



Imperial Whitetail  
**Alfa-Rack PLUS**  
**It just  
keeps getting  
better!**

**A**ll Whitetail Institute food plot products are continually tested and, when the Whitetail Institute identifies a way to do so, improved. Alfa-Rack PLUS is a great example of this process in action. It's why it remains in the top tier of industry-leading performers for attracting deer, forage quality and versatility.

---

### Components

---

**Perennial Clovers.** Whitetail Institute forage products contain plant varieties *available only in Whitetail Institute products*. An example is the perennial clover varieties in Alfa-Rack PLUS, which were genetically developed by the Whitetail Institute through repeated cy-

cles of cross-breeding and goal-oriented selection for traits such as attractiveness to whitetails, protein content, seedling vigor and sustained palatability. These include the Whitetail Institute's proprietary Insight, WT-170, and its newest clover variety, WT-177. These are the very same perennial clovers that are the backbone of the number-one food plot product in the world, Imperial Whitetail Clover.

**Forage-Type Alfalfa.** Alfa-Rack PLUS also contains alfalfa, *but not just any alfalfa*. The alfalfas in Alfa-Rack PLUS are true "forage alfalfas" (a/k/a "grazing alfalfas"), which are different from ordinary hay-type alfalfas in some very important ways. The most important difference, is that the grazing alfalfas in Alfa-Rack PLUS grow more leaf relative to stem than ordinary hay-type alfalfas. Why is that so important? The answer lies with the small-ruminant digestive system of deer.

Cattle and deer are both ruminant animals, meaning in simplest terms that they chew cud and have four-chambered stomachs. When cattle and deer take in food, they go through a process of chewing, swallowing, regurgitating and re-chewing it ("cud") until it's sufficiently broken down for the animal's stomach to digest it. This mostly involves two of the chambers of the stomach. Once the food is sufficiently broken down, it passes on to another stomach chamber called the "rumen." There, digestive organisms transform the cud into nutrients for the animal.

There's one very important difference, though, between the ruminant digestive systems of cattle and deer: while cattle can digest coarse, tough food, deer can only utilize the most tender forages. That's why you may have noticed that deer are often highly attracted to agricultural alfalfa fields when the plants are young, less attracted after it starts to get tall, and then attracted to it again shortly after mowing, as the plants put on new growth. The reason that happens is one of the best examples you'll find of how important palatability is to deer. The alfalfas in Alfa-Rack PLUS are structured to grow more leaf relative to stem than standard hay-type alfalfas, which extends the period of time they are most attractive, making them a better option for food plots for whitetails.

**WINA-100 Perennial Forage Chicory.** A third perennial component of Alfa-Rack PLUS, WINA-100 Chicory is also a proprietary Whitetail Institute forage component that's available only in Whitetail Institute products. Other chicories sometimes planted for deer tend to lose palatability rather quickly as they become stemmy and their leaves take on a waxy, leathery texture as they mature. This does not happen with WINA-100 chicory, which produces foliage that is vastly more palatable to deer. WINA-100 chicory can also grow root systems several feet deep, which improves the drought resistance of the blend even further.

Alfa-Rack PLUS is designed for soils that are loam, light clay or heavier. For optimum results, Alfa-Rack PLUS should only be planted in soils with soil pH of 6.5 or higher.

The Whitetail Institute's recommended planting dates, and planting and maintenance instructions, are provided on the back of the product bags as well as at [www.whitetailinstitute.com](http://www.whitetailinstitute.com). If you have any questions about Alfa-Rack PLUS, the Whitetail Institute's in-house consultants are standing by to help. Give them a call at (800) 688-3030. The call and the service are free. 🍷



**If you're not receiving our *Breaking Ground* newsletter by email, YOU ARE MISSING OUT.**

*Whitetail News* magazine is published three times a year but ***Breaking Ground*** is published monthly.

***Breaking Ground* is FREE and includes:**

- Breaking news
- Timely tips
- New product introductions
- Occasional test products to evaluate
- Great deals on Whitetail Institute products
- Articles and videos on growing better food plots and deer management
- Field tester testimonials and photos

Call 800-688-3030 and tell our consultants you want to begin receiving ***Breaking Ground*** or go to [whitetailinstitute.com](http://whitetailinstitute.com) and enter your email address at the bottom of the homepage.

