

# 2026 SEED CATALOG



ROLLA AG



**GROW**  
TEAM



## Welcome to the Rolla Ag 2026 Seed Catalog!

At Rolla Ag, we know farming in the Peace Region demands resilience, smart decisions, and the right tools. That's why we focus on seed that performs here: tested, proven, and backed by people who understand the land and the seasons that shape it.

This catalogue features our 2026 seed lineup, selected to support strong yields, dependable performance, and long-term success on your operation. From trusted staples to new genetics, our team is here with practical advice to help you choose what fits your farm.

Thank you for choosing Rolla Ag. We're proud to work alongside you, season after season, supporting agriculture in the Peace Region.

**The Rolla Ag Team**





# A L F A L F A

Species/Variety	Description
<p><b>Peace Alfalfa</b></p>	<p>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.</p>
<p><b>Algonquin</b></p>	<p>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.</p>



Species/Variety	Description
<p><b>4 Star Alfalfa</b></p>	<ul style="list-style-type: none"> <li>• 25% Rambler Creep Root Alfalfa</li> <li>• 50% Tap Root (2 types)</li> <li>• 25% Multi Foliate</li> <li>• Excellent for all conditions</li> <li>• Our top seller</li> </ul>

# A L F A L F A

**BrettYoung**<sup>™</sup>

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

# ALFALFA



Species/Variety	Description
<b>AAC Meadowview</b>	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.
<b>REVOLUTION MD Maximum Digestibility</b>	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

Species/Variety	Description	Composition
<b>DC Co-op Haymix</b>	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
<b>Creeping Red Fescue</b>	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.	
<b>Alsike Clover</b>	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.	
<b>Peace Country Haymix</b>	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
<b>Lowland</b>	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
<b>Grazer</b>	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 Bromegrass, 10% Crested Wheatgrass, 15% Timothy, 20% Tall Fescue, 10% Perennial Ryegrass
<b>Red Clover</b>	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



Species/Variety	Description Composition
<b>Hay Mix #2</b>	<ul style="list-style-type: none"><li>• 60% Alfalfa – 4 Star</li><li>• 30% Smooth Brome</li><li>• 10% Timothy</li></ul>
<b>Robust 20 Hay Mix</b>	<p>A terrific medley of 70% grasses and 30% legumes – for amazing pasture</p> <ul style="list-style-type: none"><li>• Contains 20 different species</li><li>• 10 Grasses – Bromegrasses, Timothy, Tall Fescue, Hard Fescue, Wheatgrasses, Ryegrass, Wildrye</li><li>• 10 Legumes – 6 different alfalfas (including 2 yellow), Red, Alsike, Sweet Clovers, Cicer Milkvetch</li></ul>



# FORAGE

**BrettYoung**<sup>TM</sup>

Species/Variety	Description	Composition
<b>Annual Forage EXT</b>	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,
<b>Super Cattlemen/ Premium Horse Hay</b>	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.
<b>SWAJ Tall Fescue</b>	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.	
<b>Yellow Blossom Sweet Clover</b>	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.	
<b>Red Clover</b>	Short-lived perennial that is often grown in mixtures with cool-season grasses; excellent emergence; tolerates acidic soils and shade better than most legumes.	
<b>Smooth Brome Carlton</b>	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.	
<b>Fleet Meadow Brome</b>	Excellent pasture variety; widely adapted; excellent regrowth; excellent winter hardiness.	
<b>Timothy Rasant</b>	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 winterhardness 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.**

# BRETTYOUNG 2026 FORAGE ESTABLISHMENT GUARANTEE

You take care seeding a new forage stand but the weather does not always cooperate. That's why BrettYoung offers our Forage Establishment Guarantee to protect your forage seed investment in the event of an establishment failure.

## Program Eligibility

To be eligible for the program, the following criteria must be met:

- Order seed and enroll in the program by **April 1, 2026** and seed without a companion crop to qualify for **100%** coverage on replacement seed.
  - If a companion crop is used in the **April 1, 2026** enrolment period, replacement seed coverage is **50%**.
- Enrol in the program by **April 30, 2026**, and seed without a companion crop to qualify for **50%** coverage on replacement seed.
  - If a companion crop is used in the **April 30, 2026** enrolment period, replacement seed coverage is **25%**.
- Stand must be planted by **June 30, 2026**.
- Forage products/varieties must qualify for the program. Qualifying products are identified by a check mark in the Forage SRP Price List.
- Must fulfill Agronomic Requirements as outlined in the BrettYoung 2026 Forage Guide.

