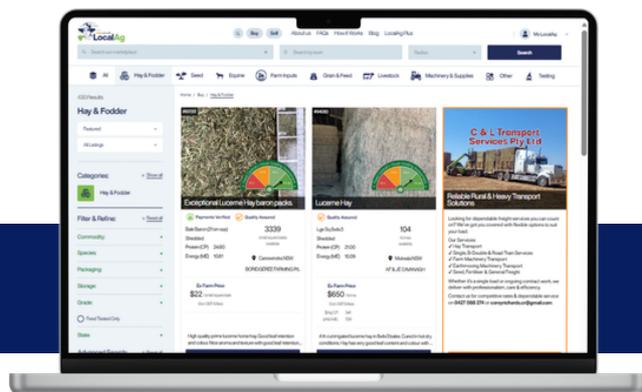
As part of the Seed to Feed Program, a Feed Central accredited inspector checks early weed management practices and current weed burden during the three on-farm assessments. Inspectors can also provide guidance to help meet the standard required to achieve the Weed Safe badge.

By participating in the program you can:

- Demonstrate to buyers your attention to detail and commitment to producing clean, high-quality hay, and
- Position your hay to achieve premium pricing in markets where weed-free product is valued.



Earn the Weed Safe badge to increase buyer confidence and interest in your listing on LocalAg Marketplace.



Seamless integration with Feed Central, Aussie Expertise and Personal Service.

SEAMLESS INTEGRATION WITH LOCALAG

Feed Central's Quality Assurance services help sellers demonstrate quality and differentiate their product, while giving buyers trusted information on safety and nutrition to support better purchasing decisions.

LocalAg, built by Feed Central specifically for buying and selling hay, integrates secure payments, verified users and quality information so buyers can search for hay based on suitability, not just price.

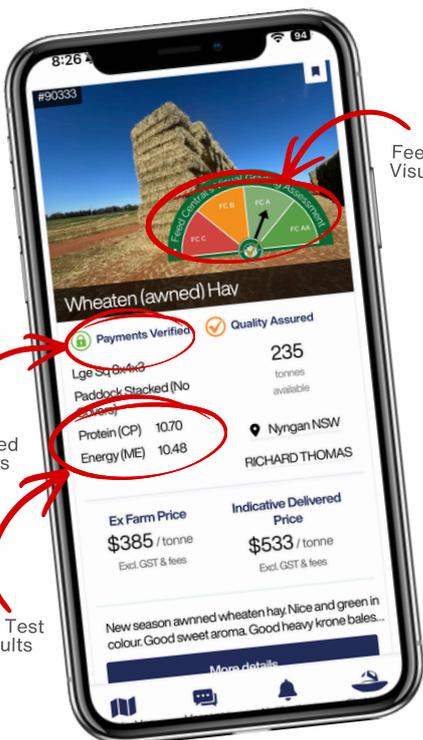
For those who prefer traditional trading, the LocalAg *Plus* team provides full-service support, combining Feed Central's quality assurance with dedicated sales and logistics support.

One integrated system. Quality assurance, secure trading and experienced support, all working together to make hay trading easier.




Australian & family owned





- ✔ Built for buying & selling hay
- ✔ Hay specific search filters (e.g. bale size, protein, visual grade, storage)
- ✔ Seamless integration with Feed Central
- ✔ Quality Assurance featured
- ✔ Secure payments & verified users
- ✔ Delivered pricing
- ✔ Real people that care

VS





- ✘ Hay specific search capabilities
- ✘ Integration with Feed Central
- ✘ Quality assurance featured
- ✘ Payments & verified users
- ✘ Delivered pricing
- ✘ Real people on the phone

Multinational

From the Lab

Why Crude Protein Matters in Every Feed Test

What are proteins and why are they so important?

Crude Protein is a measure we use when buying feed or creating rations. All proteins are made up of Amino Acids which contain carbon, hydrogen, nitrogen, oxygen, sulphur, etc. In your feed test, the term “Crude Protein” represents the measure of total nitrogen, converted into an estimated protein amount. The CP result gives us a clear snapshot of feed value, helping to ensure your livestock get the nutrition they need. It forms the basis for formulating diets that meet an animal’s protein requirements for growth, milk production, reproduction, and maintenance.

