

## **North America Alfalfa Seed Market - Size, Share, Covid-19 Impact & Forecasts Up To 2028**

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### **Report description:**

The North America Alfalfa Seed Market is projected to register a CAGR of 4.25%

#### Key Highlights

**Largest Segment by Breeding Technology - Hybrids :** There is an increase in the demand for Alfalfa by livestock farmers and has the highest number of transgenic seeds for the cultivation of the crop approved for cultivation.

**Largest Segment by Country - Canada :** It is the largest grower of Alfalfa due to government support in providing technology-based monitoring of the production and helping growers in increasing crop cultivation.

**Fastest-growing Segment by Breeding Technology - Hybrids :** The major companies are developing new hybrids and the adoption of hybrids is high due to disease-resistant, increased shelf life, high yield, and wider adaptability.

**Fastest-growing Segment by Country - Mexico :** An increase in the awareness among farmers of the harvest cycle and an increase in demand from cattle herds in the country due to higher protein content helped in the growth.

#### North America Alfalfa Seed Market Trends

Hybrids is the largest segment by Breeding Technology.

In North America, the overall alfalfa seed market accounted for 14.3% of the total forage seed market in 2021. According to our estimates, the alfalfa market is significantly increasing due to an increase in the development of hybrids and new cultivars from private players in the region.

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The total acreage under alfalfa cultivation in 2021 in North America was 5.3 million ha, which increased by 26.8% since 2016 due to the availability of different cultivars and increased demand from animal feed and meat industries.

The United States is the largest user of hybrid seeds in North America because of the increased demand and availability of herbicide-tolerant and stress-tolerant hybrids in the country and their ability to grow as a rotation crop to restore the lost vigor and sustain nitrogen required for the next crop.

The other trait is the largest segment in the transgenic alfalfa seeds in the region, with 72.8% of the total transgenic alfalfa of the region in 2021, because the cattlemen want to have a feed that is digestible and there is an increase in the cultivation area.

In North America, Canada was the largest country growing alfalfa using open-pollinated varieties in 2021, with around 92.0% of the total OPV alfalfa acreage in North America. The acreage is expected to decrease due to the increased availability of hybrids from Agriculture and Agri-Food Canada and private seed companies.

With the increase in the demand from cattle growers because of more protein content, applications in bio-fuel, production of enzymes lignin peroxidase, alpha-amylase, and cellulase, increased availability of hybrids with high lignin content, and increased export value from the Middle East countries are expected to boost the market for both hybrids and OPVs in the region.

Canada is the largest segment by Country.

North America is the largest market in the global alfalfa seed market, with a share of about 42.7% of the global market due to the highest production, globally, weather conditions, and increased demand by dairy farmers.

Canada has the largest demand in the region because of the increase in demand for crops as feed, the increase in cultivation area, and high profitability.

In the country, the alfalfa supply was approximately 60% of the diet of beef cattle, contributing to 40% of the diet of dairy cattle, which is expected to increase the demand for alfalfa seeds.

For instance, in 2021, the Canadian government invested about USD 2.6 million to help the alfalfa growers association be equipped with advanced technologies and generate higher yields. Therefore, production is expected to increase, and demand for seeds for alfalfa will increase during the forecast period.

The United States is one of the major exporters of alfalfa hay. In 2021, China, Japan, the United Arab Emirates, Saudi Arabia, and South Korea were the top five export destinations for alfalfa seeds of USD 1633.45 million.

Due to its crude protein content, the use of alfalfa hay is considered beneficial, particularly for cattle feed. Cattle production is the most important agricultural industry in the United States. Therefore, there will be an expected increase in the demand for alfalfa seeds during the forecast period.

The above factors, such as the increase in the demand for cattle feed, favorable weather conditions, and North America being a leading exporter to other countries, are expected to drive the market in the region during the forecast period.

#### North America Alfalfa Seed Market Competitor Analysis

The North America Alfalfa Seed Market is moderately consolidated, with the top five companies occupying 55.64%. The major players in this market are Allied Seed, LLC, Bayer AG, DLF, KWS SAAT SE & Co. KGaA and Land O'Lakes, Inc. (sorted alphabetically).

Additional Benefits:

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The market estimate (ME) sheet in Excel format  
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