

# The Marketing Newsletter Prograss



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## New varieties for the coming season



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The development of new improved grass and clover varieties is a long term process. The investments behind the breeding are significant both in money and personnel resources. At DLF-TRIFOLIUM we are dedicated to breeding and our R&D steadily brings new products to the market.

This year we are launching 21 new forage and turf varieties developed at one of the six DLF-TRIFOLIUM breeding centres around the world. Each new variety has proved to offer a unique performance compared to standard varieties on the market.

For the golf market we now offer a complete portfolio in bents with the new Creeping Bents: CY2, COBRA NOVA and INDEPENDENCE 1 – outstanding in NTEP and European trials - plus the new Browntops: GREENTIME and TIGER NOVA and last but not least the two Velvet Bents: LEGENDARY and VILLA 1.

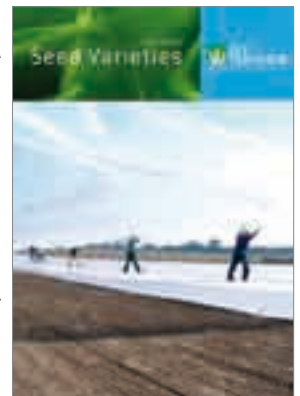
This superior Bentgrass portfolio is also available with iSeed® - each seed is provided with a tailor-made coating, giving the ultimate solution for golf courses for the best possible establishment.

In Perennial Ryegrass for lawns the new variety DYLAN is on top of the lists in France and Holland representing the very best in “European types”. In the dark green colour segment the variety KOKOMO represents the “American types”.

A more detailed description of the new varieties is available on [www.dlf.com](http://www.dlf.com).

To make it possible to have a quick overview of all forage and turf varieties offered by DLF-TRIFOLIUM, we have renewed our catalogue “Seed Varieties”. More than 25% of the varieties have been changed during the last 3 years and this reflects the strength in the output from R&D.

The new catalogue will be sent to all customers, but is also available from our website at [www.dlf.com](http://www.dlf.com).



INFO



BREEDING



SALES



CASES

## Tropical – Grass Mixtures for Very Hot & Dry Areas



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This season DLF-TRIFOLIUM has just launched a new composition with Bermuda Grass called Tropical. Tropical is a fine example of our customer relations with a two-way gain; the composition has been developed through dialogue with our customers from regions with tropical climate.



Tropical is a composition of very heat and drought tolerant lawn grasses, fitting the weather conditions in the southern parts of the Middle East and Asia - the zone with long dry summers and mild winters. The composition includes two types of Tall Fescue, Perennial Ryegrass and an improved Bermuda Grass. They are all recognised by a high turf quality and wear tolerance. Recently DLF-TRIFOLIUM supplied a sports stadium in Bangkok, Thailand, with the Tropical composition.

This unique composition provides an excellent green lawn under strong sun, coupled with an attractive and lush green appearance in the shade. The mixture is available in the DLF brands and the packaging is marked with a sticker as shown below.



## iSeed® – Faster, Stronger and with Less weeds



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The excellent iSeed® results in previous years in forage and sports fields were confirmed this year in turf and golf. Turf growers are able to harvest their fields months earlier because

of iSeed® boosting the root system of the plants. We have seen a reduction of 50% of the normal production time. In addition, iSeed® reduces the Poa annua contamination level, leading to less spraying of herbicides.

iSeed® was very well received at many golf courses throughout Europe. In Denmark “iSeed® Tee” and “iSeed® Green” were introduced in the spring 2009. The feedback from greenkeepers has been overwhelmingly positive because of the increased establishment rate and improved quality of the greens. The range of iSeed® mixtures has been increased by a mixture with 100% Red Fescue and this autumn we launch an iSeed®-treated Creeping Bent Grass. The variety is INDEPENDENCE, which has shown very good results in both US and Europe.

Further research in sports fields confirmed the improved wear tolerance when iSeed® was applied. This means more playing hours without damaging the field.



*iSeed® technology is subject to patents and patent application by Yara International ASA. iSeed® is registered trademark by Yara International ASA.*

Also new forage results confirm the great value of iSeed®. Perennial, Italian and Hybrid Ryegrass were sown at DLF-TRIFOLIUM's trial site near Rennes in France in autumn 2008. Three weeks after sowing, iSeed® treated seed demonstrated a 50% better establishment compared to control. In May 2009 this resulted in an 11% higher yield in 1st and 2nd cut, and a clearly more dense and uniform field. This corresponds to around 700 kg extra dry matter per ha.

