

Join Now!

For access to the most up-to-date forage information compiled exclusively for MFA members!

Sponsorship Benefits & Services:

- **Forage Focus** - We don't sell ad space, sponsorship is the only way to have an ad in the Forage Focus. Published four times a year, this is a premier source of forage news. All sponsors can have a free ad in the Forage Focus (ad size depends on sponsorship level).
- **Clippings** - All sponsors are recognized in Clippings. Silver or higher sponsors can contribute articles on a rotating basis. Emailed 1-4 times every month, this newsletter includes time-sensitive information, content articles, and events.
- **Midwest Forage Research Program** - Your sponsorship helps support the MFRP, which has awarded nearly \$324,000 for local forage related research projects.
- **www.midwestforage.org** - Sponsors are recognized on our website. Only a click away, MFA's website features hay pricing and quality information, "Member's Only" section, an events calendar, and a research database.
- **Educational Opportunities** - MFA, in collaboration with university extension and industry, brings the latest in forage research through winter meetings, field days, and conferences. We contact MFA sponsors about exhibiting or speaking opportunities.
- **NAFA Updates** - Through our affiliation, MFA members are kept up to date on happenings of the National Alfalfa & Forage Alliance (NAFA), whose goal is to heighten national awareness and recognition of our valuable crop.
- **Money Saving Coupons** - All farmers receive a coupon packet when renewing their membership. Sponsors are able to provide a coupon; we pay to print and ship coupons.

Thanks to our Sponsors!

PLATINUM - \$10,000

CROPLAN

GOLD - \$5,000

BASF
Forage First, a DLF/La Crosse Seed brand
W-L Alfalfas

SILVER - \$2,500

Alforex Seeds by DLF
Azotic Technologies
Dairyland Laboratories
Krone NA
MacDon
NEXGROW
S&W Seed Company

BRONZE - \$1,500

Ag-Bag by RCI
Alltech
Eisenbraut Ag Services - ROC
Harvest Tec
KSI Supply
Lallemand Animal Nutrition
Oxbo Forage

ALLIED INDUSTRY - \$500

Agassiz Seed & Supply
Albert Lea Seed House
Barenbrug USA
Bayer Crop Science
Byron Seeds
CLAAS of America
Country Visions Cooperative
CP Feeds
Dairyland Seed
Delmhorst Instrument
Diamond V
Dohrmann Enterprises
Faber's Farm Equipment
Forage Genetics International
Grow Source
Gruett's
H&S Manufacturing
Hay & Forage Grower
International Stock Food
John Deere
Jordan Ag Supply
Kuhn North America
Legacy Seeds
Meyer Manufacturing
Midwest Machinery
Mountain View Seeds
Nicolet National Bank
Nutretain, Dellait's forage inoculants
Poettinger US
Riesterer & Schnell
Strong Microbials
Swiderski Equipment
Taunton & Meyer CPA
Vanderloop Equipment
Vermeer
Vita Plus

Midwest Forage Association 2025 Sponsorship Brochure



The Forage Council of the Heartland

*Together we will keep our forages
and grasslands thriving!*

About MFA...

Midwest Forage Association (MFA) represents forage producers/users, educators, and industry within the Upper Midwest. The association was established on March 31, 2004. Since its inception, MFA has made great strides in bringing long-overdue attention to the forage industry and continues to serve as the premier source of forage industry news, information, and advocacy.

MISSION STATEMENT

The Midwest Forage Association is dedicated to creating, promoting, and supporting value to the forage industry through leadership, research, and education to improve profitability for users and producers of forage crops emphasizing environmentally sound systems.

MFA allows greater synergies across state lines through its regional concept, broadening the appeal to forage producers in the Upper Midwest and increasing efficiency in order to establish critical mass. MFA offers members a wide range of benefits including forage-related research, information, and events, while heightening the visibility of our forage industry at the regional and national levels. MFA continues to work hard to add value to membership and the forage industry.

MFA Board of Directors

The board maintains a minimum of 50% producers. Directors are elected by membership and seated at each Annual Meeting.

Terms Expire 2026

Doug Bastian (Industry)
Jordan, MN

Jacob Jungers (University)
St. Paul, MN

Dan Miller (Producer)
Spring Valley, MN

Craig Fietzer (Producer)
Manawa, WI

Leta Larsen (Industry)
Scottville, MI

Taylor Weisensel (Industry)
Mayville, WI

Terms Expire 2027

Jerry Clark (University)
Chippewa Falls, WI

John Ruedinger (Producer)
Van Dyne, WI

Randy Welch (Industry)
Madison, WI

Ben Kuhn (Producer)
Dickinson, ND

Bill Taunton (Producer)
Spicer, MN

Dan Funke (Producer)
Larchwood, IA

Terms Expire 2028

Chad Staudinger (Industry)
Reedsville, WI

Nick Fitzgerald (Producer)
Newton, WI

Jeff Mueller (Producer)
Swanville, MN

Mark Rogen (Producer)
Garretson, SD

Renato Schmidt (Industry)
Milwaukee, WI

Ex Officio

Matt Akins, USDFRC
Marshfield, WI

James Rogers, NDSU
Minot, ND

Shelby Gruss, ISU
Ames, IA

Deborah Samac, USDA ARS
St. Paul, MN

Mike Rankin (Media)
Fort Atkinson, WI

Directors serve 3-year terms.



The MFA website is an important channel of communication linking those in the forage industry. Our easy-to-navigate site offers:

About MFA - MFA's mission and objectives, board list, sponsor information, and staff contact information.

