

FOR IMMEDIATE RELEASE

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Alfalfa U program educates producers.

Dodge City, Kansas – Alfalfa producers are always looking for improved quality without sacrificing yield. They want to harvest the best possible crop, as efficiently as possible. With those goals in mind High Plains Journal has teamed up with Alforex Seeds, Case IH and Capital Press to bring Alfalfa U to three different locations in January and February.

The first event will take place Jan. 31, 2017 at the Heartland Events Center, Grand Island, Nebraska. The second event will head south to Dodge City, Kansas, at the United Wireless Arena and Conference Center, Feb. 2, 2017. The third event will take place in Twin Falls, Idaho, at the Canyon Crest Dining and Event Center, Feb. 7, 2017

The program will encourage informal discussions between alfalfa industry insiders and both experienced and new producers alike. The event will provide breakout sessions on specific topics tailored to each geographical region.

To register, visit www.alfalfau.com or call 1-855-422-6652.

High Plains Journal and *Midwest Ag Journal* are weekly agriculture news publications with five geographic editions covering production agriculture across 12 states with paid readership. The *Journal* is based in Dodge City, Kansas, and has brought essential industry news and markets to farm families and agriculture decision makers for more than 60 years throughout the core of production agriculture. www.hpi.com.

Alforex Seeds focuses on developing and delivering alfalfa and forage solutions that help hay, livestock and dairy producers maximize the profitability of their operations. Through its affiliation with Dow AgroSciences, Alforex Seeds offers customers access to world-class systems, technologies, and solutions. Learn more at www.alforexseeds.com.

Case IH is a global leader in agricultural equipment. With headquarters in the United States, Case IH has a network of more than 4,900 dealers and distributors that operates in over 170 countries. Case IH is committed to collaborating with our customers to develop the most powerful, productive, reliable equipment – designed to meet today’s agricultural challenges – like feeding an expanding global population on less land, meeting ever-changing government regulations and managing input costs.

Case IH is a brand of CNH Industrial (NYSE:CNHI), a majority-owned subsidiary of Fiat Group (FIA:MI).

Capital Press covers the agriculture industry in and around California, Idaho, Oregon and Washington. Capital Press is an independent newspaper and media organization owned by EO Media Group. It is published every Friday in Print, and online daily Monday through Friday. www.capitalpress.com.