



PROGRASS

THE MARKETING NEWSLETTER

Denmark, March 2006



Increased focus on organic grass in the US by DLF Organic.

DLF AmbA, the holding company of DLF-TRIFOLIUM, celebrated its centenary on 27 January 2006.

Natural versus artificial turf grass. ESA-report states that natural turf grass is better for the environment, healthier and safer for the players.

GrassMax - the unique solution on how to keep productivity of grassland at the highest level.

Turfline is now available in high profile 7,5 kg bags.

New dark green varieties well suited for the mediterranean area.

New approval of varieties. Further listings support the product portfolios in France, Denmark and the Czech Republic.

Want to save water, fertiliser and pesticides? Go for red fescue!



Mogens Toft Jensen & Miranda Chambers
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The golf industry is under pressure with more and more countries having to reduce the input of water, fertiliser and pesticides. This is true in public green areas as well.

In Denmark work over the last 10-15 years with red fescue golf greens has resulted in some very valuable experiences, now utilised throughout Europe. The basis of the recommended mixture is 85 % slender and chewing red fescue plus 15 % brown top, using the very best varieties. The secret is to keep input of water, fertiliser and pesticides to a very low level. This will stress all other species (including *Poa annua*) except red fescue.

The nitrogen levels are as low as 40 kg N/ha per year on greens. The dry surface combined with the needled shaped leaves of red fescue gives the same speed on the golf green as ones established with creeping bent, although the mowing height of fescue is slightly higher.

DLF-TRIFOLIUM is the leading breeder and supplier of red fescue and we are always ready to help with further advice.



 **DLF TRIFOLIUM**
SEEDS & SCIENCE

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Organic USA

DLF Organic was formed in 2002, with a mission to provide the best available seed while supporting sustainable agriculture. We are the only seed company in the US that carries a full line.

DLF Organic places a strong emphasis on building partnerships with its customers. Our customer relationships, combined with our expertise, ensure that our customers receive the optimum product. DLF Organic is a market leader in developing high quality organic seed adapted to diverse climatic and soil conditions. Our commitment to 100% organic varieties is given the highest priority with several USDA Organic-compliant research plots located in Oregon, and cooperative work with European and domestic family farms.

DLF Organic is a member of the Oregon Tilth. Our status as a certified processor by the Oregon Tilth enables us to do custom mixing. Shipping services are located in Halsey, Oregon - just a few minutes north of Eugene in the beautiful Pacific Northwest. We are proud of our organic roots and our unsurpassed customer service.

DLF Organic is continually looking for natural solutions to common grass issues that would typically be treated with chemicals. For example, nematodes are a huge problem for root crops, but we've discovered that Braco white mustard virtually eliminates nematodes, adds nitrogen to the soil, and



suppresses weeds while providing excellent winter cover. Our Insectary Wildflower mix is also used to control insects naturally by attracting the beneficial types and repelling the destructive

ones. Not only are the wildflowers beautiful to look at, they also help prevent erosion and add nitrogen back into the soil naturally.

Microclover is a very tiny clover that is being used extensively on golf courses and playing fields all over Europe as a way to minimize the need for both water and fertilizer, and strengthen the sod. It keeps the grass very green and crowds out unwanted weeds in the process. We believe Microclover will become an important organic turf mixture ingredient in the US as people begin to utilize it in playing fields, golf courses, parks and home lawns. For more information about Microclover, check out the Microclover website at www.microclover.com.

DLF Organic is committed to protecting the environment. We will continue to offer innovative solutions to protect our environment. Our products ensure that yours will be 100% organic from the ground up!



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100 years with grass seeds 1906-2006

DLF AmbA, the holding company of DLF-TRIFOLIUM, celebrated its centenary on 27 January 2006. About 800 guests attended the jubilee celebration party at Odense Congress Centre. Guest included delegates to DLF AmbA, the board of directors, employees and invited guests from the Danish agricultural sector.



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Natural vs. artificial turf grass

ESA (European Seed Association) has produced what is probably the most up-to-date comparison available for natural versus artificial turf for sports and leisure applications.

The report presents in clear, factual detail the reasons why experts believe natural turf to be the best long-term solution for the users of sports facilities.

The evidence is clear - natural turf grass is better for the environment, healthier and safer for the players, the most cost-effective alternative to install and maintain, and the majority of football players and even spectators prefer it.



The ESA report also shows that dedicated research and development of grass seed breeders has ensured a healthy future for natural turf. Natural grass solutions that can tackle pitch problems such as shade, air circulation and persistency in almost every situation, however extreme the conditions, are now available.

