

# The Marketing Newsletter Prograss



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## iSeed® overseeding in forage and amenity: feed per seed



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iSeed® is a patented seed coating that focuses on improving the opportunity for nutrient utilization during the early stages of plant growth. With the N and P levels contained directly in the iSeed®-coating, significant amounts of these fertilizers are applied right at the site of action.

When overseeding, normally seeds are sown into the soil, and fertilizer is applied over the soil.

The use of iSeed® technology puts both the seed and fertilizer into the soil in exactly the same place.



Soil moisture will dissolve the nutrients right from the moment of sowing. This makes the nutrients available to the germinating and emerging seedling right away.

In addition, since the fertilizer is immediately adjacent to the plant, there is no risk that the plant roots will miss the fertilizer.

The fertilizer is only on the new seeds entering the sward giving the top genetics in the overseeding mixture excellent chances of establishment. Hardly any of the N and P are available for weed seeds, nor for the existing sward with the net result that some 30% more plants will emerge. The result: a denser and stronger sward with fewer weeds.



## Sittard - using iSeed®

Fortuna Sittard is a professional soccer team playing and runner up in the Second Soccer Pro League in South of the Netherlands. The main field of Fortuna Sittard was completely renovated using Top Green's TopSport iSeed® during the third week of May. Mr. Queisen, the landscaper responsible for the job reported: "I have never experienced such a good establishment of the pitch. The sward is denser and stronger than ever seen before at the start of the new season." Mr. Roger Reijners, the chief trainer of the team, fully agreed with this as well.



INFO



R&D



SALES



CASES

## DLF SEEDS in South America



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In order to strengthen our connection with customers in South America we have established a sales office in Buenos Aires.

We are delighted to announce that Maximino Borsi has been employed as the General Manager of our new representative office; DLF SEEDS South America.

Maximino Borsi is 43 years old and, since 2000, has been employed by BASF Argentina as Regional Marketing Manager. Maximino has been engaged in sales and marketing roles as well as R&D.

## New listings of DLF-TRIFOLIUM varieties



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In Germany 17 new turf varieties have been listed on the recommended list – RSM. These include 4 Perennial ryegrasses, 6 Red fescues, 6 Smooth-stalked meadow grasses and 1 Tall fescue variety. In each species DLF-TRIFOLIUM holds the top score in quality.

In France 9 new turf varieties and 11 new forage varieties was the outstanding result. In the forage area 2 new Hybrid ryegrasses can be offered to the market, plus 6 new outstanding Perennial ryegrasses covering all segments of lateness, with excellent rust resistance, low aftermath heading and high dry matter yields. Two new Italian ryegrasses and a new White clover are also available. In turf the most notable results were three new top ranked Tall fescue varieties plus a new Perennial ryegrass, now No. 1 on the French list.

Visit [www.dlf.com](http://www.dlf.com) to learn more about the varieties.



## More Milk from Grass - New guide to grassland management



Ole Grønbaek

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It takes more than good seed in an appropriate mixture to create and maintain a highly productive grass field. The grassland manager must master all the details from start to finish, and often a less than perfect result can be explained by mistakes at some stage in the lifetime management of the field.

DLF-TRIFOLIUM has developed a range of specific ForageMax mixtures for grassland all over the World. Along with this range, our product managers offer technical support through brochures, meetings, articles, trials etc.

The guide "More Milk from Grass" is part of this support package and contains an overview of the most important aspects of grass production. Focus is on quality in the broad sense of the word – from the correct choice of mixture via establishment and feeding to harvest and storage.

### Guide to better grassland

Topics in the guide "More Milk from Grass" are among others: High yield and quality, forage from grassland, establishment and management of grassland, make quality silage, maintaining high output from grassland. "More Milk from Grass" is printed in English and Russian. Please contact Dorthe Barkholt ([dbp@dlf.dk](mailto:dbp@dlf.dk)) for free copies.



## 15-20 percent more forage with Festulolium



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Danish cows choose Festulolium from the menu

The 2008 trials with Festulolium at the Danish Agricultural Advisory Service once again proved that varieties from DLF-TRIFOLIUM create remarkable results. ACHILLES and PERSEUS, two Festuloliums of the ryegrass type, produced respectively 15 and 20 percent more forage in the second and third year of harvest, compared to Perennial ryegrass. Also feeding value proved to be good.