Searchable Research Database - Provides answers to forage-related questions. All MFRP project objectives and full reports can be found online; visit today.

Event Schedule - An updated list of local council and MFA events. Make MFA's website a one-stop shop for forage-related events.

Helpful Links - Includes university research sites and other websites of interest to the forage community. Links to charter sponsor company websites are at the bottom of each page.

"Member's Only" - Offers current members a searchable research database, hay buying/selling lists, and classifieds.

Become a Member, Join Today! - Membership benefits are listed online with a direct link to the MFA membership form.

Sponsorship Application

Main Contact:

Name: _____

Business Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

County: _____

Circle One Industry Type:

Ag Lenders

Insurance

Crop Protection Tools

Nutrition

Equipment

Seed

Other: _____

Advertising Contact: (contacted for Forage Focus ads)

Name: _____

Business Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

County: _____

MFA Sponsorship Level... \$ _____

Platinum - \$10,000 • Gold - \$5,000

Silver - \$2,500 • Bronze - \$1,500 • Allied - \$500

With any sponsorship, you receive a personal membership, a sponsor listing in publications, ads in the Forage Focus, coupon opportunity, and employee subscriptions. Larger sponsors have larger ad sizes and opportunities to write for the Forage Focus and Clippings publications.

Return Application and Payment to:

Midwest Forage Association

4630 Churchill Street, #1

St. Paul, MN 55126

651.484.3888

mfa@midwestforage.org

MFA

SPONSORSHIP LEVELS

PLATINUM - \$10,000

Platinum level applies to those companies sponsoring at the \$10,000 level in one fiscal year.

- Direct access to MFA members
- Two guest columns in *Forage Focus*
- Tour de Forage sponsorship
- Guest speaker at Annual Meeting (rotating opportunity)
- Guest column in *Clippings* (rotating opportunity)
- Distribution of 3 mailings to MFA members annually
- Link to your website from MFA's website
- Link to your website in every *Clippings* Issue
- Recognition at MFA events
- 20 company email addresses for *Clippings*
- 20 *Forage Focus* company subscriptions
- 1st priority booth placement at MFA events (lottery)
- Opportunity to sponsor MFA events
- Sponsor listing in *Forage Focus & Clippings*
- Opportunity to have a coupon in MFA coupon packet
- Half page ad in every *Forage Focus* issue
- Discounted booth fee at MFA events

BRONZE - \$1,500

Bronze level applies to those companies sponsoring at the \$1,500 level in one fiscal year.

- Direct Access to MFA members
- Link to your website from MFA's website
- Link to your website in every *Clippings* issue
- Recognition at MFA events
- 10 company email addresses for *Clippings*
- 4th priority booth placement at MFA events (lottery)
- Opportunity to sponsor MFA events
- Sponsor listing in *Forage Focus & Clippings*
- Opportunity to have a coupon in MFA coupon packet
- Quarter page ad in 2 issues of *Forage Focus* plus business card ad in the other 2 issues
- Discounted booth fee at MFA events

To be eligible for an industry representative board seat, a company's collective sponsorship must total a minimum of \$5000 (this may be accomplished in one year or over consecutive years). Sponsor must stay in good standing in order to maintain eligibility.

GOLD - \$5,000

Gold level applies to those companies sponsoring at the \$5,000 level in one fiscal year.

- Direct access to MFA members
- Guest column in *Forage Focus*
- Guest speaker at Annual Meeting (rotating opportunity)
- Guest column in *Clippings* (rotating opportunity)
- Distribution of 2 mailings to MFA members annually
- Link to your website from MFA's website
- Link to your website in every *Clippings* Issue
- Recognition at MFA events
- 15 company email addresses for *Clippings*
- 2nd priority booth placement at MFA events (lottery)
- Opportunity to sponsor MFA events
- Sponsor listing in *Forage Focus & Clippings*
- Opportunity to have a coupon in MFA coupon packet
- Half page ad in every *Forage Focus* issue
- Discounted booth fee at MFA events

ALLIED INDUSTRY - \$500

Allied Industry level applies to those companies sponsoring at the \$500 level in one fiscal year.

- Direct Access to MFA members
- 5 company email addresses for *Clippings*
- 5th priority booth placement at MFA events (lottery)
- Opportunity to sponsor MFA events
- Sponsor listing in *Forage Focus & Clippings*
- Opportunity to have a coupon in MFA coupon packet
- Business card ad in every *Forage Focus* issue
- Discounted booth fee at MFA events

Midwest Forage Association

Forage Council of the Heartland

4630 Churchill Street, Suite 1

St. Paul, MN 55126

Phone: (651) 484-3888 Fax: (651) 638-0756

Email: mfa@midwestforage.org

SILVER - \$2,500

Silver level applies to those companies sponsoring at the \$2,500 level in one fiscal year.

- Direct Access to MFA members
- Guest column in *Clippings* (rotating opportunity)
- Distribution of 1 mailing to MFA members annually
- Link to your website from MFA's website
- Link to your website in every *Clippings* issue
- Recognition at MFA events
- 12 company email addresses for *Clippings*
- 3rd priority booth placement at MFA events (lottery)
- Opportunity to sponsor MFA events
- Sponsor listing in *Forage Focus & Clippings*
- Opportunity to have a coupon in MFA coupon packet
- Quarter page ad in every issue of *Forage Focus*
- Discounted booth fee at MFA events

Interested in sponsoring MFA?

Contact the MFA office for more information. Checks can be sent to the MFA office or call to pay by credit card (3.65% processing fee).