

The Marketing Newsletter Prograss



CONTENTS

SUCCESS OF OVERSEEDING SYSTEM IN AGRICULTURAL GRASSLAND

GOLF IN BULGARIA GROWS WITH JOHNSONS

NEW DLF OFFICE IN MOSCOW

GRASS SEED FOR SKIING IN GREECE!

NEW HIGH RANKING TURF PERENNIAL RYEGRASSES RECOMMENDED IN GERMANY

HORSEMAX – UNIQUE MIXTURES FOR HORSES

NEW LISTINGS IN FRANCE MEET THE NEEDS OF THE FUTURE

ISEED®- THE INTELLIGENT WAY OF IMPROVING ESTABLISHMENT

Success of Overseeding System in Agricultural Grassland



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The trial results show outstanding improvement in grassland performance following a comprehensive three year replicated overseeding trial at DLF-TRIFOLIUM's research and development centre in Gloucestershire, UK.



The trials were sown three years ago to a high output base mixture containing Solid and Citeliac Hybrid Ryegrass with Premium and Calibra intermediate perennial ryegrass. This mixture has performed extremely well over the three years, but where it has been annually overseeded using the various specially designed ForageMax mixtures for Cutting, Grazing and Dual Purpose use, the improvements have significantly exceeded all expectations.

The graph shows that in every respect of quality and yield, the overseeded plots have outperformed the standard three year old mixture where no overseeding has been carried out. All plots have otherwise been treated in exactly the same way. If you consider the D-value and yield alone, the benefits are worth in the region of €400/hectare per year in improved animal performance. The result confirms the success of this system of overseeding young grass to maintain and improve yields and forage quality.

Didbrook Overseeding Trial Results 2007 (Yield)



INFO



BREEDING



SALES



CASES

Golf in Bulgaria Grows with Johnsons



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For many years, the top quality amenity brand Johnsons from DLF-TRIFOLIUM has been setting the standards in the UK for top professional sports facilities. This brand is now available in the rest of Europe.

The rapid growing golf market in Bulgaria is one of the first places where Johnsons has been a huge success. St. Sofia Golf Club & Spa Course Manager, Mr Steve Wood, says that the turf thickened up very quickly despite the huge temperature fluctuations in Bulgaria [+40 to -20 degrees Celsius]. The course was sown with the Johnsons mixtures in mid-October 2006, and by April the following year they were able to play golf on the course.

New DLF Office in Moscow



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Expanding DLF commercial activities in Russia has created a demand for new office facilities. The DLF team in Moscow, headed by Jonathan Sveinbjørnsson, can now welcome customers into its new modern office well situated for transport by car or Metro.



Furthermore, the Russian version of the DLF homepage has been launched in order to optimize customer service for our Russian speaking partners and increase our communication with end users. You can visit our Russian website at www.dlf.ru.

Grass Seed for Skiing in Greece!



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Greece: indigo skies and cobalt seas, languid days and sweltering nights, the land of myths and the cradle of civilisation. More associated with history, holidays and Hercules rather than snow and après ski. But Greece also has a vibrant ski industry centered around the Parnassos Ski Centre (1660 m), who is keen to improve skiing conditions and extend the skiing season – both of which can be achieved with the correct use of the appropriate turf grass mixture. To this avail, the local Top Green distributor in Athens was contacted and asked to supply a suitable mixture.



Top Green has built up a considerable expertise in this area and has been supplying grass seed mixtures to major European resorts in the French and Italian Alps for more than 15 years. More recently it was involved in supplying seed to the Cairngorm resort in Scotland.

Calling on this expertise and the experience of working on the Greek sports turf market, Top Green put together a specific mixture for hydroseeding made up from DLF bred cultivars. The mixtures were applied early last autumn ready for the winter season and have proved to be a big success already improving skiing conditions by holding the snow in place and levelling out small imperfections in the piste surface. In the springtime the grass will reduce erosion as the snow melts and will help improve the conditions for walkers and summer tourists.

New High Ranking Turf Perennial Ryegrasses Recommended in Germany



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The new issue of the German recommended list for turf grasses RSM has been published. Changes in the new edition include the upgrade for the use of varieties of *festuca rubra* commutate and *trichophylla* as well as for *poa pratensis* in the

mixtures. This is all for the benefit of using better varieties for the professional market and is in line with the breeding efforts carried out by DLF-TRIFOLIUM.



