


2025 SEED CATALOG



ROLLA AG



A wide-angle photograph of a lush green field, likely a soybean field, under a cloudy sky. The field is in the foreground, and a line of trees is visible in the distance. The sky is filled with soft, white clouds.

WELCOME TO THE ROLLA AG 2025 SEED CATALOG

Thank you for trusting Rolla Ag. Here's to another year of working together, growing together, and building the future of agriculture in the Peace Region.

At Rolla Ag, farming isn't just our business—it's our way of life. Like you, we rise with the sun, work the land, and depend on the soil, the weather, and the seasons to provide for our families and our future. We understand the challenges, the risks, and the rewards of agriculture because we're farmers and ranchers too.

For years, we've been proud to serve the Peace Region, working alongside our neighbors to provide top-quality seed and trusted advice to help your operation thrive. This land is more than where we work—it's home. And just like you, we're committed to growing stronger, season after season.

In this guide, you'll find the best seed selections for 2025, backed by our knowledge, experience, and commitment to your success. Whether you're looking for high-yielding cereals, hardy forages, or the latest innovations in crop genetics, we're here to help you find the right fit for your farm.

**Wishing you a strong, prosperous season,
The Rolla Ag Team**

ALFALFA



ROLLA AG

Species/Variety	Description
Peace Alfalfa	Peace Alfalfa is the most winter hardy variety of all the Purple Flower Alfalfa, adaptable to all regions, high yielding and excellent quality. It is used for hay, silage, pasture, and processing. Alfalfa is a good nitrogen fixer. Stands typically produce well for three to five production years. It is palatable to livestock, but may cause bloat in ruminants, which affects its use for pasture.
Algonquin	The Algonquin alfalfa variety is known for its hardiness and good persistence, making it suitable for the Peace River Region of Alberta and British Columbia. It has shown superior winterhardiness and improved yield potential in this area. In Peace Region trials, Algonquin alfalfa yielded over 5,000 lbs/acre of forage dry matter across two cuts, indicating its effectiveness as a forage crop.

BrettYoung™

Species/ Variety	Description	Composition
Blend 4440	A mixture of premium certified alfalfas: high yield, superior winter-hardiness, disease resistance, salt tolerance, traffic tolerance, multifoliate expression and unique rooting habits.	<p>Ace Alfalfa (Tap Root) Exceptional forage yield and quality. Responds well to aggressive cutting schedules and regrows rapidly throughout the growing season.</p> <p>Barricade II Alfalfa (Salt Tolerant Tap Root) Salt tolerant tap root has an outstanding disease package with high yields and is more persistent in salinity.</p> <p>Dynamo Alfalfa (Multifoliate) High multifoliate expression resulting in higher, softer leaved feed value.</p> <p>Stronghold Alfalfa (Winterhardy Tap Root) Excellent winter survival with good quality and persistence.</p> <p>Reload Alfalfa (Branch Root) Root system that is up to 80% branched for optimum performance in poorly drained soils. Branch root has demonstrated improved durability and persistence.</p> <p>Shift Alfalfa (Sunken Crown) Deep set crown for excellent persistence and traffic tolerance.</p>

ALFALFA



Species/Variety	Description
AAC Meadowview	AAC Meadowview's winterhardiness and disease resistance should lead to a longer stand life, according to the Canadian Journal of Plant Sciences. AAC Meadowview is specifically adapted to areas of southwestern Alberta (foothills) and British Columbia, and other areas where soil pH is a major limiting factor for alfalfa production. This is the only alfalfa known that is specifically bred for acid tolerance.
REVOLUTION MD Maximum Digestibility	This is a revolutionary non-GMO alfalfa bred with the goal of maximum digestibility and RFQ. It has exceptional forage quality, even during periods of delayed harvest. This high performance alfalfa is for producers requesting increased forage digestibility to increase milk and beef yields. High RFQ (Relative Forage Quality) rating and rate of digestion. Large leaf area with an increased leaf to stem ratio. Outstanding disease and pest resistance package. Excellent winter hardiness combined with high yield potential.

