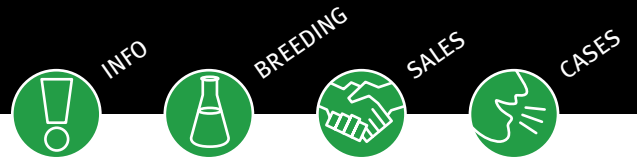




PROGRASS

THE MARKETING NEWSLETTER

Denmark, September 2005



Grassland Review

Launch of GrassMax overseeding - giving up to 30 % improved yield in grass production.

Outstanding festulium varieties

Up to 52 % more feed in Perun and Hykor compared to perennial ryegrass.

Additional DLF-websites in the future

More DLF subsidiaries are launching their own market specific website.

New approval of varieties

Further listings support the sale and marketing in Poland, Germany and Croatia.

Record number of new varieties launched

Again this season we are launching a record number of brand new varieties and thus renewing the "state of art" in grasses.



Has to be seen to be believed

DLF-TRIFOLIUM puts a great deal of effort into breeding for low maintenance and reduced use of fertilizer on turf. Both goals have been fulfilled with the development of the new Microclover.

Microclover is a very small-leaved clover which grows down between the grass plants in the lawn. With Microclover in the lawn, you are ensured a green lawn all year round. Microclover spoon-feeds the grass with nitrogen, substantially reducing the need for fertilizer. Together with the grass, the clover makes the lawn very healthy, dense and weed-free.

Since, unlike all other white clover types, Microclover tolerates close mowing, it is also highly suitable for golf courses and football fields. Microclover has been tested extensively and is recommended by leading experts in the UK and Denmark.

Microclover was successfully launched last season in the British market, and it will be launched this year in a number of markets throughout Europe as well as the United States. Microclover is sold in mixtures with high quality grasses from DLF-TRIFOLIUM.

For more information on Microclover, please contact your DLF-TRIFOLIUM area manager or the marketing department on +45 4633 0300



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Grassland 2005 in the UK

Launch of GrassMax overseeding - giving up to 30% improved yield in grass production



Miranda Chambers
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The triennial event attracted more than 12,000 visitors. Exhibitors were impressed by the quality of visitors, and their commitment to further their businesses as well as a lot of optimism among dairy farmers about the future.

Oliver Seeds were very busy with a steady stream of customers visiting the stand and inspecting the very impressive plots. "We had genuine discussions with livestock farmers - sheep, beef and dairy - as well as arable farmers talking about stewardship issues," says Rod Bonshor.



On the DLF-TRIFOLIUM stand, visitors, both UK and International, were able to witness the launching of DLF-TRIFOLIUM's "GrassMax" - a new system of overseeding which has generated great interest so far in the press and with customers. This was supported with demonstration plots and a free DVD explaining the merits of the system. "Unlike traditional methods of overseeding, the system focuses on overseeding young swards by topping up the productive species before weed species have had a chance to develop within the sward. Therefore the yield benefits of Hybrid and Tetraploid grasses have been fully utilised without the need for full reseeds.

Trials have shown that following the overseeding system has increased the output of young swards by up to 30%. "As a result of extensive trials, in conjunction with Kockerling Grass Harrows, we have developed four specialist mixtures", explains Tim Kerridge. "These include a base mixture and three overseeding mixtures for different situations."

Outstanding festulolium varieties



Ole Grønbaek
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Two varieties of festulolium, Perun and Hykor, completed three years of trials in Denmark in 2004 with great success. Perun outyielded perennial ryegrass by 23% in the third year, and Hykor produced no less than 52% more feed than good perennials.

This has certainly been noticed by Danish farmers and advisers, who are eager to try the two new ELITE mixtures we have made with festulolium. The new varieties are being introduced at a time when more and more grass in Denmark is being used for cutting - so the timing is perfect, as both Perun and Hykor are genuine cutting types.

We believe in this species for the future, and we have made application of two more varieties of festulolium, Achilles and Perseus.



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Combining the properties of ryegrasses and fescues is not a new idea. In fact, nature has been doing this for thousands of years, as have plant breeders for decades. But the breeders at DLF-TRIFOLIUM have intensified their work over the last years, and the result is varieties with properties not found in any other single species.



