

SEED INDUSTRY FORAGE ANALYSIS

TAILORED FOR YOUR NEEDS

Complex varieties, advanced genetics, animal nutrition progress, and even the future of some fuels start at the seed level. As the seed industry continuously seeks genetic progress, a forage laboratory partner that can help analyze and grow data for development in all of these sectors is necessary. Rock River Laboratory has spent over 40 years equipping the agriculture industry with the tools and answers needed to make decisions for successful outcomes. We can fill this need and differentiate varieties that may be the key to industry evolution with:

- On-staff industry expertise
- Unique forage analyses
- Customized tools and programs
- Contract research abilities
- Easy sample submission
- Unparalleled customer service



**ROCK RIVER
LABORATORY, INC.**
AGRICULTURAL ANALYSIS

UNIQUE TESTS

Rock River Laboratory offers unique tests that can be added to the variety selection process. These tests greatly reduce the time necessary to identify those elite genetics that can pay off in on-farm performance, marketability and quickly reaching the next generation.

TOTAL TRACT NEUTRAL DETERGENT FIBER DIGESTION (TTNDFD)

A fiber quality measurement, TTNDFD expands insight into ruminant fiber digestion to completely differentiate the genetic potential of forage varieties. TTNDFD captures a more complete picture of a forage's digestion over time. Incorporating 24, 30, 48 and 240h NDFD time points, TTNDFD showcases the differences among forages more completely than NDFD30 values - adding a more powerful dimension to the genetic selection process. This helps to separate the best from the better.

STARCH DIGESTION

Unlike traditional *in vitro* measures, Rock River Laboratory assesses starch digestion within lactating cannulated cows using *in situ* rumen starch digestion analysis. This research-backed tool is proven to be more reliable than *in vitro* starch digestion, provides an accurate rumen starch digestion measure, and best reflects how cows will respond to starch in forages. Rock River Laboratory also offers multi-time point starch digestion analyses at 0, 3, 7, 16, and 24 hours allowing you to plot and see when and where starch digestion takes place.

CUSTOMIZED DATA HANDLING

As an independent laboratory, Rock River Laboratory realizes the importance of data handling – both protecting it and formatting it for ease of use within the marketplace. Our experience in the seed industry ensures seed companies receive analysis results in the format needed for their own processing and interpretations.

DATA DRIVEN PROGRAM

The Data Driven program was developed for gathering on-farm forage quality data for your company. Rock River Laboratory provides customized analysis based on your needs, allowing your company to collect your own additional variety data to complement plot study data.

CONTRACT RESEARCH

Using a consultative, customized, approach Rock River Laboratory provides the research project guidance and data needed for product evaluation and overall industry progress. Combined with our experienced team and deeply rooted scientific methodology, Rock River Laboratory can provide advanced solutions to various research needs. Experimental project design, custom analysis, data interpretation and identification of marketable attributes offer a vast array of opportunities for your company as a means to establish credibility behind your products.

EASY SAMPLE SUBMISSION

Rock River Laboratory employs easy sample submission processes and tools to save time and headaches. Harnessing technology and experience, programs are available that make sample submission simple, while also increasing data integrity for more accurate analyses and turn-key results to meet your platform needs.

EASY PLOT PROGRAM

With the goal of reduced sample-submission time, the easy plot program makes preparation for plot sample analysis seamless and convenient. By enrolling in the program, seed companies can organize plot sample needs before the busy season and receive the supplies necessary to make sampling each plot quick and accurate with the help of a customized coding system.



Learn more about Rock River Laboratory's capabilities within the seed industry or sign up to be part of the various programs offered:

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