ROLLA AG IS PROUD TO SPONSOR



*Peace River Forage Association
of British Columbia*

F O R A G E



ROLLA AG

Species/Variety	Description	Composition
DC Co-op Haymix	A great hay production mix that has the long life of Brome, the high quality of Alfalfa and the quick establishment of Timothy.	65% Peace Alfalfa, 30% Smooth Brome 5% Timothy
Creeping Red Fescue	Creeping Red Fescue is a long-lived perennial grass that is often used for pasture in moist regions of Alberta. This grass is also useful for turf and soil stabilization and is an important seed crop in Northern Alberta.	
Alsike Clover	This cool season crop is adapted to low-lying moist areas. It will tolerate soils that are completely waterlogged and withstands up to six weeks of spring flooding. It is well suited to acidic organic soils, and thrives on Gray Luvisol soils and heavy, moist alkaline soils. It is intolerant of drought, salinity, and high temperatures. Of our legumes, it is the most tolerant of cold, and frost heaving.	
Peace Country Haymix	This mix features the high production of Alfalfa and the quick start of Timothy which helps for a faster drying swath. Recommended seeding rate: 10lbs/ac.	85% Alfalfa, 15% Timothy
Lowland	A mix for low lying areas subject to flooding and standing water. Both ingredients are high yielding, nutritious, and tolerant to flooding. Recommended seeding rate: 8-10lbs/ac.	60% Alsike, 40% Timothy
Grazer	This mix has the high regrowth of Meadow Brome, high production of Tall Fescue, drought tolerance of Crested Wheatgrass, and the quick establishment of Timothy. A great choice for cattle pastures. Recommended seeding rate: 12-15lbs/ac.	45% Meadow Brome, 10% Crested Wheatgrass, 15% Timothy, 20% Tall Fescue, 10% Perennial Ryegrass
Red Clover	Red Clover is a good nitrogen fixer and can be grown for plow down or to produce high yields of hay and silage. It works well with grass mixtures and does well on soils where Alfalfa is not adapted. It is palatable and nutritious to livestock but is bloat-causing.	



F O R A G E

BrettYoung™

Species/Variety	Description	Composition
Annual Forage EXT	A long-season cocktail crop grazing application with soil improvement. Primary use is beef hay and pasture. Management: single cut hay or rotational grazing, Soil Zone: Brown, Dark Brown, Black, or Grey Wooded.	50% Mervana Italian Ryegrass, 15% Purebred Brand Radish, 15% Purple Top Turnip, 10% Hairy Vetch, 10% Forage Brassica,
Super Cattlemen/ Premium Horse Hay	A high-protein pasture with superb regrowth, quick to establish, and ideal for horses Primary use is beef hay and pasture; Management: multi- cut hay, rotational or continuous grazing, Soil Zone: Brown, Dark Brown, Black, or Grey Wooded.	40% CDC Torsion/Fleet Meadow Bromegrass (Securus), 20% SWAJ/Riding Brand Tall Fescue, 20% Shift Alfalfa 15% Trailburst/Glacier Brand Orchardgrass, 5% Catapult/Rasant Timothy.
SWAJ Tall Fescue	WAJ is a Nordic tall fescue bred for its winterhardiness; specifically, its tolerance to harsh winter conditions characterized by frost, snow and ice. Selected for soft-leaved palatability and feed quality, SWAJ provides improved digestibility and more pounds of gain.	
Yellow Blossom Sweet Clover	Tall growing biennial produces abundant biomass and moderate amounts of nitrogen. Widely used as a green manure and soil improvement crop. More heat and drought resistant than alfalfa. Most drought tolerant forage legume.	
Red Clover	Short-lived perennial that is often grown in mixtures with cool-season grasses; excellent emergence; tolerates acidic soils and shade better than most legumes.	
Smooth Brome Carlton	High forage and seed yield. Leafy, deep rooted, sod forming perennial. Produces more tonnage, but slower regrowth than meadow brome. Excellent winterhardiness bred for Canadian conditions. Preferred growing conditions: widely adapted, Production period: Mid Spring – Mid Summer.	
Fleet Meadow Brome	Excellent pasture variety; widely adapted; excellent regrowth; excellent winter hardiness.	
Timothy Rasant	Rasant is a well-established, early maturity Timothy variety. Valued for its high yields and strong stand, Rasant helps suppress weeds. It's well suited to pasture and hay production, while featuring excellent palatability and feed value. Rasant has very good winterhardiness and excellent persistence for a long stand life.	

Ask about the BrettYoung FORAGE ESTABLISHMENT GUARANTEE
to protect your forage seed investment in the event
of an establishment failure.

