

Growth



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Growth and expansion in the DLF-TRIFOLIUM Group. DLF-TRIFOLIUM has extended its grass seed activities.

New Group Executive Board of DLF-TRIFOLIUM - two new members appointed.

How to boost the milk yield with CutMax. Case story from Russia.

DLF-TRIFOLIUM UK wins award for new Johnsons' product at Glee 2006.

Meet the new Head of the DLF-TRIFOLIUM Rep. office in Moscow.

New approval of varieties. Further listings support the product portfolio.

The DLF-TRIFOLIUM Group consolidates its position as the world's largest grass seed company through its acquisition of Advanta Seeds' grass seed activities within research, field production, seed conditioning, and wholesale.

"The acquisition of the grass seed activities of Advanta Seeds complements our product portfolio and allows us to further benefit from economies of scale for the benefit of our owners and customers," says Truels Damsgaard, CEO of the DLF-TRIFOLIUM Group.

The seller of Advanta Seeds is Limagrain-Verneuil Holding, part of Groupe Limagrain. In the deal, Groupe Limagrain acquires the arable crop business of the DLF-TRIFOLIUM Group outside of Denmark.

In addition, DLF-TRIFOLIUM takes over the majority stake in the French company Top Green. Top Green has a leading position in the French professional amenity market. DLF-TRIFOLIUM now controls 66.6% of Top Green, and Vilmorin, a Limagrain controlled company, controls 33.3%.

For the DLF-TRIFOLIUM Group the transactions constitute

- Focus on core business; and
- Strengthening of distribution network as Limagrain continues to distribute a range of DLF-TRIFOLIUM's grass seed varieties on important European markets, for certain varieties on an exclusive basis.



CEO of DLF-TRIFOLIUM, Truels Damsgaard (first on the left) and CEO of Limagrain Verneuil holding S.A., Jean-Christophe Gouache (first on the right) are signing the deal.

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Three Seats in the New Group Executive Board of DLF-TRIFOLIUM



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Truels Damsgaard, age 47, has taken over as CEO on 1 August 2006 upon the retirement of CEO Aksel Nissen. Since 1995, Truels Damsgaard has been a part of the DLF-TRIFOLIUM A/S Executive Board.

The Board of Directors of DLF-TRIFOLIUM A/S has appointed Morten Andersen, Chief Financial Officer, age 46, as member of the Executive Board of DLF-TRIFOLIUM A/S. Morten Andersen is also a new member of the Group Executive Board assuming responsibility for the finance, IT and the personnel department.

The board has also appointed Gert van Straalen, age 53, as new member of the Group Executive Board. Gert van Straalen is managing director of the subsidiary company Innoseeds Group. In the Group Executive Board, he will assume the responsibility for the R&D activities of the Group next to his responsibility for the Innoseeds Group.



From the left, CFO, Morten Andersen, CEO, Truels Damsgaard and Gert van Straalen, Managing Director of the Innoseeds Group.

CutMax boosts milk yield in Russia



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The 2,500 cows on Rozhdestvo Farm do not complain about their diet. A major part of it consists namely of silage based on the CutMax mixture from DLF-TRIFOLIUM and with an average daily milk yield around 25 kg per head (close to 10 tonnes per year), the herd really pays back the investment in good grass fields.



Farm Manager Lorin Garms and his team changed from older traditional Russian mixtures to CutMax two years ago and the result showed up immediately as higher yields - three cuts/year instead of one - perhaps two - and better forage quality. The Russian Agronom Mr. Funk, responsible for all crops said;

“We have never seen anything like these CutMax fields and have only rarely been able to get more than one cut from our previous Russian grass fields. The fields look so good that we have a joke saying that we would like to eat it ourselves.”

At the same time they invested in cattle from mainly Denmark in order to improve the genetic basis for the milk production.

Rozhdestvo Farm is situated in Vladimir region, 150 km east of Moscow and was established in 2004. There are approx. 2,500 Holstein-Fiesian dairy cows and 4,500 hectares of which around 500 are grassland. It is planned to reach 3,000 cows in the near future and

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to continue to have grass silage based on mixtures from DLF-TRIFOLIUM as the main part of the feed ratio - combined with concentrates.

CutMax is a very productive mixture from DLF-TRIFOLIUM consisting of perennial ryegrass, red clover, timothy, cocksfoot and festulium and it has proven its worth under many different climatic conditions. At Rozhdestvo Farm in central Russia, the third year field showed a fine balance of the sown species, clearly showing the good winter hardiness of perennial ryegrass varieties from DLF-TRIFOLIUM.