## Program Limitations

- Replacement seed under the Forage Establishment Guarantee is provided only once for the area of the stand that failed to establish and must be seeded in that area.
- Replacement seed will be the same variety or mixture as originally purchased, subject to availability.
- Replacement seed must be planted in the original year of seeding or in the spring of the following year.
- Saline products not eligible for Forage Establishment Guarantee
- Seeding rates for cereal companion crops must not exceed 30 lb/acre.
- Notify your BrettYoung RAM of stand establishment concern **within 60 days of seeding** or by **July 30, 2026**.

## Grower Program Enrollment

Retailer Name:	Retailer Contact:	
Grower Name:	Business/Farm Name:	
Grower Email:	Mobile Phone:	
Address/PO Box:		
Town:	Prov:	Postal Code:
Product/Variety:	BY Order #/PO #:	Number of Bags:
Product/Variety:	BY Order #/PO #:	Number of Bags:
Product/Variety:	BY Order #/PO #:	Number of Bags:

By signing this document you are agreeing to the Forage Establishment Guarantee Agronomic Requirements in the BrettYoung Forage Guide. Further, you are consenting to the Terms and Conditions outlined on the reverse of this page and agreeing to receive marketing materials from BrettYoung.

GROWER SIGNATURE

DATE

Fax: 1-877-733-3669  
Email: janice.fleger@brettyoung.ca



# COMPANION CROP SPECIFICATIONS

The companion crop must be seeded at one-third to one-half of the normal seeding rate. Cereal cover crops including wheat, barley, oats, rye, and triticale should not exceed 30 lb/acre. Annual ryegrass can be used as a cover crop without reduction in coverage if seeded rate does not exceed 2 lbs per acre. Seed forages in a separate pass at an angle to your cover crop to reduce competition and to aid in depth control. Remove the companion crop as early as possible rather than harvesting the grain. This will reduce the amount of competition for sunlight, moisture, and nutrients.

# FORAGE



Species/Variety	Description	Composition
<b>Equine Pasture Max</b>	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
<b>Tundra Orchardgrass</b>	<ul style="list-style-type: none"><li>– Exceptional orchardgrass that demonstrated above average winter hardiness</li><li>– Excellent companion when blended with alfalfa</li><li>– Moderate drought and flooding tolerance</li><li>– Selected for high quality (leafy)</li></ul>	
<b>Yukon Tall Fescue</b>	<ul style="list-style-type: none"><li>– Good flood and saline tolerance</li><li>– Large basal leaves, high quality</li><li>– Exceptional yield potential</li><li>– Improved winter hardiness</li></ul>	

## CUSTOM FORAGE BLENDS AVAILABLE

Use this forage calculator:



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

# FORAGE BY THE NUMBERS

	<b>DC Co-op Hay Mix</b>	<b>Peace Country Hay Mix</b>	<b>Lowland Mix</b>	<b>Grazer Mix</b>
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

	<b>Super Cattlemans/ Premium Horse Hay</b>	<b>Equine Pasture Max</b>	<b>Annual Forage EXT</b>
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

	<b>Tall Fescue SWAJ</b>	<b>Carlton Smooth Brome</b>	<b>Fleet Meadow Brome</b>	<b>Rasant Timothy</b>
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

	<b>Red Clover</b>	<b>Creeping Red Fescue</b>	<b>Alsike Clover</b>
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

