

The Marketing Newsletter Prograss



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NTEP Results Validate Our Success

By Steve Reid — DLF-IS Chief Breeder USA

The 2003 National Turfgrass Evaluation Test of Bentgrass and Fine Leaf Fescues is in. Out of 20 creeping bentgrasses entered into the Putting Greens test, **CY-2** ranked first for turf quality on sand-based greens, and tied for first in the 1/8" mow height tests. **Cobra 2** had the best performance in the 9/64" to 5/32" mow height tests. Our velvet bentgrass **Villa** ranked first. It was exceptional across the board, ranking first also on soil-based greens, dollar spot resistance and under low mow heights. In the fairway/tees test, our colonial bentgrass **Green Time** was in the top two varieties in the Northeast, Transition and North Central areas. **Tiger II** was the number one variety

in the Upper West/Mountain region. In the Fine Leaf Fescue test, our strong creeping red fescue entries performed quite well with **DLF-RCM** being the top ranked variety under shade, and **Class One** ranking third under traffic. Two of our newest strong creeping and chewing fescues were also entered into the 2008 Fine Leaf Fescue tests.

2004-2007 NTEP Trial for Bentgrass Quality	
Tested on sand green at 11 locations in the US & Canada	
	MEAN
CY-2	6.4
TYEE	6.3
PENNA-1	6.2
ALPHA	6.0
PENNCROSS	5.0
LSD = 0.3 Scale 1-9; 9=ideal	

Preliminary results were also released for the 2004 Perennial Ryegrass NTEP where **Derby Xtreme** and **AllStar 3** continue to shine, ranking 8th and 9th out of 120 entries. In the 2005 Kentucky Bluegrass NTEP, an experimental variety from our parent company in Denmark is leading the way, followed closely by **Rhapsody**, which currently ranks 6th among 110 entries. In early results for the 2006 Tall Fescue NTEP, **Fat Cat** is ranking 22nd, followed closely by **Jamboree** and **Aggressor**. Be sure to keep up with the latest results at <http://www.ntep.org>.

FORAGE RESULTS

Our festuloliums continue to perform well in Ohio. In the 2004 Ohio State trials **Hykor**, a fescue-type festulolium, ranked first in dry matter yield per-acre after four harvest years when compared to forage tall fescues. **Perun**, an italian-type festulolium, also ranked first in dry matter yield among perennial ryegrasses. **Perun** outperformed all with 138% of the average forage yield. In New York, **Tetrelite II** intermediate ryegrass tops the Cornell U. 2006 perennial and intermediate ryegrass test for yield and pounds of milk per-acre for the past two years.

In the hot, humid area of Tennessee, **Endurance** orchardgrass is among the highest ranked varieties in trials conducted by the University of Tennessee in 2007 in Middle Tennessee and the Plateau. **Endurance** was bred for increased persistence under grazing, and it is clearly demonstrating the ability to perform very well under less than ideal conditions.



Artificial Turf Update

By Brad Jeffreys — DLF-IS Domestic Sales

After the discovery of lead found in artificial turf in New Jersey last year, it seems an entire industry has been re-created to crank up the supposed benefits of synthetic turf while downplaying its dangers. Our website (www.dlffis.com) features a list of significant stories related to synthetic turf issues as they have developed (front page). We hope you are keeping current on the issues and how they relate to natural turf, the superior natural product you help distribute around the country.

We have seen synthetic turf fields pop up on occasion within our own communities. We should all question where the material comes from, what its impact is on our environment, why it's become a popular fund-raising project for athletic booster clubs, whether or not it's really more cost effective than natural turf and perhaps most important, what the health implications will be for exposure to the fibers, infill and ultimate disposal of the field.

Lead is a major concern, and we know that synthetic turf fibers do have lead in them. As these fibers breakdown due to UV exposure and weathering, the lead becomes available. Lead is used to create certain colors and keep the fibers colorfast throughout the field's years of use. It is also known that this lead then becomes available for ingestion or absorption. The EPA, the US Public Health Service and the Center for Disease Control have each concluded that there is no safe level of lead exposure at all for children.

Synthetic turf has become a popular fund-raising project for athletic booster clubs. Money-strapped school districts are often looking to reduce their maintenance costs and believe that synthetic turf will be less expensive. Three synthetic fields were installed recently in the Salem, Oregon area at a cost of between \$800,000 and \$900,000 each NOT including the maintenance equipment needed to groom, clean and sanitize the synthetic surfaces. Such



Children play safely on a natural DLF turf playing field

fund-raising groups could do a lot more for far less to maintain a natural turf field over the period of ten years which is the average life span of a synthetic field.

