

PRESS RELEASE

New DLF-TRIFOLIUM subsidiary in Russia

DLF-TRIFOLIUM establishes a new subsidiary in Russia, where the company was initially the first among West European grass seed companies to be present in terms of a sales office back in 2003. The turnover via Moscow has reached DKK 50 mio., representing approx. 60 percent of the total import of clover and grass seed of Russia. Sales comprise forage grass for the agricultural industry as well as amenity grass for the professional sector and retail business, i.e. grass seed for sports grounds, road constructions, parks and lawns.

CEO of DLF-TRIFOLIUM, Truels Damsgaard, believes in the company's further growth, not in Russia only, however also in other countries in the region. He estimates that the establishing of a subsidiary focusing on forage grasses will have a higher impact as far as distribution than it was the case with the former sales office.

The Russian central government focuses a great deal on production of foodstuffs, both in terms of good quality and sufficient quantities, including milk production, and the government has thus developed a programme to support this. At the same time the dairies no longer focus solely on quantities, however they also demand and inform of quality in various aspects of the milk production. They focus on the entire production chain – right from the breeding material in the cowshed to the working environment and quality of the coarse fodder. The latter offers a great opportunity to DLF-TRIFOLIUM to increase their sales of forage grasses.

Truels Damsgaard informs that DLF-TRIFOLIUM has had a series of clover and grass seed varieties registered on the official Russian variety list. The company has from the very beginning had a serious and proactive approach to the market in terms of trials of DLF clover and grass seed material on many different locations from Kazan, situated 725 km East of Moscow to Krasnodar near the Black Sea. The trials have convinced Russian farmers that Danish grass seed is high-class. The presence and performance of DLF in Moscow throughout the years have given the company a major head start vis-à-vis their competitors, thereby enhancing their business potential in the region.

DLF-TRIFOLIUM, who is owned by 4.500 Danish grass seed producers, has in addition to the Moscow office, subsidiaries or sales offices in Denmark, Sweden, UK, Netherlands, France, Germany, Czech Republic, China, New Zealand, Argentine and the USA.

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