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

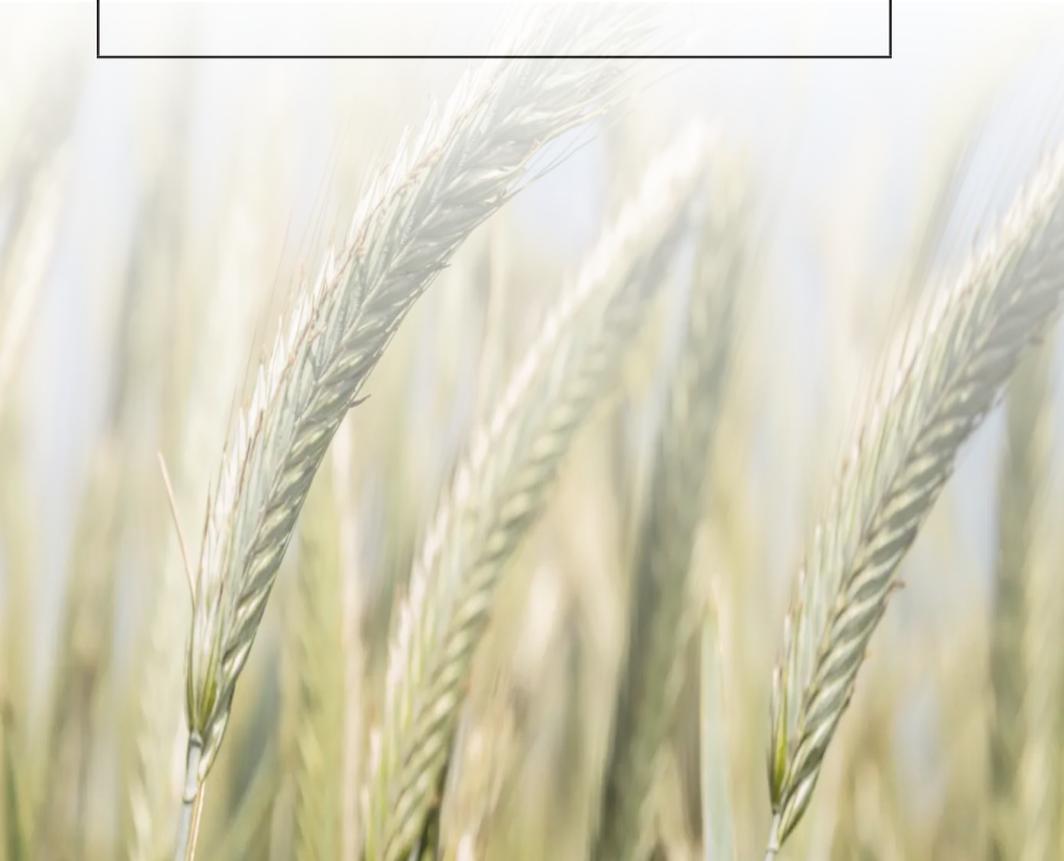
**ROLLA AG IS PROUD TO OFFER  
KWS HYBRID RYE AND CERTIFIED DC HAYMAKER OATS.**



**Species/Variety**

*Hybrid Rye - BONO*

*DC Haymaker- produced by Hadland Seed Farm*



# COVER CROPS

Species/Variety	Description
<b>Purple Top Turnips</b>	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.
<b>Radishes</b>	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
<b>Hairy Vetch</b>	<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
<b>Sun and Shade</b>	Best suited for sunny areas, will tolerate partial shade. 50% Kentucky Bluegrass, 20% Creeping Red Fescue, 20% Perennial Ryegrass
<b>Creeping Red Fescue</b>	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.
<b>Lawn &amp; Garden Smiles Fertilizer</b>	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](http://brettyoung.ca/stock-blend-selector).

**FORAGE DAYS** **FEB 1 – MAR 14**

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



**ROLLA AG**

**BrettYoung™**  
DISTINCT BY DESIGN

**LET'S GET GROWING!**



**Rolla Ag**

**Bruce Frederickson, Manager**  
**John Currie, Assistant Manager**  
**James Elwood, Sales Agronomist**  
**Nathan Neufeld, Sales**

**5082 Rolla Road, Rolla BC V0C2G0**

**Phone:(250) 759-4770**

**Email: [b.frederickson@dawsonco-op.com](mailto:b.frederickson@dawsonco-op.com)**

**[rollaag.com](http://rollaag.com)**

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

**WE ALSO STOCK  
AUGERS CONVEYORS GRAIN BAGS BINS**