When deciding what type of hay or feed to purchase, the choice is often determined by the CP result. Legumes such as Lucerne and Vetch often test higher in CP than grasses. Most cereal hay crops have a lower CP but a higher Metabolisable Energy which suits animals who have grown to full maturity but need to gain weight. Higher CP generally improves animal performance, but balance with energy and fibre is essential.

In a Feed Central NIR Test, CP is broken down further into Available, Soluble and Degradable protein. **Available protein** is the portion of protein in a feed that livestock can digest and absorb for use in growth, maintenance and production. **Soluble protein (SP)** is the fraction of protein that dissolves quickly in rumen fluid and becomes rapidly available to rumen microbes. **Degradable protein** is SP plus some intermediately digestible protein that is broken down by microbes in the rumen during digestion and used to produce microbial protein.

This gives you and your nutritionist a better understanding of the fraction of protein that your animals can digest and use.

CP
Crude Protein

LEGUME HAY 18–25% CP

GRASS / PASTURE HAY 10–16% CP

CEREAL HAY 6–10%

STRAW: <5% CP

2026 National Hay Quality Awards

Celebrating excellence in the industry.

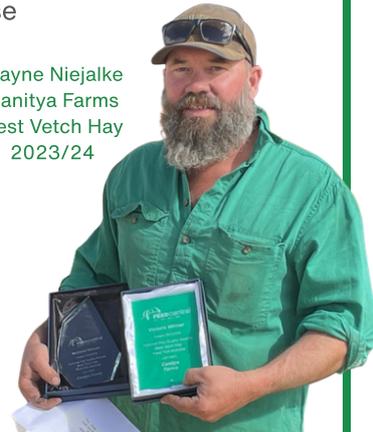
You have to be in it to win it! Every Feed Central customer whose hay has undergone both a visual inspection by our Hay Quality Inspectors and a Feed Test in our laboratory during the previous season, is automatically eligible for these prestigious awards.

Award categories cover:

- Feed Test Results,
- Visual Appearance,
- Bale Weight

Awards are announced in July 2026.

Wayne Niejalke
Canitya Farms
Best Vetch Hay
2023/24



Book your on-farm inspection and feed test by calling 1300 669 429 now.

Hay Matters Podcast

Hay Matters is Feed Central’s podcast dedicated to the Australian hay and fodder industry. Each episode shares market insights, seasonal updates and conversations with growers, buyers and industry experts to help you stay across what’s happening in the market.

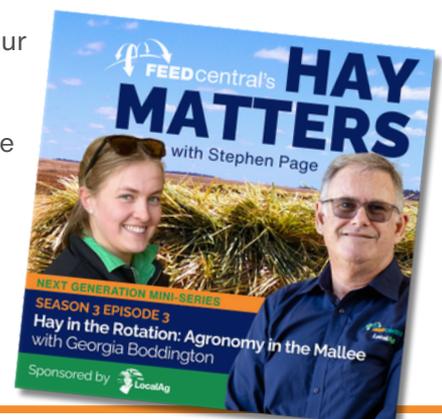
Whether you grow, buy, sell or feed hay, Hay Matters brings practical knowledge from people working in the industry every day.

Sponsorship opportunities are available.

If you’d like to put your brand in front of a targeted agricultural audience, contact the team to learn more.



Listen now





PRODUCT OF THE MONTH

PRE-PAID NIR FEED TEST **\$87**

Sample collection bag, instructions, submission form & Reply-Paid satchel.

Delmhorst Moisture Meter

The key to a high quality product is proper moisture monitoring with the correct and precise equipment.

The Delmhorst Navigator FX- 20 moisture meter has the ability to check hay moisture in bales or windrow, matched with class leading accuracy and clarity.

\$1685
+ postage



Custom Made in Australia



Hay Corer

\$555
+ postage

Developed by the Feed Central Hay Inspectors, this stainless steel Hay Corer is ideal for the collection of samples for quality assurance and feed testing purposes. It simply attaches to your 1/2 inch drill.

Items included:

- Hay Corer
- Clean Out Rod
- Hay Corer Storage Satchel
- Sample Collection Bags




\$145
+ postage

First Aid Kit Modulator 4 Series

Includes modules for Eye Wounds, Burns, Dressings & Bandages, Trauma, Snake Bite and Cuts & Grazes.



\$726
+ postage

FarmScan Moisture Meter & Temperature Probe In One

A farming essential, this digital hay moisture tester features a stainless steel tip for accuracy, versatility and durability. It has a bright, outdoor-friendly display screen, and results can be downloaded via USB.