Two crossings are of particular interest:

Lolium multiflorum x *Festuca arundinacea*: varieties such as Hykor, Felina and Lofa

Lolium multiflorum x *Festuca pratensis*: varieties such as Paulita and Perun

These crossings were made by plant breeders and then followed by backcrossing to one of the parental species. The result is a wide range of types represented in the different varieties, expressing the strong features of both parents.

Further development of websites



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In December last year we launched the website www.dlf.com together with a relaunch of www.dlf.dk. Both websites have been very well received.

The website www.dlf.dk is in Danish and is aimed at the Danish forage market, but also at Danish seed growers. It is being used as an information and marketing tool alongside our other communication parameters. www.dlf.com is a corporate website which targets both customers and end-users worldwide. It contains news and general



information about the company, but it also contains specific information about the products and about R&D.

DLF INTERNATIONAL SEEDS was the first subsidiary to gain a new website in the corporate image, launching the site this spring www.dlfis.com.

Within the coming year you will see new DLF websites from DLF Group China, DLF-TRIFOLIUM Germany and DLF-TRIFOLIUM UK, and we will also have a Russian website for DLF-TRIFOLIUM.

New listings



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Even though most decisions on new listings are made during winter in many countries, we have good news to report in this issue of Progress.

Germany



Two new forage varieties have been listed. STEFANI - a late diploid - is simply the best-yielding diploid perennial ryegrass on the list in summer and autumn production: a very important character in summer feed production. KENTAUER - an intermediate tetraploid and a conservation type - has given outstanding yields.

In addition to the previously listed three turf varieties this year, we have also had the perennial ryegrass BELLAMINI listed with a high ranking at RSM for broad and universal use.



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Poland



No fewer than 11 varieties have now been approved for listing after a long and thorough testing period. Among these we mention the important forage varieties TELSTAR and GONDOLIN and the turf varieties BROADWAY and SAKINI.

Croatia



The Balkans have become an important area of seed business for DLF-TRIFOLIUM, and we have invested heavily in the application of varieties there. The return is that we have now had a further 17 turf varieties approved in Croatia. We are talking here about varieties from medium to very high quality, which makes it possible for DLF- TRIFOLIUM to serve all levels of the market in a superior way.



Record number of new varieties launched - again



Mogens Toft Jensen
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Last year DLF-TRIFOLIUM was able to launch no fewer than 15 brand new varieties - the highest number ever. These included a range of dark green turf perennials. These varieties will of course be available in considerable quantities this year. On top of this, we are repeating the success this year with another 15 new varieties for which seed is now available. We are fortunate to have all these new varieties, which makes it possible for us, together with our customers, to renew the state of the art in grasses and the benefits thereof.



New varieties	Use	Market	Strong side of variety
Suez - red clover-2n	Forage	All	New 2n - productive and persistent
Winnetou - timothy	Forage	UK	Intermediate to late, very high quality
Ikaros - early perennial 2n	Forage	D	High yield also in late cuts. Good rust resistance
Kimber - early perennial 2n	Forage	UK	Strong early spring growth and good ground cover - also for grazing
Kentauer - interm. perennial 4n	Forage	DK, F, D	Very high yielding conservation type. Good rust resistance
Citeliac - hybrid ryegrass	Forage	UK (GrassMax)	Dense perennial type - also for grazing
Fox - italian ryegrass-2n	Forage	UK, F	High annual yield and very good early spring growth + density
Trocadero - italian ryegrass 4n	Forage	DK, N	Fast establishment and growth for more short utilisation
Emmeraude - tall fescue	Forage	F	Very high yielding conservation type
Donata - cocksfoot	Forage	All	Late - persistent, dense and less aggressive growth
Cleopatra - perennial ryegrass	Turf	D	Highest rating on RSM for wear
Jessica - perennial ryegrass	Turf	D, UK	High quality ornamental type
Tapiola - perennial ryegrass	Turf	UK, D, F	Top wear tolerance in UK
Capriccio - chewings fescue	Turf	All	High quality - top-rating on RSM
Legende - chewings fescue	Turf	All	High quality and probably high seed yield