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Clean Hay Deserves Recognition

Growers want recognition and reward for producing quality hay from clean paddocks.

That's one of the strongest messages emerging from Feed Central's rollout of the Seed to Feed and Weed Safe programs, according to National Sales Manager Dave Clothier and Grower Services Manager Stephen Page, who have been working directly with growers across hay-producing regions.

Many growers invest significant time, money and effort into weed control, crop management and biosecurity. Yet once hay is baled and stacked in the shed, there has often been little opportunity to communicate those efforts to buyers.

"One thing we're hearing consistently from growers is that they want recognition and reward for producing quality hay from clean paddocks," Mr Clothier said.

Seed to Feed and Weed Safe have been developed to help bridge that gap.

Rather than focusing solely on the final product, the programs help recognise the planning, paddock management and attention to detail that go into producing quality hay.

Interest in Weed Safe has been particularly strong, with growers telling Feed Central they value the opportunity to have their weed management efforts recognised.

While Weed Safe is not a guarantee of weed-free hay, it helps buyers identify hay produced with a strong focus on weed management and biosecurity.

As one grower involved in the rollout said:
"Not all hay is produced the same. It's good to have a way of showing buyers the work that goes into producing quality hay. Let's hope they're willing to pay a dollar or two extra for it."

Feed Central plans to begin promoting Seed to Feed and Weed Safe more broadly to hay buyers later this year.

The aim is simple: help quality growers stand out, help buyers purchase with confidence, and create greater recognition for the work that goes into producing quality hay from clean paddocks.



A Note From Tim

It is hard to believe it has been nearly one year since Feed Central refined its focus around quality assurance, biosecurity and industry information with LocalAg becoming the marketplace and LocalAg Plus focusing on account management and trading.

What a massive step forward!

Looking back, it was absolutely the right decision as it gives us the capacity to innovate, lead and solve problems for everyone in the fodder industry including buyers, sellers, contractors, transport operators etc.

Our focus on solving industry problems for our clients in the industry has never been stronger. Keep watching, we appreciate your support and there plenty more to come.



Tim Ford
Founder & Managing Director,
Feed Central & LocalAg

EOFY
SAVINGS THAT
STACK UP
IN THE SHED



HAY
TESTING GEAR



MOISTURE
METERS



SAFETY
ESSENTIALS

AVAILABLE UNTIL

JUNE 30

OR WHILE STOCK LASTS

Go to Page 5 & 6
for all our deals!

Keep the Hay Option on the Table

From the Paddock with Stephen Page

With winter planting programs wrapping up across Australia's grain and hay regions, most growers would be pleased with how the season has started.

Timely autumn rain has seen cereal crops establish well across many areas, while vetch plantings are also up as growers look for flexible options that can provide grazing, quality hay and soil improvement, while helping keep fertilizer costs in check.

As always, attention is now turning to winter and spring weather and what frost might mean for crop prospects. The Bureau of Meteorology is forecasting a higher chance of above-average minimum temperatures across much of the country this winter. That's encouraging for crop growth, but most farmers know that seasonal forecasts don't stop frost. It only takes one bad frost event at the wrong time to do significant damage.

That's why it's important to keep your options open.

If grain yield potential is reduced by frost, cereal crops can make excellent hay, provided biomass production remains strong and crops are kept reasonably clean of weeds and disease. In many cases, turning a frost-affected crop into hay can recover value that might otherwise be lost.

