

# The Marketing Newsletter Prograss



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## Double Awards for Microclover Lawn Seed Mixtures



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We are delighted to announce that Easy Lawn has recently won the Waterwise Marque in the UK. Waterwise is the leading authority on water efficiency and awards the Marque to products which demonstrate their ability to save water.

Easy Lawn is part of the Johnsons Lawn Seed range. It is a mixture of grass seed and tiny microclovers which have been bred specifically to produce a dense and attractive lawn without the need for fertiliser or irrigation. The lawn remains green and weed free without additional inputs, thus making Easy Lawn an all round winner with both its environmental credentials and excellent results.



A similar product with Microclover has been nominated Product of the Year in France. Eco Alternative lawn mixture from Maison des Gazons has recently been elected one of the products of the year by Promojardin in France. Promojardin is an association made up of peers from all the different parts of the gardening industry who annually nominate products that are considered to have made real advances during the year.



INFO



R&D



SALES



CASES

## An All-time Record of New Varieties!



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No less than 23 new varieties from the DLF-TRIFOLIUM R&D department will be introduced in to market this year. This is an all-time record and shows our dedication and enthusiasm in offering customers and end users the very latest in innovative product development.



Nine new forage varieties and fourteen new turf varieties will be launched this season - all with improved quality and performance such as yield, disease resistance, persistence, etc.

To learn more about the new varieties, please visit [www.dlf.com](http://www.dlf.com) where you will find a product leaflet for each new variety describing the benefits.

## New Market Director for Prodana in Denmark



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This summer, Jan Gottlieb started as Market Director responsible for our subsidiary Prodana Seeds dealing in turf grass in the Scandinavian markets. Jan is a former employee at DLF-TRIFOLIUM. Initially he was responsible for the Russian business and later as Channel Manager for our consumer business. In the intervening period, he has worked as Area Manager at Winnie Paper Ltd. We are glad to welcome Jan back in our family.

## Successful Introduction of iSeed® in the Benelux



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This spring Innoseeds have introduced ForageMax into the Benelux market in combination with the revolutionary seed technology - iSeed®.

With the ever rising costs of fertiliser, using iSeed®, a unique seed coating of nitrogen and phosphate, represents a massive saving as the uptake of iSeed® fertiliser is up to four times more efficient than a standard seedbed fertiliser. And there is a more environmentally healthy use of fertiliser with iSeed®.



*iSeed® technology is subject to patents and patent application by Yara International ASA. iSeed® is registered trademark by Yara International ASA.*

### The market accepted iSeed® very fast

The market was ready for a new innovative product. Our customers already have a large portfolio of mixtures in their warehouses and iSeed® was therefore a welcome supplement in their portfolio. At the end of spring 2008, more than 35 partners started selling the new brand ForageMax with iSeed®.

### First impression is very well

Of course farmers were a little cautious because of the product's higher price. iSeed® coated grass is around 100% heavier than untreated seed and this roughly doubles the seed price per hectare. Most of the farmers who started sowing the product tried a few hectares close to non-treated seed. By the end, most of the farmers were very enthusiastic. The results were clear - better establishment of the new grass in spring with a much better weed control.

## New Managing Director for DLF-TRIFOLIUM in UK



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Laurence Scowen has taken over as Managing Director for DLF-TRIFOLIUM in the UK after leaving Eurocaps, where he held a Board of Directors position as Sales and Business Development Director. Before joining Eurocaps, Laurence worked in agrochemical research and development for Schering

Agrochemicals prior to and during their merger with Hoechst, who then became AgrEvo.

“We are delighted to welcome Laurence to the company and feel confident that his experience and personality will help maintain our market leading position within the grass seed business,” says David Keegan, who has been Managing Director for DLF-TRIFOLIUM in UK for 16 years.

## Grass and Clover Harvest 2008



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May and June were very dry months in Denmark and in many fields it looked as if the crops were suffering from drought. However, as soon as the harvest season started, we realised that most seed species were of good weight and volume. There was a big variation in the fields depending on soil type and where showers had fallen. In July - which is the main harvest period – the weather was good and the seed was harvested under good conditions.