DLF-TRIFOLIUM has been actively involved in working out this report. The full report can be read on www.dlf.com.



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GrassMax

- an easy way to generate more growth!

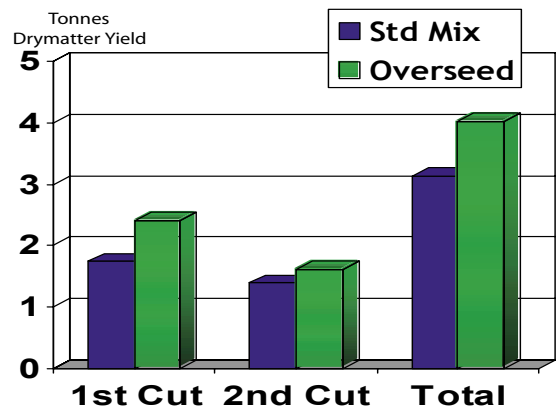
The productivity of grassland is at the very top in the first year of use. Already after 5 years the field has lost up to 30-40 % of its productivity and consists of up to 40 % unsown species. These less productive and, in terms of quality, often inferior grasses are filling in gaps in the existing sward. The reasons for gaps in old swards are many, but often linked to winter damage, overgrazing, traffic damage or the use of very high productive short-lived species.

The GrassMax concept from DLF-TRIFOLIUM offers the most unique solution on how to keep productivity of grassland on the highest level by regularly overseeding. The concept includes

the very best suited mixtures consisting of large seeded hybrid ryegrasses, festuloliums and perennial ryegrasses all species

Overseeding Trial Results

Oversown Autumn 2003 (Yield in T/ac DM)



that really have the power to establish themselves in competition with the existing sward. Combined with a technique that allows the operation to be done in a very fast and cheap way securing the very best conditions for the seed to germinate and establish.

Have a look at the DVD "GrassMax - more than just overseeding" and be convinced.



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Increased customer demand for Turflin.

As the demand for the well-known brand Turflin is increasing in Central and Eastern Europe a 7,5 kg bag has been made. The design follows the high profile design of the boxes. Besides the new 7,5 kg bags, the Turflin family now includes 1 kg and 0,5 kg boxes in 7 different mixtures.



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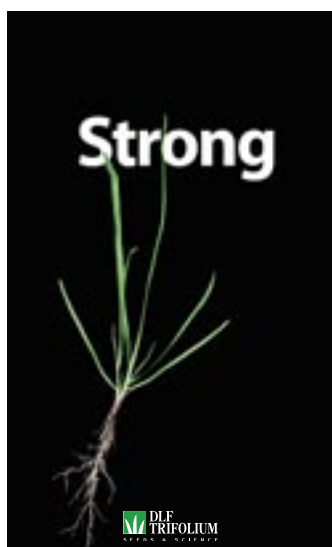


Breeding of dark green turf grass varieties - also for Europe.

When testing turf grass varieties in Southern Europe, dark green types seem to perform relatively better during summer. The drawback has been that old dark green varieties, in general, have a relatively low shoot density and are more broad-leaved. At DLF-TRIFOLIUM we develop this material to increase its shoot density, drought tolerance and improve



its seed production. Today we have new varieties within perennial ryegrass like Neruda1, Ponderosa and Platinum. Within tall fescue we have varieties like Kontiki and Venanzio and within smooth-stalked meadow grass with varieties like Platini. All species being well suited for the Mediterranean area and similar climatic regions.



New listings

New outstanding varieties approved in France

No less than six brand new varieties from DLF-TRIFOLIUM were the result of this year's approval in France. Three high quality turf varieties-tall fescue **Filippa**, red fescue trichophylla **Greenspray** and Poa pratensis **Pentagon** will now be added to the French official list.

In forage the late tetraploid perennial ryegrass **Montovani** and the very late tetraploid variety **Fabula** will be added. In addition, the westerwoldicum **Nerissa** was approved.

Approval in Denmark paves the way for further listings

Four new high quality varieties have reached approval in Denmark as the first country. Late tetraploid perennial ryegrass **Grumella**, Hybrid ryegrass **Saracen** of the perennial type, strong creeping red fescue **Rosinante** and slender creeping red fescue **Amarone** - both very high quality turf varieties.

New very winterhardy forage perennial ryegrass

The early tetraploid variety **Jaran** has just been approved in the Czech Republic. The yield of this type of material is very high under conservation management.