CutMax is one of the mixtures in the ForageMax series from DLF-TRIFOLIUM. They are designed to deliver high quality feed under different climatic conditions and do always consist of varieties tested and approved in the area where they are sold. There are ForageMax mixtures for all regions from cold to hot and from dry to wet. For further information, please look on our website www.dlf.com/Forage/ForageMax.



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How to Have a Lovely Lawn

- It's Sow Easy with Johnsons



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Our presence at GLEE 2006 (the garden, leisure and pet industry gathers every September to keep up to date with the latest product launches and retail ideas) was bigger and bolder than ever with dynamic graphics designed to entice visitors on to the stand, as well as the opportunity to view the new range of Johnsons Garden Care products.

A team of 15 expert judges selected Bio Active Lawn Feed by Johnsons Lawn Seed (DLF-TRIFOLIUM) as winner in the category Garden Care - Growing Aids & Equipment.



Considerations for the decision included product innovation, design and originality, how well products met consumer needs and any unique features or technologies setting the product apart from competitors.

Bio-Active Lawn Feed is a combination of slow release fertiliser fortified with naturally occurring mycorrhizae fungi and beneficial soil bacteria. It is available in a 2kg spreader bag and a Spring/Summer and Autumn formula.

Another novelty presented at GLEE by DLF-TRIFOLIUM was a step by step guide on how to achieve a LOVELY LAWN on DVD. The DVD is available for any consumer writing in and requesting a copy or as a download from the recently launched website www.johnsonslawnseed.com. Garden Centres ordering sufficient pre-season stock will be entitled to a free DVD player and the new DVD for in-store use. For more information, go visit our new website www.johnsonslawnseed.com, which has just been launched.



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New Head in Moscow Office



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On 1 October this year, Jonathan Sveinbjörnsson took over as head of the DLF-TRIFOLIUM Moscow office replacing Jan Gottlieb.



Jonathan, age 32, holds a Master of Business Science degree from Copenhagen Business School.

Jonathan knows Russia as he studied at Plekhanov Russian Academy for Economics and worked at the Danish Embassy in Moscow in 2000.

New Listings and launches



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White clover through the eye of a needle in Switzerland

Two brand new white clover varieties have now been approved. Both have a fast establishment and development that helps in the competition of grasses.

New quality varieties in Poland

The turf perennial variety NIKOLIN and chewing fescue variety GREENSLEEVES have now proved their superior quality under the tough Polish climatic conditions. COCKSFOOT NIVA - one of the most most winterhardy cocksfoot - has gained approval.

Further additions to the Lithuanian market

The dense and winterhardy tetraploid forage perennial ryegrass, TURANDOT, is now listed. In turf, the two high quality perennial ryegrass varieties MARGARITA and GREENFAIR have gained approval together with the outstanding chewing fescue variety CALLIOPE.

New early tetraploid perennial ryegrass in Germany

In some regions with concentrated dairy production, the trend is towards more conservation. Early perennial ryegrass fits in many ways here, but lack of production in summer is characteristic for most existing varieties. NEPTUN - a brand new early 4n variety from DLF-TRIFOLIUM - breaks this link and is now approved in Germany with the highest score for summer production.

New varieties to be launched this season

With the 8 new varieties mentioned below, DLF-TRIFOLIUM has launched no less than 38 new varieties within forage and turf over the last three seasons. This is a unique situation for both our customers and us and leads to a superior portfolio for mutual benefit.

New varieties	Use	Market	Strong side of variety
Stefani - late perennial 2n	Forage	D, DK	Highest summer and autumn production
Bellamini	Turf	D/all	High ranking for broad and universal use
Almerita - strong creeping red fescue	Turf	UK, F/all	In the top 5 of the Bingley list with high resistance to red thread
Dumas 1 - hard fescue	Turf	F/all	Simply top of the French list of turf varieties with outstanding quality
Greensport - Poa pratensis	Turf	N	Very slow regrowth and with a very good summer greenness
Kontiki - tall fescue	Turf	D/all	Very fine leaved, dense and low growing
Jorvik - brown top bent	Turf	D/N, S, FIN/all	Very fine leaved, dense and low growing
Polana - brown top bent	Turf	D/CZ/SK/all	Very slow growing, dense, with high resistance against red thread