

For Immediate Release

Contact: [Lee Feldman](#), Peters & Feldman for Penton Media
Phone: (203) 341-8922 E-mail: leefeld@ix.netcom.com

**PENTON'S HAY & FORAGE GROWER ANNOUNCES SPEAKERS FOR
UPCOMING NATIONAL ALFALFA SYMPOSIUM**

NEW YORK (December 13, 2007) – Penton Media's *Hay & Forage Grower*[®] today announced the speaker lineup for the upcoming 2008 National Alfalfa Symposium, featuring leading hay production and marketing experts. The symposium will take place February 4-5, 2008, just prior to the annual Mid-America Alfalfa Expo, February 5-6, in Kearney, Neb. For details on the event, visit www.alfalfasymposium.com.

The symposium begins at 12:30 p.m. with a presentation by Dan Undersander, University of Wisconsin extension forage agronomist, on manipulating hay swaths to speed drying. Michael Russelle, USDA-ARS, will then discuss alfalfa's potential as a green biomass crop and Joe Bouton of the Noble Foundation will discuss breeding tomorrow's alfalfa. Concurrent alfalfa management sessions on the first day will address irrigation management and alfalfa as a grazing crop. The day concludes with a Roundup Ready face-off; central figures in the Roundup Ready alfalfa controversy will debate whether the transgenic crop should be legalized again.

Results of an investigation into the accuracy of forage test results will lead off the second day's symposium program. Concurrent alfalfa production sessions will provide the latest information on fertility and pest control, and finally, a panel of innovative growers will discuss how they market their hay products.

Following the conference, participants are encouraged to attend the Mid-America Alfalfa Expo at the nearby Buffalo County Fairgrounds. For more details on the symposium schedule or to register at the early bird fee of \$100/person, visit www.alfalfasymposium.com. For information on the expo, visit www.alfalfaexpo.com.

N.A.M.A. is a non-profit group of independent alfalfa producers dedicated to the promotion, production & marketing of Nebraska alfalfa. Based in Cozad, Neb., the organization can be reached at 1-(800) 743-1649, by e-mail at nebalf@cozadtel.net or on the Web at www.nebraska-alfalfa.com.

(MORE)

Hay & Forage Grower, the only national magazine devoted to forage production, publishes 8 issues annually for hay and silage growers, custom forage harvesters, dairy producers and cow-calf operators. It provides news and information online through its email newsletter, eHay Weekly, and at www.hayandforage.com. *Hay & Forage Grower* is part of Penton Media's extensive family of print and online agricultural brands, including *BEEF*[®], *National Hog Farmer*[®], *The Corn and Soybean Digest*[™], *Farm Industry News*[®] and *Farm Press*[®] publications.

Penton Media, Inc. is the largest independent business-to-business media company in the U.S., serving more than six million business professionals every month. The company's market-leading brands are focused on 30 industries and include 113 trade magazines, 145 Web sites, 150 industry trade shows and conferences, and more than 500 information data products. Headquartered in New York City, the privately held company is owned by MidOcean Partners and U.S. Equity Partners II, an investment fund sponsored by Wasserstein & Co., LP, and its co-investors. For additional information on the company and its businesses, visit www.penton.com.

###