## Johnsons Lawn Seed enters new markets



Marie Juul-Andersen  
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The well-known brand, Johnsons Lawn Seed, has now entered new markets in Central and Eastern Europe. In the UK, Johnsons Lawn Seed is synonymous with high quality lawn grass and for many years has been the leading, high-profile brand presenting new innovations to the consumer market. With the introduction of Johnsons Lawn Seed in Central and Eastern Europe we now offer our customers a wider and deeper range of options for the consumer market than ever before.



## Denmark – enjoy music with Microclover



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Carsten Petersen is in charge of the public football pitches in Skanderborg (a municipality with approximately 55.000 inhabitants). His responsibilities also include the venue of the annual Skanderborg Music Festival.

“We use the Microclover mixture on all our sport pitches where we do overseeding. Before we started, I asked the players if they would enjoy playing on a sward containing Microclover – most of them refused, but I decided to try anyway and have not received one single complaint. We also use the Microclover mixture on the venue of the music festival and have observed that the recovery and wear tolerance is very strong”.



## DLF INTERNATIONAL SEEDS exhibits at Golf show in New Orleans



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DLF INTERNATIONAL SEEDS exhibited at recent GCSAA in New Orleans on Feb. 5-7. The Golf Industry Show is the largest educational conference in the turfgrass management industry.

This year over 850 exhibitors and thousands of participants including golf course superintendents/assistants, club owners/managers, golf course builders, architects and grounds professionals, turf industry professionals and golf course distributors and dealers from all over the world attended the popular event.



DLF INTERNATIONAL SEEDS displayed over 20 trays of turf grass including many new varieties of cool and warm season grasses. The live turf was a great draw. Although attendance was down overall, the DLF INTERNATIONAL SEEDS booth was very well attended and many commented that it looked “better than ever.”

## TQS - Grassport; the purest seed on the market



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Grass seeds that are used in golf courses or by turf growers need not only to be of top genetic quality but also of top technical quality. To ensure this, Turf Quality Seed (TQS) undergo both a greater number of tests and indeed more thorough tests than normal seed lots.

TQS lots are tested after cleaning, after blending and after packaging, in order to monitor and confirm the effectiveness of the whole process.

Normal seed lots are checked for purity at a rate of 2,500 seeds per lot. TQS lots are checked at a rate of 25 seeds per lot (and also in triplicate!).

Normal seed lots are checked for purity by visual examination only. TQS lots of Ryegrass and Tall fescue are also checked for Lolium multiflorum in a ‘grow test’.

Only if NO other seeds are found in all these examinations the lot will be granted the TQS description.

TQS results in the best quality turf fields and golf courses possible.



## CutMax Digest shows results



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In some areas of Russia, Ukraine and Belarus the reputation of Cocksfoot is not as high as for other grasses in respect of digestibility. Based on this perception the new CutMax Digest, in which the Cocksfoot has been replaced by Festulolium, was created. Festulolium is known for its high feeding quality.

In the spring of 2008 six dairy farms in Russia, Ukraine and Belarus established demo fields with ForageMax mixtures. In these trials the new CutMax Digest is also being compared to CutMax Original (with Cocksfoot).

Results of scorings in 2008 has shown faster establishment and a higher density in the new Cutmax Digest compared to the original. The incredible yield increase has been measured at 66% (from 3 to 5 tons) and with a harvest date 3-7 days earlier.

Besides this, the Cutmax Digest looks fresher in colour with a strong and dense sward.

Scorings will continue in 2009 but it can already be stated that the launch of CutMax Digest is a success in developing the concept of ForageMax mixtures.



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.

## 25 Years with Grass seeds



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Truels Damsgaard, CEO, can this year celebrate his 25th anniversary with DLF-TRIFOLIUM A/S.

Truels Damsgaard worked for a great many years as chief commercial officer in the DLF-TRIFOLIUM Group before being promoted to the position of the former CEO, Aksel Nissen, on the retirement of the latter.

Truels Damsgaard took over the management of a company which had developed by means of organic growth and acquisition, to become the world's largest producer of clover and grass seeds. After only a few months in his new position, Truels Damsgaard was able to sign yet another new acquisition – the Advanta clover and grass seeds activities purchased from the French company Limagrain.

It continues to be important to Truels Damsgaard to strengthen the position of DLF-TRIFOLIUM as the major player in clover and grass seeds, and from the DLF-TRIFOLIUM head office in Roskilde he is in close contact with subsidiaries and sales offices in important grass seed markets right from Oregon in the US to Christchurch in New Zealand.



Truels Damsgaard is Vice President of ISF (International Seed Federation), the global trade association for grass seed companies where he is known as a very competent and professional sparring partner, having a thorough knowledge of the industry.

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, South America and United States, an extended distributor and customer network serves the markets worldwide.



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