



Planning for the next hay season starts well before the seed goes in the ground. Seasonal conditions, input costs, paddock history and market demand all influence what to plant and how to manage it. Getting those decisions right early makes a measurable difference at harvest.

The **Feed Central Planting Guide for the 2026/27 season** brings together the key considerations for producing winter hay crops in Australian conditions. It covers the full production cycle, including seasonal timing, paddock and species selection, weed and stubble management, fertiliser planning and lodging risk.

The guide is designed for growers planning dedicated hay paddocks, as well as those who want to keep flexibility between grain and hay depending on how the season unfolds.

Whether you are reviewing rotations, selecting varieties or refining your inputs, the focus is on setting crops up for reliable establishment, strong biomass and hay that meets market requirements.

Built on more than 20 years of working with growers and buyers, our guide combines practical experience with industry insight to support better decisions for the season ahead.

[Download your copy here.](#)



Stephen Page
GROWER SERVICES MANAGER,
FEED CENTRAL

A Note From Tim

2025 marked a year of much growth and change for our business. Feed Central, LocalAg and LocalAg Plus are now working together seamlessly and we're getting great feedback from buyers, sellers, growers and producers.

Together, these services help lift standards, reduce risk and strengthen trust across the hay supply chain.



Tim
Tim Ford
MANAGING DIRECTOR
FEED CENTRAL

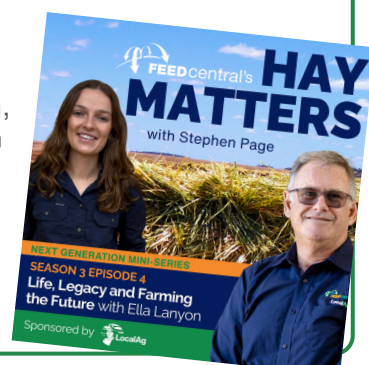
Hay Matters Podcast

We love our Hay Matters Podcast. It's lots of fun to make and we love sharing stories and knowledge about hay from around the country.

We are currently enjoying our current **Next Generation** mini-series, which focuses on the young people in the industry.

Our recent episode with Ella Lanyon, which focuses on **The Griffin Lanyon Legacy Tour** and her family's farm in the Mallee, is deeply special to us.

[Listen now](#)





How Feed Central Supports the Hay & Fodder Industry

Feed Central is an independent Quality Assurance company for the hay and fodder industry, helping growers, contractors and buyers improve quality, manage risk and trade with confidence.

Our work focuses on three key areas:

1. Quality Assurance, Risk & Biosecurity

Independent services that verify quality, manage risk and protect supply chains, including feed testing and on-farm inspections.

2. Memberships, Accreditation & Certification

Programs that recognise and reward high standards and connect growers, contractors and inspectors into a trusted network.

These programs provide training, tools and recognition for growers and contractors producing hay. This in turn provides buyers with greater confidence in the hay they purchase.

Initiatives include:

- Feed Central Grower & Contractor Memberships
- Accredited Inspection Program
- Property & Shed Certification

3. Information & Training

Practical market insights, hay safe training and industry knowledge to support better decision-making.

Covered in
this newsletter

 **HIRING**

Rover Inspectors

We're growing our national network of Accredited Rover Inspectors and are looking for two more to join the team. Our inspectors cover Australia's major hay regions, with demand continuing to expand, including into the Riverina and Northern Victoria.

This is a casual and seasonal role requiring:

- Your own suitable vehicle
- Strong interest in local fodder production
- A good level of fitness for outdoor work in varied conditions

If you've got an eye for quality and enjoy getting out on farm and into local communities, we'd like to hear from you.

To learn more, call
1300 669 429 to speak
with our Grower Services
Manager, Steve Page.

2 MEMBERSHIPS, ACCREDITATION & CERTIFICATION

FEED CENTRAL MEMBERSHIPS

FOR GROWERS. FOR CONTRACTORS.

Feed Central memberships are designed to recognise and differentiate professional operators across the hay and fodder industry.

With tiers of membership available, participants gain access to a range of benefits designed to strengthen both on-farm operations and market opportunities. These memberships help growers and contractors demonstrate professionalism, strengthen buyer confidence and build stronger connections across the industry.

LAUNCHING SOON
REGISTER YOUR INTEREST HERE



Scan the QR or
[click here](#) to
register your
interest in
becoming a
Member

Benefits	Grower Membership	Accredited Membership (for growers & contractors)
Participation in the Accredited Inspection Program	x	✓
◦ On-farm inspections	10% discount	Self-completed with no fee
◦ Rebate on sales through LocalAg Marketplace	n/a	1%
◦ Shopfront on LocalAg Marketplace	25% discount	✓
◦ Listing in the Feed Central & the LocalAg Contractor Registries	n/a	✓
◦ Discounts on merchandise	10% discount	10% discount
◦ Referrals for contracting work	n/a	✓
NIR Feed Tests	10% discount	10% discount
Support through Seed to Feed and Weed Safe	✓	✓
Membership Badges displayed on LocalAg listings	✓	✓
Code of Conduct	✓	✓
Membership newsletters, market reports, podcasts	Early access	Early Access
Annual membership fee	\$190/year	\$190/year

2026 National Hay Quality Awards

Celebrating excellence in the industry.