F O R A G E



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NORTHSTAR

Species/Variety	Description	Composition
Equine Pasture Max	An all grass blend for horse owners providing a palatable grazing option from spring to late fall. This blend can also be used as baled forage to provide a nutritious feed source for all classes of horses.	40% AAC MAXIMUS Meadow Bromegrass 20% HIGH ARCTIC BRAND Orchardgrass 10% PREVAL Meadow Fescue 10% VALERIO Perennial Ryegrass 10% BOREAL Creeping Red Fescue 10% ATURO Timothy
Tundra Orchardgrass	<ul style="list-style-type: none">– Exceptional orchardgrass that demonstrated above average winter hardiness– Excellent companion when blended with alfalfa– Moderate drought and flooding tolerance– Selected for high quality (leafy)	
Yukon Tall Fescue	<ul style="list-style-type: none">– Good flood and saline tolerance– Large basal leaves, high quality– Exceptional yield potential– Improved winter hardiness	

CUSTOM FORAGE BLENDS AVAILABLE

Use this
forage calculator:



source:
<https://upick.beefresearch.ca/>

FORAGE BY THE NUMBERS

	DC Co-op Hay Mix	Peace Country Hay Mix	Lowland Mix	Grazer Mix
Seeding Rate	10-12 lbs/acre	10-12 lbs/acre	8-10 lbs/acre	12-15 lbs/acre
Optimum pH	6.5-7.0	6.5-7.0	5.7-7.0	6.0-7.0
Winterhardiness	Excellent	Excellent	Excellent	Good

	Super Cattlemans/ Premium Horse Hay	Equine Pasture Max	Annual Forage EXT
Seeding Rate	10-12 lbs/acre	12-14 lbs/acre	15-20 lbs/acre
Optimum pH	6.5-7.0	5.7-7.0	5.5-7.5
Winterhardiness	Good	Very Good	N/A

	Tall Fescue SWAJ	Carlton Smooth Brome	Fleet Meadow Brome	Rasant Timothy
Seeding Rate	8-12 lbs/acre	12-16 lbs/acre	18-28 lbs/acre	3-10 lbs/acre
Optimum pH	5.5-6.5	6.0-7.5	6.0-7.5	5.6-7.3
Winterhardiness	Very Good	Excellent	Very Good	Very Good

	Red Clover	Creeping Red Fescue	Alsike Clover
Seeding Rate	6-8 lbs/acre	1-5 lbs/acre	5 lbs/acre
Optimum pH	5.5-7.5	5.5-7.5	5.7-7.0
Winterhardiness	Good	Excellent	Excellent

	Tundra Orchardgrass	Yukon Tall Fescue
Seeding Rate	3-7 lbs/acre	8-12 lbs/acre
Optimum pH	6.0-7.5	5.5-6.5
Winterhardiness	Good	Good

COVER CROPS

Species/Variety	Description	
Purple Top Turnips	Turnips are an excellent cover crop when grazing will take place. They are good at capturing nitrogen and will work to suppress weeds. They are good for extending the grazing period on a field and work best when mixed with grass or cereal type cover crops for maximum benefit. Turnips are much more cold tolerant than radishes, therefore making them more ideal for grazing. Turnips are also a good source of sulfur.	
Radishes	The tillage radish or daikon radish has been bred and developed to produce a large taproot and penetrate compacted soil layers to increase soil aeration and water infiltration, to decrease compaction and to increase rooting depth opportunities for successive crops	
Hairy Vetch	<p>Hairy vetch provides good ground cover for erosion control during the fall, winter and spring and is valuable for use in no-till systems due to its high biomass production. Hairy vetch also improves soil tilth and fixes significant amounts of nitrogen which can be utilized by subsequent crops.</p> <p>Hairy vetch provides a natural source of nitrogen and forms a weed suppressing mulch for organically grown crops.</p> <p>Hairy vetch with its high crude protein content can be utilized for hay, silage, or grazing.</p>	

LAWN CARE

Species/Variety	Description
Sun and Shade	Best suited for sunny areas, will tolerate partial shade. 50% Kentucky Bluegrass, 20% Creeping Red Fescue, 20% Perennial Ryegrass
Creeping Red Fescue	Creeping Red Fescue is a long-lived perennial grass that is often used for pasture in moist regions of Alberta. This grass is also useful for turf and soil stabilization and is an important seed crop in Northern Alberta.
Lawn & Garden Smiles Fertilizer	24-8-15 with 20% slow release nitrogen



You treat them like family.
Feed them like family.

With BrettYoung forages, quality is key. We stand by our products with an industry-leading, 100% establishment guarantee. Choose from one of our carefully crafted stock blends or custom build your own mix for a happy, healthy herd.

To determine the right blend for your farm, visit brettyoung.ca/stock-blend-selector.

FORAGE DAYS **FEB 1 – MAR 14**

Visit us during Forage Days for the best selection and early season discounts.



BrettYoung™
DISTINCT BY DESIGN



WE ALSO STOCK:

- **AUGERS**
- **CONVEYERS**
- **GRAIN BAGS**
- **BINS**

Let's Get Growing!

Location: 5082 Rolla Road, Rolla BC V0C2G0

Phone: (250) 759-4770

Email: rollaag@dawsonco-op.com

**Need recommendations or have questions? Give us a call or stop by—
we'd love to chat, and the coffee is always on!**

