

The Marketing Newsletter Prograss



CONTENTS

VERY POSITIVE EFFECTS OF ISEED®
IN FORAGE AND TURF

SHINING STARS IN TURF FROM
DLF-TRIFOLIUM

NEW HIGH RANKING TURF PERENNIAL
RYEGRASSES RECOMMENDED IN GERMANY

GRASS PASTURES OUTSHINE CORN
FOR DAIRY COWS

OVERSEEDING DEFINITELY PAYS

BEIJING OLYMPIC GAMES 2008 WITH
DLF GRASS

OVERSEEDING OF BERMUDAS WITH
DLF VARIETIES DOES WONDERS

Very positive effects of iSeed® in forage and turf



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iSeed®, the nutrient seed coating for grasses, has been successfully tested in independent field trials in many European countries. In forage, the yield potential of new high yielding forage varieties can be realised more efficiently with iSeed®. First results indicate a yield increase of 5% in the first year.

iSeed® contains 20% nitrogen in the coating. As the seed weight increases by 100%, the end product contains 10% N and 2% P in total. Depending on the sowing rate, considerable amounts of fertiliser can be applied through iSeed®. From a normal seeding rate of 3 kg grass seed/100 m² in turf = 6 kg iSeed/100 m². This means about 60 kg N/ha!



With iSeed®



Control

In turf, iSeed® shows higher numbers of seedlings as well as faster germination and establishment, resulting in a denser sward containing fewer weeds. This means a sports field that can be played on earlier. In the UK the STRI concluded after field trials in 2006: "The iSeed treatment significantly affected establishment and growth, improving the rate of both."

Additional benefits of iSeed® for both turf and forage are the combined application of seeds and fertilisers, which saves time and money. And finally, the fast and slow release fertiliser ensure a more even and constant grass growth during several weeks.



iSeed® technology is subject to patents and patent application by Kemira GrowHow Dyj; iSeed® for grasses is exclusively marketed by DLF



INFO



R&D



SALES



CASES

Shining stars in turf from DLF-TRIFOLIUM



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New turf varieties from DLF Genetics have consolidated our unique position on recommended lists throughout Europe – a position that we are very proud of. For most customers it is well known that there are regional lists for turf grasses recommendation. Results from these lists are used also on a broader scale to evaluate the overall strengths of the varieties.

These new unique varieties will be added to the top ranking portfolio of varieties used in the very best mixtures from the DLF Group. Using these mixtures ensures that customers and end-users achieve the very best result.

Perennial ryegrass **DICKENS 1** has obtained the highest score of visual merit of all varieties on the UK STRI list. At the same time, it has got the highest possible recommendation for lawn and sports on the German RSM list = two times 9 and a premier position as a new variety on the Dutch Grasgids.

Perennial ryegrass **BERLIOZ 1** has also entered the Dutch recommendation list as well as at the top of the UK STRI list.

Perennial ryegrass **DYLAN** has taken the position as No 1 on the French turf list for both sports and lawn purposes - an exceptional position!

Strong creeping red fescue varieties **ROSSINANTE** and **GREENVIE** share the top of the UK STRI list with a considerable gap before the next varieties. **ROSSINANTE** has also been recommended in the German RSM list with the highest score among strong creepers. Never before have such dense rubra rubras been available on the market.

Smooth stalked meadow grass **MOZART 1** is now No 1 among new varieties on the Dutch Grasgids and more countries will be added. **MOZART 1** is followed closely by the new variety **GAUDI 1** within the same species.

Browntop bent **JORVIK** and **POLANA** are at the top of the German RSM list. **JORVIK** is leading recommendations for all Nordic countries.



New high quality forage varieties in Germany



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New forage grass listings from DLF Genetics again show another significant lift in quality. Six new varieties have been approved for listing and two have been decorated with an “M”, the extra recommendation for low land/moor. The special trial for “M” takes place in the northern part of Germany on four different moor locations under practice conditions. The varieties with an “M” have proven to have a very high persistency and a high degree of ground cover under the harsh moorland conditions.

GENESIS – not named after the orchestra – is a diploid early variety and it “rocks” the boat in terms of outstanding dry matter yield and rust resistance.



MOVANA – also an early diploid variety with persistence and a high level of rust resistance.

INDICUS 1 - really an incredible variety. This diploid intermediate variety is higher yielding in the first cut than any other variety on the German national list and at the same time it has such a high persistency and density that it gets an “M”. This is almost like a Swiss army knife in quality and flexibility!

The new perennial ryegrass **DEXTER 1** got an “M” as well. It is a very dense variety with very few holes in the sward even after four winters. Furthermore, it has got an early spring growth combined with a high yield in the first cut. The very high density is even more remarkable as **DEXTER 1** is a tetraploid intermediate type.