## Forage Grasses in South America



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South America is, and will continue to be, a cattle breeding market based on pasture systems on either large or small areas. Producers have traditionally liked to see their cattle pasture in both flat lands and mountains.



Cocksfoot, also known as “curl grass” or “blue grass”, is a quality perennial grass. Used alone or blended with alfalfa it has always been a part of a well-balanced diet for the South American pasture system. However, since it is associated with alfalfa and with high fertility soils, it has constantly been moved from the best agriculture soils to those which are “poor” or marginal. That shift accounts for a decline in its use during recent years. DLF is the company with the best reputation regarding Cocksfoot.

Ryegrass, “ballica, ryegrass” is the grass with the highest growth in the region. It has therefore become the number one choice in cattle breeding lots, both grazing pasture and cut lots. It is also widely used in the professional turf, sports and amenities market.

Sown anywhere up to 3,700 metres above sea level, it is the most adaptable species. Due to its palatability and high quality it is used for sheep, horses, caprines, cows, etc.



Festulolium is selected because of its high resistance to drought and high temperatures. Consequently, it perfectly tolerates the region’s typical summers. It combines the best features of Festuca (rustic and perennial qualities) with the best elements of Ryegrass (palatability and speed of establishment). Having been successfully introduced in Argentina, Chile and Uruguay, Festulolium is expected to have a rapid growth in the region.

## Even Stronger within Research and Development



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Working constantly in strengthening our research and development activities, we have finished the renovation of breeding stations in Didbrook, UK, and in Moerstraten, NL. In the UK we have built a brand new and modern building, and in The Netherlands we have transformed an old cow house into modern research and breeding facilities.



*Grass breeder Chris Taylor inspects the many trials in Didbrook.*

One of the advantages of having grass breeding in the area around Moerstraten is the presence of a black sandy soil type, which makes a perfect seed bed for efficient selection of traits like disease resistance, stress tolerance, and yield. The fields not only include the work of the Dutch breeding team but also the work of breeders from other DLF sites, who wish to test their material under different conditions.

## Microclover® - Your Natural Weed Killer



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Experimental research clearly indicates that growing Microclover® reduces the establishment and presence of weeds. When adding Microclover® to a grass mixture, the presence of Dandelion (Taraxacum), Plantain (Plantago) and Storks Bills (Erodium) was markedly reduced - another advantage of using Microclover in mixtures.



As Microclover® fixates nitrogen from the air, hardly any additional N fertilization is needed when Microclover®

is included in grass seed mixtures. Consequently there is no need for the costs and time involved in spreading fertiliser anymore. Because of the 'slow release' effect of the N fixed by the Microclover®, your field will green up much earlier in spring and it will stay green much longer in the autumn.

Less herbicide, less fertilisers and a better quality lawn - with Microclover® lower inputs and sustainability go hand in hand with a perfect lawn.



With Microclover®



Without Microclover®

DLF-TRIFOLIUM focuses closely on the demands of customers as well as on the market trends of clover and grass seed. Offering one of the world's largest research and breeding programmes for both turf and forage, DLF-TRIFOLIUM is working continually to improve the quality and reliability of all varieties. To meet market expectations, these varieties are tested through a worldwide trialling network for adaptation to different climatic and environmental conditions.

## Masterline Expands in Europe



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You will find Masterline - the professional turf brand from DLF-TRIFOLIUM - in new, attractive packaging. At the same time Masterline is entering new markets in Europe and is now available in more than 25 countries. One of the customer benefits of having a European-wide brand is that Masterline is supported by a comprehensive marketing toolbox.



The seed in the Masterline bags is differentiated from region to region, adapting to local conditions and specific market demands. The brand is supported by local product managers who ensure that the mix of varieties that goes into the bags is of the highest quality and most suitable for the climate of the region in question.

Masterline is offered in mixtures for every need in the professional turf marketplace; sports fields, playgrounds, parks, golf courses or sod/turf production. Please find more information about Masterline on [www.dlf.com](http://www.dlf.com) or on your local DLF website.

DLF-TRIFOLIUM is the world's largest producer and distributor of grass seed. With subsidiaries in Denmark, Sweden, Holland, Belgium, UK, France, Germany, Czech Republic, Russia, China, New Zealand, South America and United States, an extended distributor and customer network serves the markets worldwide.



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