There are a few things growers can be doing now to keep that option available:

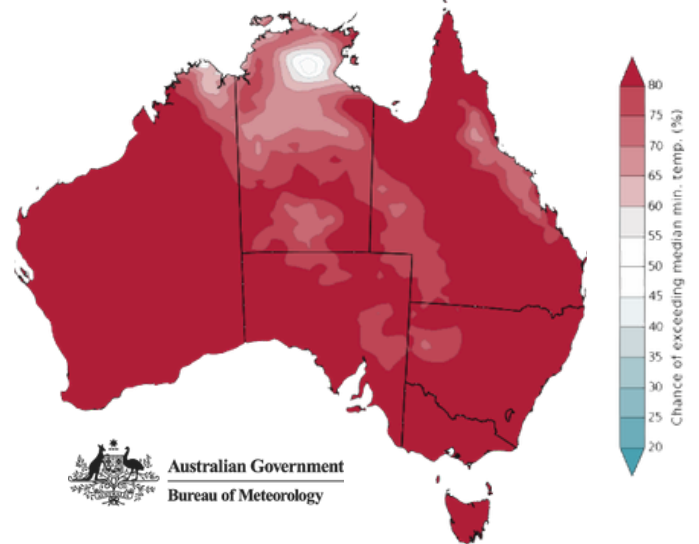
- **Minimise residue** - push down the clods, stubble, rocks and other contaminants. Cereal crops can be rolled up to tillering growth stage.
- **Stay on top of weed and disease control** to maximise marketing options and hay quality.
- **Think about storage well before harvest.** Good shed storage can protect quality and give you more flexibility when selling.
- **Consider cashflow needs**, as hay sometimes needs to be stored before the right marketing opportunity comes along.
- **Talk to contractors early.** Following widespread frost events, demand for mowing, baling, cartage and storage services can quickly exceed supply.

Planning for both grain and hay outcomes before the season unfolds can provide valuable flexibility if conditions turn against you.

One lesson from previous frost years is not to make marketing decisions based on social media chatter alone. We've seen growers walk away from hay opportunities because of predictions of an oversupplied market, only to watch those forecasts prove wrong and valuable opportunities disappear.

Hay markets can strengthen quickly following major frost events as livestock producers look for additional fodder. Before making any decisions, talk to people who are actively buying, selling and moving hay, and who understand what is happening in the market.

Chance of exceeding the median temperature for July to September 2026



HAY v GRAIN

GROSS MARGIN CALCULATOR

Measure & Compare



Scan or [click here](#) to use our Hay v Grain Calculator

Feed Central works closely with LocalAg and LocalAg *Plus* to support growers with market information, listing options and sales pathways. The LocalAg *Plus* sales team is always happy to have a chat, talk through current demand and help you understand where opportunities may be sitting. Just call the team on **1300 669 429** to have a chat.

Good information and good planning often make the difference between capturing an opportunity and missing one.

Nobody knows exactly what the 2026 season will deliver, but keeping the hay option open could prove to be one of the smartest risk management decisions growers make this winter.



Stephen Page
Grower Services Manager,
Feed Central

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Catch Up on the Latest from Feed Central

From webinars and market updates to practical feeding and fodder insights, there's always something happening at Feed Central. Catch up on our latest webinars, recent articles, podcasts and Hay Market Reports below.



WATCH: Webinar
[Feeding Through Drought](#)



LISTEN: Hay Matters Podcast
[Steve Page & Anthony Exton talk Building a Mixed Farming System That Spreads Risk](#)



READ: Articles
[Mouse Control in 2026](#)



LEARN: Tips Magazine
[Tips for a Profitable Hay Season – Planting Guide](#)



TRACK: Market Report
[Special Edition - Hay Market Report 4 June 2026](#)



Don't Miss The Fodder Industry Information Event of the Year

Save the date for a packed new season information event for hay growers, buyers and industry partners.

This practical industry webinar will bring together key voices from across the fodder industry for a focused look at the season ahead. The event will include the announcement of the **2026 National Hay Quality Awards winners**, **guest speakers from across the industry**, and **timely insights to help growers, buyers and industry partners prepare for the 2026/2027 hay season**.

The session will cover practical tips, market context, quality considerations, seasonal preparation and useful tools to support clearer decision-making and stronger outcomes in the months ahead.

