



## "120 is for the man who can make alfalfa pay."

I'm a DEKALB-PFIZER dealer and a dairyman. Economics plays a big part in my operation. That's why choosing the right alfalfa is such a big decision.

My alfalfa is DEKALB Brand 120. DEKALB-PFIZER said it was a top performer and they're right. It gives my cows a fine stemmed, leafy hay and more tons per acre.

You can count on 120 for winter hardiness—even after a season of tough weather. This seeding will last me for a few more years.

120 is topping state yield trials all across the country. With that kind of record, and my own

experience, I'm proud to recommend it to my customers. Sure, I put more money into 120, but I get it back, cutting after cutting. So will you.

**Who's making your alfalfa  
investment pay?**

***I am.***



**DEKALB-PFIZER  
GENETICS**

DEKALB is a registered brand name. Numbers designate varieties. As a condition of sale, please note statement of limited warranty and remedy on DEKALB-PFIZER GENETICS orders and tags.

3100 Sycamore Road • DeKalb, IL 60115