The issue of the athlete's health and well being should always factor into any decision about using synthetic turf. Numerous issues including ACL tears, turf toe, MRSA, Foot Lock (due to cleats being too long and not turning in the turf), concussions and other issues related to heat and synthetic turf surface temperatures are prevalent for athletes who play on synthetic turf surfaces.

A copy of the European Seed Association's publication entitled, "Why Choose Natural Turf" is available in pdf format on our DLF website. This report fully explains the issues and current data on synthetic turf. We encourage you to download a copy of this report and learn more about the many reasons why natural turf is clearly a better choice for all playing fields.

Workers scrape off the old artificial turf from Lions' Stadium at the College of New Jersey in Ewing after concerns were raised about lead contamination.

Photo by Todd Plitt, USA TODAY



The Latest From DLF Research

By Steve Reid — DLF-IS Chief Breeder USA

NEW PRODUCT DEVELOPMENT

Salt Tolerance

This past fall our first perennial ryegrass developed specifically for germinating under high salt condition was entered into University trials. We continued new cycles of selection, further advancing this material to meet the demands of the ever changing environment. We have also made selections within Tall Fescues and Kentucky Bluegrass that show great promise in balancing turf quality and the ability to establish and flourish on poor saline soils and/or under the use of poor quality irrigation.

Wear Tolerance

This spring we will be applying wear to some of the trials at our Oregon Research station, so look for new and improved wear tolerant varieties in the years to come.

Rhizomatous Tall Fescue

We've made strong advances in our germplasm in order to produce more rhizomes quicker and with increased turf quality. These rhizomes increase the turf's ability to recover from damage caused by wear and disease. We will be releasing a new and improved rhizomatous tall fescue in the very near future.

Turf Quality and Disease Resistance

We're also gearing up for the next perennial ryegrass NTEP which will be planted in 2010. We are very excited about the quality of the germplasm we will be entering. Significant advances have been made in leaf texture, color, density and disease resistance. We plan to make an additional selection for gray leaf spot before making the final selections that will be entered into the 2010 NTEP trial.

Forage Quality

Forage quality has always been a major criteria when we select the forage varieties for our portfolio, but we will be ramping up our testing this year so we can offer our forage customers the latest information on quality. In today's economic environment, it's becoming even more important to get more pounds of milk and/or meat per-acre to remain profitable. We are doing all we can to ensure that our varieties remain profitable in the years to come.

Seed Yield

While seed yield may not be of great concern to our customers, it's become increasingly important to the farmers that grow the seed. In order to stay competitive, we need to accurately monitor seed yield. We're developing seed yield trials for all new varieties to ensure their performance for everyone. Be sure to attend our field days in Kentucky this May for more research updates.



DLF International Seeds

----CANCELED----

cordially invites you to visit our research farm in Kentucky this spring.

Come see our complete line-up of turf and forage products.

Check out the newest and best material on the market now or coming in the near future.

You'll be able to view hundreds of plots with guides to answer all of your questions.

----CANCELED----
May 31, 2009

*Tours at 9am & 2pm
Lunch served from 11:30-1:30pm*

----CANCELED----

*Please RSVP by April 1st at 859-235-8700
or fax to: 859-235-8900*

We look forward to seeing you in May!

Look for DLF International Seeds at –

May, 2009

- DLF International Seeds Field Day – (Sales & Research Staff)
Berry, Kentucky **----CANCELED----**
- International Seed Federation – (Claus Ikjaer & Rick Myers)
Turkey

June, 2009

- Oregon Seed Trade Association – (Rick Myers)
Sunriver, Oregon

July, 2009

- Canadian Seed Trade Association – (Sales Staff)
Westin Whistler Resort & Spa, Whister, BC



DLF International Seeds focuses closely on the demands of customers as well as the market trends of clover and grass seed. Offering one of the world's largest research and breeding programs for both turf and forage, DLF is continually working to improve the quality of all varieties. Each variety is tested through trials that are conducted world-wide for adaptation to different climates and environments.

DLF International Seeds is a subsidiary of DLF-TRIFOLIUM, the world's largest producer and distributor of grass seed. Other subsidiaries are located in Denmark, Sweden, Holland, Belgium, UK, France, Germany, Czech Republic, Russia, South America, China and New Zealand for an extended distributor and customer network that is sufficiently able to serve the markets worldwide.



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