More information will be coming soon. Webinar registrations will open next week, so be sure to lock in 30 July so you don't miss out.



WEBINAR

Fodder Industry Information Event of the Year

SAVE THE DATE

30 July | 11:30am

Why We Designed & Built Our Own Hay Corer



When Feed Central first started inspecting hay more than 23 years ago, the hay corers available in Australia were not really built for the job.

Most were imported, had plastic parts that did not stand up to heavy use, struggled with large square bales, and did not always produce the right sample for NIR feed testing labs.

So, we did what people in ag often do when something is not working properly. We found a better way.

Tim, Steve and Jeff got to work, redesigning the hay corer from the ground up. They refined the sampling tube, replaced plastic components with stainless steel, and strengthened the weak points so it could handle real commercial use.

Production began in Toowoomba, with local engineers helping bring the design to life. Today, every production run is overseen by machinery specialist Jeff Thomas, and even the cutting tips are manufactured locally.

It is a simple story really. We saw a problem, we fixed it, and more than two decades later, the Feed Central Hay Corer is trusted by hay growers, nutritionists and feed testing professionals across Australia and around the world.

HAY CORER

= Bundle =

Buy a Hay Corer Kit and receive:

- FREE NIR Test (87 Value)
- 1/2-Price Cutting Tip (7.50 Saving)

Total Saving: \$134.50

UNTIL JUNE 30







EOFY SAVINGS THAT STACK UP IN THE SHED

Don't miss out on these EOFY Bundle Deals!

SHOP NOW →



Find Out Which Membership is Right for You

Whether you're a hay grower, contractor, or both, Feed Central offers memberships and accreditation options designed to support businesses at different stages.

Take a minute to complete this quick self-assessment.

Tick the statements that apply to you

- ☐ I grow hay for sale and/or provide hay contracting services
- ☐ I want buyers and clients to have greater confidence in my business
- ☐ I value quality assurance and industry standards
- ☐ I already feed test hay
- ☐ I keep records of production, paddocks, jobs or customer activities
- ☐ I want to reduce inspection costs and improve efficiency
- ☐ I would like access to FC Connect and other industry tools
- ☐ I see value in traceability and documenting quality
- ☐ I want to stand out from other growers or contractors
- ☐ I want early access to industry information, training and professional development

WHICH MEMBERSHIP IS RIGHT FOR YOU?



ACCREDITED GROWER MEMBERSHIP

For growers wanting to complete their own inspections and strengthen their listings.

\$190
+gst



ACCREDITED CONTRACTOR MEMBERSHIP

For contractors wanting to offer inspection services and build credibility across the industry.

\$190
+gst



GROWER MEMBERSHIP

For growers wanting third-party inspections, reduced costs and stronger market visibility.

\$190
+gst

Your Results

0-3 Ticks - Membership Could Be Right for You

A Grower Membership is a great way to stay connected to the industry, access valuable information and take advantage of discounts across Feed Central testing, quality assurance services and merchandise.

4-7 Ticks - You're Ready to Explore Accreditation

You're already doing many of the things accredited growers and contractors focus on every day. An Accredited Membership can help formalise your processes and strengthen confidence in your business.

8-10 Ticks - Accreditation Is Likely a Strong Fit

You're already investing in quality, professionalism and continuous improvement. An Accredited Membership may help you gain recognition for the work you're already doing while unlocking additional tools, benefits and opportunities.

Ready to rake up the benefits?

Whichever membership you're considering, our team can help you choose the best option for you and your business. Call the Feed Central team on [1300 669 429](tel:1300669429), scan the QR code or [click here](#) to learn more and get started.



EOFY

SAVINGS THAT STACK UP IN THE SHED



AVAILABLE UNTIL
JUNE 30
OR WHILE STOCK LASTS

If you've been putting off replacing equipment, upgrading your testing tools or getting organised for the season ahead, now's the time.

