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**MILK MAX™ SILAGE RESEARCH ENTERS ITS 3RD YEAR
DAIRYMEN ACROSS THE EAST IMPROVING MILK PRODUCTION EFFICIENCY**

COLUMBIA, PENNSYLVANIA—A new silage research initiative that is the first of its kind for the eastern-U.S. dairy region is well into its third year of data gathering, with results from the previous two years already feeding back into farmers' production numbers.

Marketed as the Milk Max™ silage research program, the initiative involves nutrient characteristic analyses of silage samples submitted by voluntary dairy farmer participants across Pennsylvania, Ohio and the Delmarva area.

With this on-farm silage performance information, published in a report each year, dairy producers have been better equipped to make hybrid brand and number selections the following year, relative to their overall feed program, to maximize milk production at the lowest possible seed cost.

"It's been very enlightening," says Ray Detweiler, an 81-head dairyman from Perkasio, Pennsylvania. "Using what I've learned, I've been seeing 94-plus pounds of milk per cow, per day, without significantly increasing my seed inputs at all."

According to Milk Max research director and forage nutrition manager, Amy Hoy, the impetus behind the program was a trend in the industry regarding questions about whether or not high fiber digestibility was truly the single most important factor in a silage hybrid's milk-production value.

"Because of the number of variables that constitute a balanced, productive feed program, a dairy farmer needs to consider a silage hybrid's performance potential in more than just one nutrient trait, if he really wants to optimize his milk per ton and, for that matter, his bottom line," explains Hoy. "Milk Max enables him to do that like no other information source can by providing a uniquely broad and deep comparative look at a multitude of silage hybrids on the market today."

Milk Max is sponsored by West Lebanon, Indiana-based, Hubner Seed Company, a producer and retailer of high-quality, high-performance seed for corn, soybean, wheat and alfalfa growers throughout the United States. Milk Max silage sample analyses are conducted by Analab, a division of Agri-King, a certified independent feed analysis testing facility, located in Fulton, Illinois.

For more information, including a copy of the Milk Max 2007 research results report or (when it becomes available) the 2008 research results report, or for details about how to participate in the program, contact Amy Hoy, Milk Max research director and forage nutrition manager, 180 East Katherine Avenue, Washington, Pennsylvania 15301, **800.516.8003**.

About Hubner Seed Company

Hubner Seed Company, Inc., is a family-operated producer and retailer of high-quality, high-performance seed for corn, soybean, wheat and alfalfa growers throughout the United States. For more information, contact Hubner Seed Company, Inc., 10280 West State Road 28, West Lebanon, Indiana 47991, phone 765.893.4428, toll-free **800.328.4428**, fax 765.893.4420, www.hubnerseed.com/

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