

Ampac Brand
Attention Alfalfa
STAND FAST

Attention is a high yielding, persistent variety that carries the StandFast™ Alfalfa Technology traits for improved standability and fast recovery after harvest. Attention is a synthetic variety developed from crossing European germplasm screened for US adaptability onto elite US fall dormancy 4 plants selected for superior yield, persistence, and forage quality.



Faster Recovery



Improved Standability

Agronomic Traits	Resistance Rating
Fall Dormancy	5
Winterhardiness	2
Fusarium Wilt	HR
Phytophthora Root Rot	R
Bacterial Wilt	HR
Verticillium Wilt	R
Anthraco nose Race 1	R
Aphanomyces Root Rot	R
Pea Aphid	R
Spotted Alfalfa Aphid	R
Stem Nematode	MR
N. Root Knot Nematode	LR

Notable Characteristics:

- High Yield/Uniform Distribution
- Persistent
- Improved Standability
- Fast Recovery/Early Maturity
- Adapted to 4-5 Cut Systems
- Designed for Aggressive Management
- High Forage Quality

Standability Ratings

Industry Average	1.00
Top Conventional Variety	1.50
Attention	5.10

Recovery Rate After Harvest

Industry Average	1.00
Top Conventional Variety	1.50
Attention	3.00

Performance Data:

Yield Trials 1998-2001

	Tons/acre	CP	RUP	NDFD	RFQ	IVDDM	Milk/ton	Milk/ac
Attention	6.01	23.4	23.0	43.7	194	77.45	3,001	18,042
WinterGold	5.62	24.1	22.4	44.1	208	77.87	3,073	17,266

Location	Seeded	Harvest Yrs	Yield tns/ac	Mean Yield
Mead, NE	5/01	1	11.83	11.77
Rock Springs, PA	3/01	1	10.13	9.85
West Salem, WI	5/99	2	14.20	10.77
West Salem, WI	5/98	3	23.49	21.68
West Salem, WI	4/01	1	8.19	8.20
West Salem, WI	4/01	1	7.84	7.56
	+8% Yield Advantage		75.68	69.83

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Management Keys:

- Recommended for alfalfa growers who **aggressively manage** their alfalfa.
- **More uniform distribution of yield** across the season's cuttings.
- **The Fast Recovery trait** is expressed in the third crop of the seeding year if direct seeded or in the initial cut of the the first hay year if established under a nurse crop or if fall seeded. This will allow less chance for weeds to get started.
- **Improved Standability trait** will provide in-field protection against yield loss caused by downed forage starting the year of establishment. Improved standability will allow for more "harvestable quality" and help the producer be able to harvest more quickly after a wet period because fields with standing alfalfa will dry faster than fields with lodged alfalfa.
- **Best adapted to 4-5 cut systems** across the traditional fall dormancy 4-5 production zones.
- **Reaches Late-bud or Early Flower** stage of maturity 3-5 days ahead of most fall dormancy 4 alfalfas.
- **For less aggressive managers** Attention will express better standability in the field than conventional varieties and experience less quality and yield loss due to downed alfalfa.

***Your alfalfa will
stand at Attention
all season long!***



Attention at Wisconsin - first cutting of 2002 crop.