NIAGARA – also a new intermediate tetraploid variety. Like **DEXTER 1**, it has an outstanding persistency.

In the late diploid group, the variety **KETARION 1** has been approved. This is a variety with a fantastic combination of all important characters like yield, rust resistance and persistency.

Grass Pastures outshine corn for dairy cows



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The present situation

In the month of January 2008, the USA exported more tons of nitrogen fertilizer than in the previous six years combined. Coupled with this is the global grain shortage which has driven the cost of the traditional American dairy farmers' feed inputs to record high levels. These factors have caused many dairy farmers to re-think the way they are feeding their cows.

There have always been a few people on the fringes of the industry who have maintained pasture based dairies that have almost been shunned by the traditional dairy producers. However in recent months, those pasture based dairies have been considerably more profitable than their traditional grain based counterparts. This increase in profitability comes from a lower feed cost as well as having cows that are healthier longer, resulting in excess heifer calves that can be sold. All the while milk production can be maintained at a very respectable level.

Recent changes in forage testing procedures are showing the true potential of some of the varieties in the DLF portfolio. For instance, LOFA festulolium has a similar feed quality as corn grain in the new testing system. This concept is difficult for many US trained nutritionists to believe, even though nutritionists familiar with feeding systems in Europe and New Zealand have been saying this for years.

All of these exciting changes have created a huge demand for high quality forage grass varieties that are likely to change the way America feeds dairy cows for years to come. DLF International Seeds has been working closely with forage testing labs as well as educating dairy nutritionists and consultants on the value of using DLF varieties.

History

Historically in the USA, dairy cows have been confined to feedlots and fed high amounts of corn grain and corn silage. Many experts have questioned the wisdom of this feeding approach due to health concerns for the cows and the environment, but



the low cost of corn and its associated inputs have made this feeding regime the standard for US dairy production. The average number of lactations in the US is about two. That means dairy cows are culled at just over 4 years of age and must be replaced. Historically, forage grasses were seen more as filler in a dairy ration than a key component.

Overseeding definitely pays



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In the February issue of *Prograss*, DLF-TRIFOLIUM trials in the UK showed benefits for the farmer using overseeding of around € 400 per hectare. This is due to better output per animal based on a very fruitful combination of higher yield and better feeding value as a result of the introduction of new plants in the sward.



The same positive results have been obtained from other parts of Europe as seen below.

- In a long-term experiment at the Crop Research Institute in Prague, Czech Republic, direct sowing of mixtures into permanent grassland was repeated every 3-5 years over a period of 15 years. The result was that dry matter yield on average increased by 1.2 tonnes/ha per year – extra 17% forage – compared to the original permanent field. In this trial it has been concluded that direct sowing into grasslands is an important technology for the production of quality forage for cattle, also by the introduction of legumes into grasslands.
- At the Lithuanian Institute of Agriculture, a 15-18 years old sward (consisting of 10-20% clover, 25-35% weed and the rest grasses) got better feeding value by overseeding or reseeded. The main reason is more clover and less weed in the renewed pasture.

Read more about the GrassMax overseeding system from DLF-TRIFOLIUM on www.dlf.com under ForageMax.

Beijing Olympic Games 2008 with DLF grass



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"Green Olympics" is one of the 3 themes of Beijing 2008 Olympic Games. Greening and landscaping is one of the important methods to reduce air pollution. DLF turf grass will contribute to realise this "Green Olympics" theme.

From the window of our office building in Beijing we can see the almost completed main stadium for the Olympic Games in August – the Beijing National Stadium (Bird's Nest). The stadium will be finished this month (May) and the greening projects of all the Olympic stadiums, villages and parks will be ready by the end of June.



DLF is now the largest grass seed supplier of imported grass in China, and a number of turf farms in the area of Beijing are working with varieties delivered from DLF for their production. This includes Kentucky Bluegrass like Merit, Rhythm and Conni and Tall Fescue like Starfire, Bingo, Eldorado, Starlett, Houndog 5 and Cochise. These high quality varieties will be used for the Olympic greening projects.

Overseeding of Bermudas with DLF varieties does wonders



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Bermuda grass, which belongs to the so-called warm season grasses, goes dormant and turns brown during the colder wintertime (below approx. 15 °C). Overseeding with cool season grasses, which can grow under lower temperatures, is often done on golf courses in order to ensure a lush green surface to play on.



Dubai Creek Golf & Yacht Club has been using perennial ryegrass All Star III (on the way in Europe) and Poa trivialis Sabre III (Sabrena 1 in Europe) in autumn 2007 and the result is astonishing as seen from the photo. Golfers are really enjoying this perfect course.

During increasingly hot temperatures in spring, the Bermuda wakes up and the course turns into a Bermuda course again.

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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