Save on selected Feed Central hay testing gear, moisture meters, safety essentials and EOFY bundles.

HAY CORER BUNDLE

\$602.50 incl. GST

Buy a Hay Corer Kit and receive:

- ✓ FREE NIR Feed Test (\$87 Value)
- ✓ Half-Price Spare Cutting Tip (\$47.50 Saving)

TOTAL SAVING: \$134.50

Developed by Feed Central Hay Inspectors, this stainless steel hay corer is ideal for collecting representative hay samples for quality assurance and feed testing.



**HAY
TESTING GEAR**



**MOISTURE
METERS**



**FEED
TESTING**



**SAFETY
ESSENTIALS**

FROM THE LAB: The “Fast Energy” Numbers in Your Hay Test

When you receive a Feed Central NIR report, the WSC, ESC and starch results help explain how much rapidly available carbohydrate is in the feed.

These numbers are important because different animals use feed differently. Cattle can make good use of sugars and starch as part of a balanced ration, but too much fast-fermenting carbohydrate without enough effective fibre can increase the risk of rumen upset.

Horses need extra care, particularly ponies, easy keepers, laminitis-prone horses and horses with metabolic issues. Higher sugar and starch levels may not suit these animals and should be assessed carefully.

In the full article, we explain:

- what WSC, ESC and starch mean
- how these numbers relate to fast energy
- why cattle and horses interpret the same hay test differently
- what results may indicate higher feeding risk
- why dry matter results are important when comparing hay tests

Read the full article to better understand how to interpret the “fast energy” numbers in your hay test and match feed more carefully to the animal.

What do WSC, ESC and starch mean?



These results help show how much rapidly available carbohydrate is in the feed.

Test result	What it broadly measures	This means	Why it matters
ESC 	Ethanol-soluble carbohydrates	Mostly simple sugars	Fastest sugar fraction; especially useful when assessing horse hay.
WSC 	Water-soluble carbohydrates	Simple sugars plus fructans	A wider sugar pool. WSc includes ESC plus fructans.
Starch 	Plant storage carbohydrate	Mostly grain, seed or plant energy reserve	High levels can be valuable energy, but risky if overfed.

[Click here or scan for the article](#)



Bio-Security Update: Fire Ant Treatment Expands Across SEQ

Australia's fire ant eradication program remains on track, with an independent review confirming the program is well-positioned to continue working towards eradication by 2032.

Key information for producers and rural businesses:

- **Treatment area expanding:** Eradication treatment is now underway in new areas across Ipswich, Lockyer Valley, Logan, Scenic Rim and Somerset.
- **Treatment methods:** Helicopters, drones and ground teams are being used to deliver targeted treatment across affected areas.
- **Wet weather risk:** Recent wet weather has increased fire ant activity across South East Queensland.
- **What to watch for:** After rain, fire ants often rebuild nests on higher ground, making them easier to spot.
- **Movement risk:** Hay, machinery, soil, mulch, manure, turf and other carrier materials may be subject to movement controls in fire ant biosecurity zones.
- **Before transport:** Check whether your property is inside a fire ant biosecurity zone and what movement requirements apply before moving regulated materials.
- **Producer support:** The Fire Ant Suppression Taskforce is helping eligible primary producers with self-treatment plans, free treatment products and equipment.



Fire ant eradication remains a national biosecurity priority, and all producers have a role to play in helping prevent further spread.

