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## Brazilian pitches are well prepared for the 2016 Olympic Games

Seed from DLF is returning to the sports surfaces of Brazil for the second time in two years. Following the success of the seed used at the 2014 World Cup, DLF have been chosen to help Brazilian groundsmen prepare their stadiums for the footballing element of the world's largest celebration of Sport and Athletics

## Building on the success of 2014 World Cup

The pitch preparations include the venues hosting the women and men's football and rugby-seven tournament. August is Brazil's cool season, so turf preparations must overcome the grasses natural dormancy. The solution was to adopt the same grass technology used in 2014; overseeding with a special turf mixture developed through DLF plant-breeding research. The mixture, which has proven to be optimal for the Brazilian climate and geography, provides a perfect and uniform playing surface for all matches of the tournament. It includes the top-performing perennial ryegrass varieties and exclusive 4turf® technology.

-We are proud to offer our grass seed technology for this major sports event. Based on the excellent pitch performance at the 2014 World Cup in Brazil, we are confident that the pitch quality will fulfill the high expectations, says Søren Halbye, CCO in DLF Group.

## Brazilian organizers very pleased with preparations

DLF are working closely with the grass specialists and professional contractors responsible for the pitches in Brazil, who are experienced in optimising the local sports pitches. The experiences from the precious World Cup tournament being a great benefit.

Alexandre Vieira dos Santos, part owner of Greenleaf Gramados, the company installing most of the pitches hosting the Olympics', says:

- -Our main challenge is to get all pitches looking good and into perfect shape during our winter season. Brazil is a huge continent and the logistic challenges of getting products from the North to the South are immense. Back in 2013 at the Confederation Cup, prior to the Word Cup in Brazil 2014, we identified the high-performing ryegrass mixture from DLF to have the best overseeding performance.
- -The key features we consider are the best adaptability to different climate zones and a good shadow tolerance, which is critical given the architecture of the stadiums. Our experience with the pitch preparation and outstanding results at the 2014 World Cup has given us a key advantage for preparing the pitches for the 2016 Olympic Games.



- -The pitches will be under intensive pressure, some of them hosting 10 games during 10-14 days, so we cannot compromise on grass quality. We have been working with the sports perennial grass seed mixture from DLF for several years now, and we know we can rely on its performance and high wear-tolerance during the competition
- -Overseeding has become a regular practice between April and August, the autumn and winter period in Brazil, in the South amnd Southeast regions in Brazil
- -Our professional groundsmen teams are very satisfied with the pitch preparations for the Olympic Games, and we can promise excellent grass pitches for the athletes for the 2016 Olympic Games.

## Turf technology improves with 4turf®

The global plant-breeding network of DLF is the driving force behind recent scientific advances within turf grass. The 4turf® technology is at the heart of those performance improvements. 4turf® is a tetraploid perennial ryegrass characterized by rapid establishment, high tolerance to disease, temperature and drought stress, a deeper root system, and a deep green colour. 4turf® gives groundsmen the characteristics they look for in a world-class sports pitch.

Sports turf managers around the world can benefit from the same 4Turf Tetraploid rye technology used in Brazil. Contact your local DLF representative to learn more about the 4turf mixtures suitable for your region. These mixtures are ideal for the autumn renovation of winter playing surfaces.

<u>DLF</u> is the global market leader in the grass seed industry with 800 employees in 13 countries. The company has a worldwide breeding network as well as production and sales of clover and grass seed to more than 80 countries worldwide. Owned by 3.500 Danish farmers. The DLF group has a revenue of 450 Million Euro.

- 7 Stadiums hosting 58 women's and men's and matches at the Olympic Football tournament from 3 August 20 August 2016
- 16 national men's football teams and 12 women's football teams will compete for the gold medals
- The Olympic Stadium in Rio de Janeiro will host the athletic disciplines
- The 2016 Olympics' in Rio takes place from 5 August 21 August 2016

We wish your favourite team all the luck in the tournament!