Every Feed Central customer whose hay has undergone both a Visual Inspection and a Feed Test during the previous season is automatically eligible for the National Hay Quality Awards.

Award categories cover: Feed Test Results, Visual Appearance & Bale Weight.

Awards are announced in July 2026.

2025 National Award
Winner Grant Alday
with Daughter Jenna.



**Book your on-farm inspection
today on 1300 669 429 .**

WHICH MEMBERSHIP IS RIGHT FOR YOU?

GROWER MEMBERSHIP

Who it suits: Hay producers who prefer third-party inspections and want to reduce costs, gain recognition and rewards, and improve how their hay is presented to buyers.

Duration: Annual membership

Grower Members reduce testing and inspection costs, improve visibility on LocalAg, and provide buyers with clear, trusted information. Listings integrate seamlessly with LocalAg and LocalAg *Plus*.



What's included:

- Discounts on inspections, merchandise & testing services
- Early access to resources, market reports and more
- Support through the Seed to Feed and Weed Safe programs

ACCREDITED GROWER MEMBERSHIP

Who it suits: Growers selling their own hay who prefer to complete their own inspections, are tech savvy, and have strong attention to detail.

Duration: Annual (includes AIP accreditation)

Accredited Grower Members can complete on-farm inspections at baling, saving time and \$490 per inspection while strengthening their listings. With seamless integration into LocalAg and LocalAg *Plus*, sales through LocalAg also earn a 1% rebate.



What's included:

- Online training (compulsory)
- On-farm training and support (as required)
- Access to the Feed Central Connect App

Qualified to deliver:

- Seed to Feed and Weed Safe programs
- Shed and property inspections
- Fire Insurance Risk Assessments
- On-farm inspections (for hay they have grown)

ACCREDITED CONTRACTOR MEMBERSHIP

Who it suits: Contractors wanting to offer inspection services and build credibility across the industry.

Duration: Annual (includes AIP accreditation)

Accredited Contractor Members can deliver inspections, generate additional income, and be recognised through the LocalAg and Feed Central contractor registries. Seamless integration with LocalAg and LocalAg *Plus* also provides a 1% rebate on sales completed through LocalAg.



What's included:

- Online training (compulsory)
- On-farm training and support (as required)
- Access to the Feed Central Connect App

Qualified to deliver:

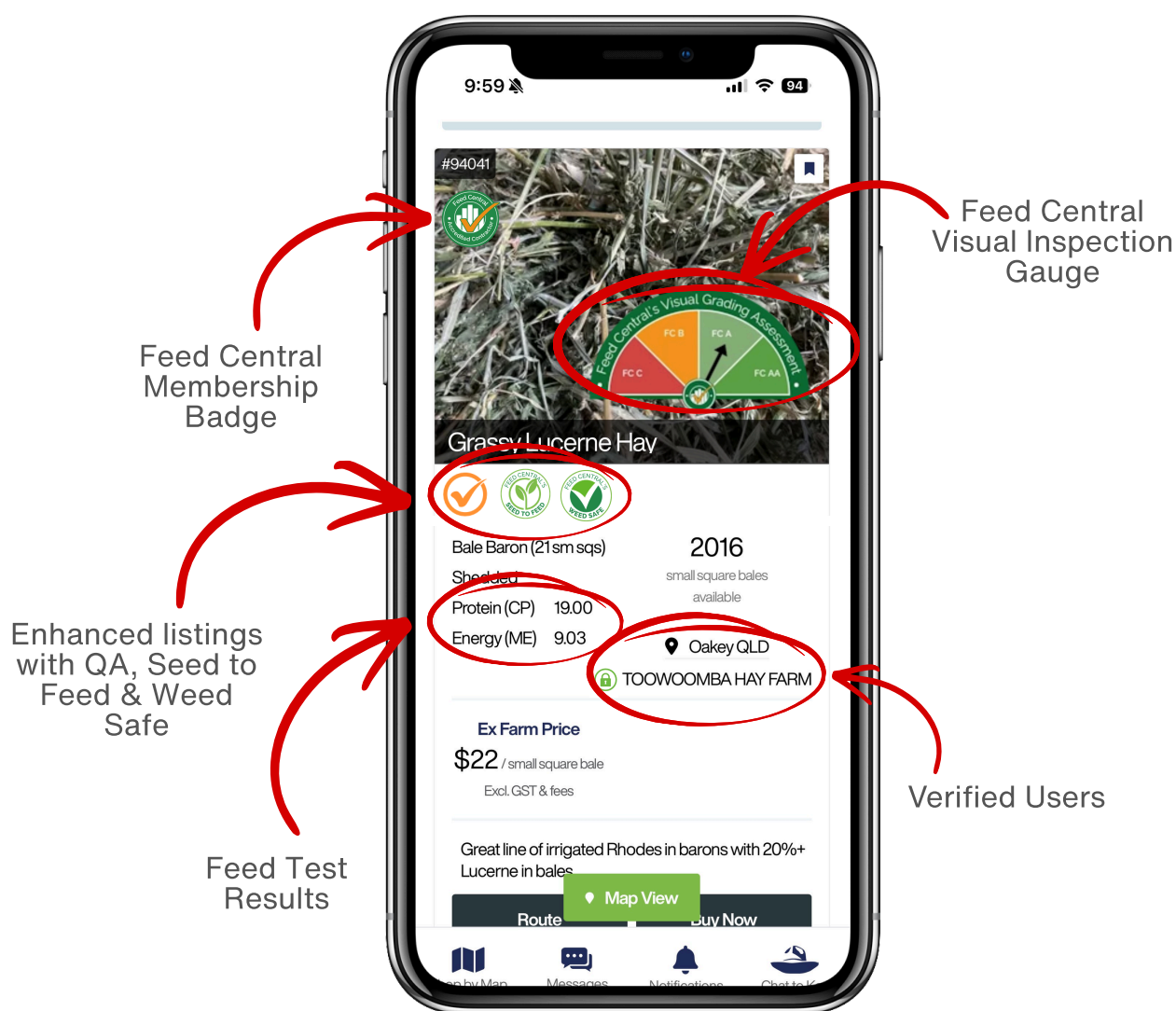
- Seed to Feed and Weed Safe programs
- Shed and property inspections
- Fire Insurance Risk Assessments
- On-farm inspections