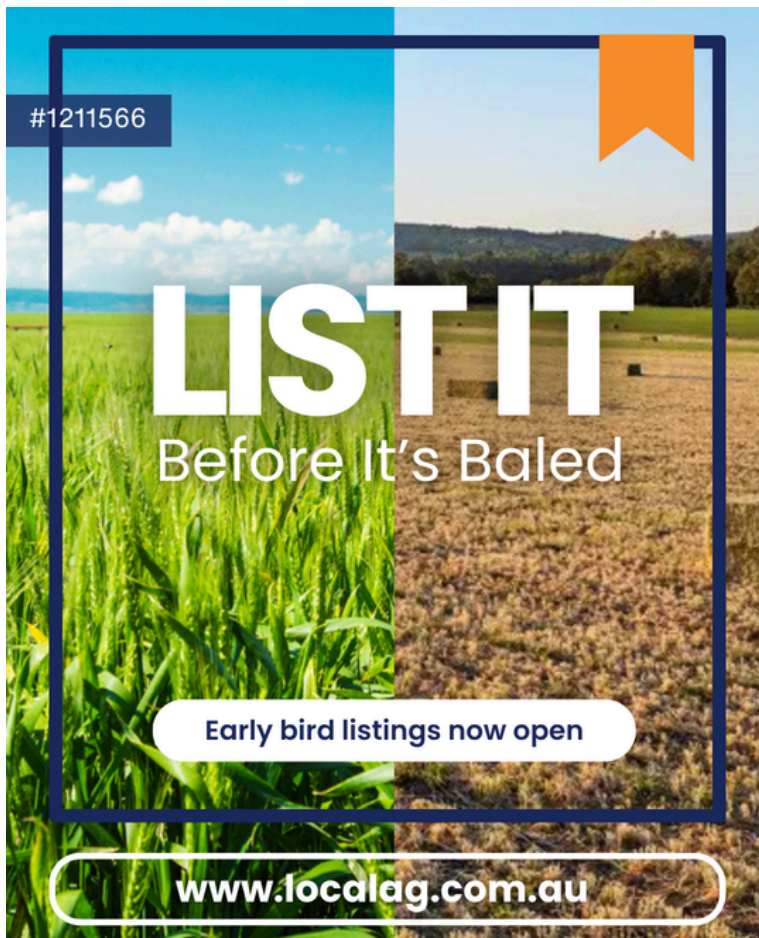
If you suspect fire ants:

- QLD: Call 132 ANT (13 22 68)
- NSW: Call 1800 680 244
- Leave the nest undisturbed
- Safely take a photo or video

For the most up to date information visit the National Fire Ant Eradication Program website by scanning the QR code or clicking the link below.

[Click or scan here for more information](#)





#1211566

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Before It's Baled

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www.localag.com.au

30 Years of AFIA

This year marks 30 years of the Australian Fodder Industry Association, an important milestone for an industry that is seasonal, fragmented and constantly adapting. Over the past three decades, AFIA has helped connect the fodder industry, support important conversations and provide representation through both challenges and opportunities.

Feed Central has been involved with AFIA for around 25 years through membership, sponsorship and industry collaboration, including the Feed Central National Hay Quality Awards. We look forward to continuing to support the industry into the future.



AFIA

Celebrating

30

YEARS of AFIA

DINNER & TOUR

Click or scan to learn more

Upcoming Events

18-20 June 2026

AgGrow Emerald

Emerald, QLD - [Click here for more](#)

7-10 July 2026

LambEx

Adelaide, South Australia - [Click here for more](#)

17-18 July 2026

Australian Sheep and Wool Show

Bendigo, Victoria - [Click here for more](#)

22-23 July 2026

AFIA 30th Anniversary Dinner and Tour

Caroline Springs, Victoria - [Click here for more](#)

30 July 2026, 11:30am

SAVE THE DATE - Fodder Industry Event of the Year - Live Webinar



WEBINAR

Fodder Industry Information Event of the Year

SAVE THE DATE

30 July | 11:30am

29-30 July 2026

Australian Grain Industry Conference

Melbourne, Victoria - [Click here for more](#)

2-3 August 2026

Sheepvention

Hamilton, Victoria - [Click here for more](#)

5-6 August 2026

Mallee Machinery Days

Speed, Victoria - [Click here for more](#)

18-20 August 2026

AgQuip

Gunnedah, NSW - [Click here for more](#)