

## 2014 California Alfalfa & Grains Symposium December 10-12, 2014

After decades of being labeled as the biggest “crop water hog” in California, the press has shifted its attention from alfalfa to almonds – “California almond growers export our precious water!” Never mind that alfalfa is still the single largest crop acreage in California and the core foundation for the top milk and cheese production in the U.S. And of course a lot of you alfalfa growers have put acreage into almonds over the last few years. But for now alfalfa is off the radar screen of those finding fault with California irrigated crops and enjoying some of the best prices ever. So enjoy this good news and go to 44<sup>th</sup> annual Alfalfa & Grains Symposium in Long Beach this December.

Water concerns are a prominent feature of this year’s Symposium where talks will discuss groundwater supply, deficit irrigation, salt tolerance, precision irrigation and the cost/benefits of soil moisture monitoring. Enjoy the coastal atmosphere and informative presentations of University of California Cooperative Extension Advisors/Specialists and others from the alfalfa industry at this most prestigious forage Symposium of the year!

**Please see following pages for event details.**

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■ **University of California** Agriculture and Natural Resources

## Hyatt Regency Long Beach

Lodging block expires Monday, November 24!

Make your [reservations](#) today to take advantage of the negotiated rate.



*Dear alfalfa, wheat, grains, silage, and forage growers/industry members:*

It is our pleasure to invite you to the 2014 California Alfalfa, Grains and Forage Symposium in Long Beach. This is a continuation of the California and Western Alfalfa Symposia which has been held for 44 years.

## 2014 California Alfalfa & Grains Symposium

**Wednesday - Friday, December 10 - 12, 2014  
Long Beach Convention Center**

As California grows nearly 3 million acres of alfalfa, grains, and other forage crops, this will be a comprehensive meeting to focus on critical issues related to alfalfa and grain crops, particularly global issues, economics, and practical 'how to' talks on crop production techniques.

There are tremendous opportunities to learn something new by visiting with knowledgeable scientists, growers, and industry members and pest control experts.

This year we feature a special focus on water and irrigation, and also exports, silages, genetics, pest management, and quality. Take a look at the [program](#). There is an opportunity for exhibits as well as a tour of export operations.

We hope to see you there.

Sincerely,

Dan Putnam, Chair 2014 Symposium (on behalf of the program committee)  
Alfalfa/Forage Specialist, UC Davis

### **Who should attend?**

Farmers, Pest Control Advisors and Certified Crop Advisors, industry members, agency representatives and anyone who wishes to be informed about important issues related to alfalfa and grains.

**New Sponsorship  
Options Available**  
See [website](#) for more  
details

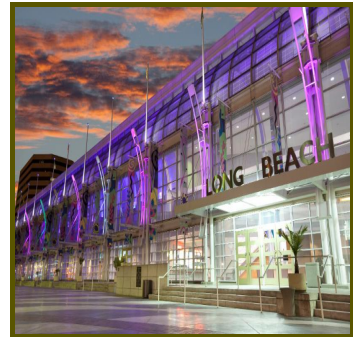
**Limited  
Exhibitor  
Opportunities  
Available!**

Please Register Early

See the [program](#)

**LONG BEACH  
EXPORT TOUR**  
December 10: Tour  
Export facilities for hay  
and grain destined for  
ports around the world-  
talks by exporters on  
quality demands. See  
hay compression,  
grain handling  
technology.





**Registration is now open!**

**See website for program [agenda](#) and [lodging](#) information  
Be sure to make your reservation at the Hyatt Regency, adjacent to the Long  
Beach Convention Center**