The new RSM list published three brand new perennial ryegrass varieties from DLF-TRIFOLIUM: Fine leaved ornamental variety CASSIOPEIA has very good disease resistance and a nice deep green colour; all purpose variety ELSINORE has a very high wear tolerance; and for sports use, hardwearing qualities were confirmed by the high Bingley ranking for HIMALAYA.

HorseMax – Unique Mixtures for Horses



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There are several million horses around the world – all of them need feed from grass and a place to exercise. DLF-TRIFOLIUM offers horse paddock mixtures for a wide range of areas and has already gained a lot of experience in this particular segment. We have now put all this experience into a new brand, HorseMax, which in one word says that it is the best mixture for horses.



Many horse owners know a lot about horses, but have only limited experience with establishment and maintenance of grassland. Therefore we not only offer guidance in choosing the right mixture, we also offer a basic guide on how to get the field established in the best way.

Over the coming year, HorseMax will be introduced in Denmark, UK, Benelux, France and a number of countries in East and Central Europe with:

- A new glossy bag with basic instructions in five languages
- A poster for point of sale
- A folder with advice regarding the establishment of horse paddocks
- Intensive use of the Internet with updates and detailed advice
- Articles, letters, etc. to relevant magazines and customers

We believe that before long, HorseMax will be the most popular grass seed mixture for horses in Europe.

New Listings in France Meet the Needs of the Future



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Turf

Three new varieties of slender creeping red fescue have been listed: AMARONE, VALDORA and TOUCAN. This is in direct line with the future of more sustainable golf as red fescue is a low input species.

Forage

Improved rust resistance and impressive yield are characteristics that all new listings of forage varieties have in common.

Perennial ryegrass

No less than seven brand new perennial ryegrass varieties have been listed. Perennial ryegrass is the most important perennial forage grass species offering quality and yield: ALUTUS (2n intermediate), MEZO (2n late), CATABI 1 (4n intermediate), CHIFORD 1 (2n late), ALCANDER (4n late). And two tetraploids (one intermediate and one late) await name approval. So new, high quality perennial ryegrasses will be available in all important heading segments.



Italian ryegrass

Two new varieties have been approved; diploid KURI 1 and tetraploid ELVIS.

Annual/Westerwoldicum ryegrass

One diploid variety awaits name approval.

Red clover

Two new diploid varieties have been approved; VENDELIN and SUEZ. Type-wise they are in the core of the red clover market – both ideal in terms of dormancy/earliness.

iSeed® - the Intelligent Way of Improving Establishment



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iSeed® is a patented nutrient seed coating solution focusing especially on the improvement of nutrient utilization during the early stages of plant growth. iSeed for grasses is exclusively marketed by DLF and is used for both forage and lawn/amenity grass seed mixtures.

Feed per Seed

Grass seeds are small and contain very little stored nutrients. Grass seed is often sown into cold soil with low availability of P (and N). With iSeed®, every seed gets its own coating of nitrogen and phosphorus and utilizes it efficiently for germination. Strong, early growth is important for even plant establishment and success in competing with weeds and overcoming stress. Existing fertilizer coats contain 1-2% N at maximum. Higher levels are phytotoxic. iSeed® contains up to 20% N, without harming the seed or seedling.

Efficient nutrient utilization

Fertilizer can be applied in several ways: broadcast, band, in seed row or as a seed coating. Phosphorus, as a pre-seeding application, is very important for early establishment. When broadcasting fertilizer, the utilization rate of phosphorus generally is 5-10%. Band application below the seed row may increase this to 10% and placing the fertilizer in the seed row to 15%. Placing the fertilizer in a seed coating is most effective and the utilization rate will then be increased to 20%.

The latter three methods may also act faster than broadcast application, as the fertilizer is applied in the soil. This is an advantage, especially when overseeding.

Phosphorus in soil is easily fixed into forms that are unavailable for plant uptake, so the closer the seed is to the nutrient, the better the utilization rate. With iSeed®, the key nutrients are attached to the germinating seed and developing roots, thus the nutrients are taken up fast and efficiently. The roots and shoots grow rapidly and the seedlings become strong and vigorous. This improves use of all available soil nutrients and decreases nutrient losses to the environment.



iSeed® technology is subject to patents and patent application by Kemira GrowHow Oyj

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.

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

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SEEDS & SCIENCE

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