

PROGRASS

THE MARKETING NEWSLETTER Special edition

Denmark, July 2006



Enthusiasm at the field day... ...and delicious cuisine in the evening

We welcomed more than 170 customers at our field day on 28 June 2006, and hosted more than 340 guests in Tivoli in the evening. Our guests came from more than 45 countries from all over the world and we would very much like to thank you all for contributing to make it a successful and enjoyable day.

We have selected some of the best photos from the day for this issue of Prograss and we know many of you managed to find photos to take home from our ISF exhibition booth.

According to replies from you and our colleagues, the following issues had the greatest response :

Biotech work

The enthusiasm and interest among our customers clearly showed us that we are on the right track. Public acceptance of GMO products is increasing in these years, and we will continue the biotech work in order to launch products in due time.



Salt tolerance

Salt tolerance is also part of our biotech program although some selection can be done in our traditional breeding towards more salt tolerance.

Water as a resource will be crucial in most parts of the world, and it will be necessary to use less clean water when maintaining green areas.

Microclover

This was the “baby” to show to our guests and it was an eye-opener to many. Using the new microclovers from DLF-TRIFOLIUM solves many problems in terms of maintaining green areas with lower input.

Festuloliums

Sharing the traits of both festucas with high stress tolerance and loliums of high quality, festuloliums are some of the clear winners in future sustainable agriculture demanding a high quality. Bearing this in mind, it was not a surprise that our guests had a lot of questions, and having a unique palette of types and varieties we will be able to give the answers.





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INFO



BREEDING



SALES



CASES