Due to the dry conditions, it looked as if insufficient seed had been produced, but the seed that was harvested was in very good condition. Of the cleaned material, the seed has proved to have good volume weight with a high germination capacity as we normally see in Denmark.

The Danish growers have professional know-how and equipment which ensures our customers receive high-quality grass seed. So despite the dry conditions, Denmark once again proves to be a reliable country for the production of grass and clover seed.

## DLF-TRIFOLIUM Group Strengthens its Grass Breeding in the Netherlands



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DLF-TRIFOLIUM has opened a new research and breeding station at Moerstraten in the South-western part of the Netherlands. The new station is headed up by Senior Breeder Thieu Pustjens, who has been working with grass breeding for many years, first at Advanta Seeds and now as part of the DLF-TRIFOLIUM Group.

The Moerstraten research and breeding station is a vital element of DLF-TRIFOLIUM Group's strategy to consolidate all parts of the Dutch breeding programme. In recent years, the company has been using the area around Moerstraten for breeding and multiplication of its varieties and has had a very good experience with local soil quality and climate.

The facilities include a modern green house to support targeted breeding and research programmes in controlled environments. The construction of the new facilities is expected to be finished by the end of 2008.



In addition to being the centre of the entire research and breeding programme in the Netherlands, Moerstraten will host marketing trials demonstrating the strong portfolio of turf and forage grass varieties belonging to the DLF-TRIFOLIUM Group.

## ForageMax with Lucerne – Higher Supply of Homegrown Proteins



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Lucerne, or alfalfa as *Medicago sativa* is called in many parts of the World, is the forage legume most commonly used for feeding dairy and beef cattle. The reasons are that Lucerne is a very drought tolerant species, it is perennial and it delivers feed rich in protein. Furthermore, Lucerne is very much appreciated by cattle when used as hay or silage.

### Two new ForageMax mixtures with Lucerne

As prices for protein concentrates and nitrogen fertilisers are rising more or less day by day, it is essential for the cattle farmer to be able to grow more protein on his land. DLF-TRIFOLIUM has therefore added two new mixtures to the ForageMax brand.



### ForageMax – CutMax Alfa Protein

- proteins, palatability and persistency

ForageMax, CutMax Alfa Protein is a long-term conservation mixture with a high proportion of legumes. Red clover and Lucerne ensures a high production of protein per hectare and good drought resistance. ForageMax, CutMax Alfa Protein is a very persistent mixture for cold and temperate regions for silage or hay production.

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.

### ForageMax – CutMax Alfa Protein, Hot & Dry

- protein production in dry areas

ForageMax, CutMax Alfa Protein, Hot & Dry consists of 40% Lucerne, which ensures a high production of protein per hectare and forage, which is appreciated by the animals. ForageMax, CutMax Alfa Protein, Hot & Dry is a very persistent mixture for dry and warm regions.

## Masterline Promaster Mixture on Football Pitches in FC Minsk



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The Promaster mixture was introduced to the Eastern European market in October 2007. Promaster consists of a special selection of top varieties with 40% Ryegrass and 60% Blue grass designed for turf production and stadiums.

One of the first projects using the new professional mixture is Football Club "Minsk" (Belorussia). Grass seed mixtures are used in the club for overseeding both the training pitches and the main football pitch.



"Our football pitches get used very intensively – 2 matches and 1 training game every day. The main challenge is to repair the turf with high quality cover as soon as possible. This can be achieved by using ProMaster from the Masterline range. On average per season, we used around 900kg grass seed mixtures for overseeding per field. We are delighted with how successful Promaster has been," says agronomist of FC "Minsk", Maxim Vjazovich.

DLF-TRIFOLIUM is the world's largest producer and distributor of grass seed. With subsidiaries in Denmark, Sweden, Holland, Belgium, UK, France, Germany, Czech Republic, Russia, China, New Zealand and United States, an extended distributor and customer network serves the markets worldwide.



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