HOW MEMBERSHIP IMPACTS YOUR LISTING

Seamless Integration with our marketplace partner, LocalAg.

Unlike general marketplaces, LocalAg is built specifically for buying and selling hay. Combined with Feed Central's Quality Assurance services, it gives growers a more effective way to sell, with trusted quality information, verified users and secure payments.

Quality assurance, secure trading and experienced support, built to make hay trading easier.



Feed Central Quality Assurance and LocalAg Marketplace combine to deliver a platform built for trading hay and backed by quality.

Get started on LocalAg today!



Click here or scan the QR code to list for FREE on LocalAg.



**PRODUCT
OF THE
MONTH**

PRE-PAID NIR FEED TEST

Sample collection bag, instructions,
submission form & Reply-Paid satchel.

MEMBER PRICE
\$78.30
+ postage

RRP: \$87
+postage

Delmhorst Moisture Meter

The key to a high quality product is proper moisture monitoring with the correct and precise equipment.

The Delmhorst Navigator FX- 20 moisture meter has the ability to check hay moisture in bales or windrow, matched with class leading accuracy and clarity!

MEMBER PRICE
\$1,516.50
+ postage

RRP: \$1685
+postage



FEEDcentral Hay Corer

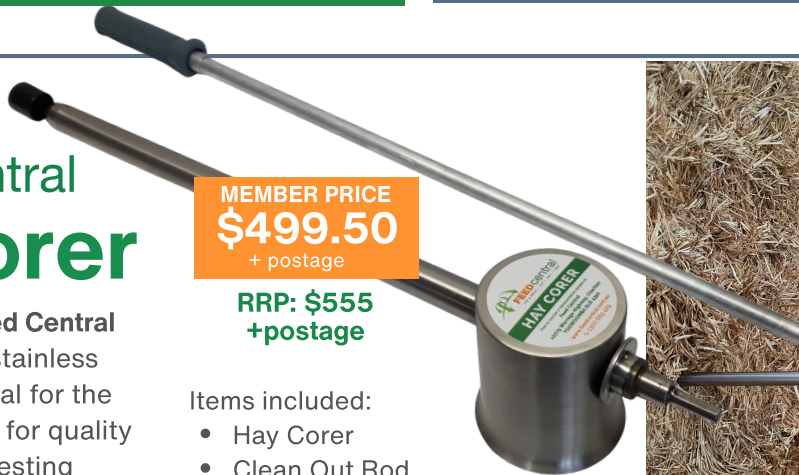
Developed by the Feed Central Hay Inspectors, this stainless steel Hay Corer is ideal for the collection of samples for quality assurance and feed testing purposes. It simply attaches to your cordless or corded 1/2" drill.

MEMBER PRICE
\$499.50
+ postage

RRP: \$555
+postage

Items included:

- Hay Corer
- Clean Out Rod
- Hay Corer Storage Satchel
- Clip Seal Bags



**Buy & Sell
on
LocalAg**

**Download
the app
today**



FarmScan Moisture Meter

A farming essential, this digital hay moisture tester features a stainless steel tip for accuracy, versatility and durability. It has a bright, outdoor-friendly display screen, and results can be downloaded via USB.

MEMBER PRICE
\$653.40
+ postage

RRP: \$726
+postage



Call us or order online

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