

# JIM KUHN LEADERSHIP AWARD

*California Alfalfa & Forage Association,  
Representing the Forage Growers of California*

Joe Machado  
Seed Specialist



## *Seed Specialist Receives 2012 Jim Kuhn Leadership Award*

If you've been a regular participant of the annual Alfalfa and Forage symposium there's a name you probably know; Joe Machado. This year the California Alfalfa & Forage Association (CAFA) will be presented with the 8<sup>th</sup> annual Jim Kuhn Leadership Award at the 2012 Alfalfa & Grains Symposium, which is being held in Sacramento, CA on December 11 and December 12.

The Jim Kuhn Leadership Award is presented each year to a person or an organization for their lasting contributions to the California alfalfa industry. The award was established in 2005 when Jim Kuhn, an industry icon, innovator and a founder of CAFA, was killed in a vehicle accident near his ranch in El Centro, CA. Nominees for the award are judged on their record of leadership and their extent and depth of contributions to the alfalfa and forage industry.

Machado, this year's recipient of the Jim Kuhn Award, began his career in 1981 after graduating from UC Davis where entomology was his major. Before he went to college he already had a lot of hands-on work for a number of years. In 1969 at the age of 12, his family emigrated from the Azores, which is composed of nine islands approximately 930 miles west of Lisbon, Portugal. The Azores main industry is agriculture, including the dairy industry. He was a "city slicker," but in the US, Joe worked with his father milking and feeding cows in California's San Joaquin Valley until he went to college.

Thirty one years after he received his degree at UC Davis, Machado says he is glad he started his career in the seed industry and plans to keep working in the industry for many more years. As a Marketing Alfalfa Specialist for America's Alfalfa, he works in California and Arizona, where he has made many friends as he helps growers improve production and the bottom line. His many years of experience make him sought after and working with growers is his passion. He takes pride in "trouble shooting" and determining how better management will increase profits.

Seth Hoyt, the author of the Hoyt Report, notes that Machado is a good source who is willing to help when needed, usually three times a year. Hoyt uses Machado's forecasts to help his Hay Report provide accurate predictions for seed sales and alfalfa plantings. "His information is solid," notes Hoyt.

In his 31 years Machado has only missed two symposiums and is well known in the alfalfa and forage industry. In the 1998 Alfalfa and Forage Symposium he was awarded the Industry Award from the California Alfalfa Workgroup and the following year he became a founding member of CAFA. He has supported the organization since it was formed and he wants to see more growers join the organization.

When Machado began working in the seed industry, he says he learned a great deal by watching two icons, Dr. Vern Marble, a long-time Forage Extension Specialist at UC Davis, and Mel Coelho, a force in the San Joaquin Valley Hay Growers Association and a strong supporter of CAFA and the alfalfa industry.

Looking forward, Joe is eager to be involved with the next generation of alfalfa seeds, ranging from much higher quality, production, salt tolerant seed and much more that will improve livestock.

When Machado isn't working he spends time volunteering for FFA, OLF, GPS, and Luso American, an organization that offers a wide variety of social programs and scholarships each year. Machado lives in Los Banos with his wife Teresa of 27 years, and three children, two girls and a boy. The youngest girl is a freshman studying Plant Sciences at UC Davis, following in the footsteps of her father.

**--Aaron Kiess, California Alfalfa & Forage Association.**