

CASE STUDY

How a Doeblers alfalfa rings up profits

by Willard Jones

My old economics prof had a theory he pounded into our heads class after class: "You won't make much money in farming if you're just average."

Recently I asked myself, "But what's average for new commercial alfalfas today? And how do Doeblers alfalfas compare?"

So I pull out Penn State's 1992 trial reports and crunch yields on the longest trial at Rock Springs. The highly rated Precedent is our entry. Here's what I find:

THE DOEBLER ADVANTAGE

	AVERAGE TONS	PRECEDENT TONS	EXTRA PROFIT
1989	5.23	5.83	\$ 60
1990	7.61	8.20	\$ 59
1991	5.52	6.09	\$ 57
1992	6.65	7.27	\$ 62
	25.01	27.39	\$238

This trial was big time competition, with just about every popular brand name entered.

Average for the 64 entries was 6.25 tons per acre over four years.

Doeblers Precedent made 6.85 tons, or 0.60 of a ton extra per year. And 2.38 more tons over four years.

At \$100 a ton, that's a \$238 Doeblers advantage for each and every acre.

My prof was no dummy. Be smart. Go with the best.

DOEBLER'S
Alfalfa

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I'm Willard Jones, Doeblers' sales manager, with the story about a professor, an alfalfa trial and \$238 extra profit.