

The Marketing Newsletter Prograss



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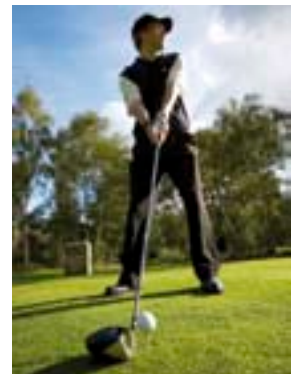


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By launching six new top Bentgrass varieties, DLF now offers a complete top quality portfolio in golf. All new bent varieties have been tested in the NTEP trials (USA) and in the Bingley trials (UK), showing excellent results.

In Browntop (Agrostis capilaris) TIGER NOVA and GREENTIME are new. TIGER NOVA is known for its dark green colour and high disease resistance. GREENTIME shows excellent summer appearance, drought tolerance and good behaviour under low maintenance. The new Creeping Bents (Agrostis stolonifera) are COBRA NOVA and CY 2. Both varieties combine heat, drought and wear tolerance with superior turf quality. In Velvet Bent (Agrostis canina) VILLA 1 and LEGENDARY are both known for their excellent fine texture.



These varieties, sown as straights or combined with Chewing Fescues like GREENSLEEVES, CALLIOPE or BELLEAIRE or Slender Creeping CEZANNE, TURNER 1 or AMARONE result in excellent golf greens. Even our Perennial Ryegrasses SAUVIGNON, JESSICA and DICKENS 1 perform well under close mowing in the UK Bingley trials.

In addition the patented iSeed® fertiliser seed coating technology and Microclover can be offered for further improvement of your golf course quality and, at the same time, improve sustainability.

DLF-TRIFOLIUM provides the best solutions for your tees, fairways and greens!



INFO



BREEDING



SALES



CASES

New Southern Hemisphere Research Centre



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DLF Seeds has opened the new DLF Research Centre in Christchurch, New Zealand to anchor the southern hemisphere part of the global breeding programme.

The new facility adds capabilities such as a cool room, specialist threshing and cleaning, as well as the facilities for collection and handling of samples, plant selections, crossing and large scale nursery planting and elite selection and trialling.



Pedro Evans, DLF Seeds Ltd Head Breeder, says that with the new facility high quality breeding and trialling can progress with the opportunity to maintain breeding lines in a low humidity, low temperature environment. This makes DLF a partner for the long term and it gives us increased attractiveness as a source of proprietary grass and clover products. It is obvious that our investment in cultivars for the right climates is key to being a truly global seed company.

DLF Forage Trials in South of China



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In 2004, DLF began to test Annual Ryegrass, high fall dormancy Alfalfa, Cocksfoot and other forage varieties in different climate areas in Yunnan in cooperation with The Feed and Grassland Center of Yunnan Province. Yunnan is a mountain province in the Southwest of China. The climate here is affected by altitude and landform and shows typical tridimensional distribution. The selection of suitable forage varieties is difficult and the purpose of these trials has been to select suitable varieties for different climate areas. Several varieties have already been selected.



These suitable varieties are promoted in Yunnan: ABUNDANT is a late Annual Ryegrass variety that performs well in cool areas at an altitude higher than 2,000 meters. ANGUS 1 is an early variety that is suitable for warm areas at an altitude lower than 2,000 meters. Medium mature Annual Ryegrass variety DOUBLE BARREL also showed a good performance. ForageMax has shown good performance in renovation trials in mountain pasture. Perennial Ryegrass, Cocksfoot, Festulolium and other perennial forage varieties will continue in the trials in Yunnan.

More than 250 Varieties Tested in Smolensk



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Winter hardiness and disease tolerance are the main requirements for forage grasses in Russia. In order to strengthen DLF-TRIFOLIUM's breeding programme we established screening trials last year in cooperation with Smolensk State Agricultural Academy (Russia). The trials consist of more than 250 forage varieties. The duration of the trials is 2 years and will be finished in the autumn 2010. No doubt that the results of these screening trials will be very valuable and will give our breeders the best opportunity to choose improved breeding material for creation of new forage varieties for Russia, Belorussia, Kazakhstan and other countries with a continental climate.



New Top Performing Forage Varieties Listed in Germany and UK



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BOYNE, our brand new intermediate diploid Perennial Ryegrass has now been approved. BOYNE's yield figures ranged from 104% to 112% above control varieties during the three test years which made it the highest yielding variety in the trial. The Perennial Ryegrass varieties OVAMBO 1 (intermediate tetraploid) and MOKARI (late diploid) were also approved for listing together with the White Clover variety VIOLIN.



Five new forage varieties smash their way onto the UK recommended list. Two brand new forage Perennial Ryegrass varieties plus two Italian Ryegrasses and a White Clover have been added to the recommended list. The Perennial Ryegrasses GENESIS and SOLOMON are both characterised by improved spring growth and high yields. The two Italian Ryegrasses, ITARZI and KIGEZI 1 (both tetraploids) impress with yield and ground cover and the White Clover VIOLIN is simply the highest yielding variety in the medium to large leaved category.

High Profile Brand for Central and Eastern Europe



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The well-known, high profile brand for professional use, Johnsons Sports Seed, has now entered new markets in Central and Eastern Europe.

For more than 175 years Johnsons Sports Seed have produced high quality sports turf in the UK with an unequalled reputation for technical excellence. This expertise is now presented to our customers in Central and Eastern Europe as a top brand with the best mixtures for golf courses.

For more information on Johnsons Sports Seed for Central and Eastern Europe, please find our brochure on www.dlf.com/Sales_and_Marketing/Marketing/Brochures.

Success with iSeed® on the Venue of the Roskilde Music Festival



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This spring 26 ha of the Roskilde Music Festival venue have been oversown with iSeed® prior to the big event. The festival, which takes place in July, has approx. 100.000 participants and covers a total area of 148 ha. This makes it the largest music event in northern Europe.

In June, the annual animal show takes place on the same site where approx. 1,500 animals are presented as well as an agricultural machinery exhibition. The show attracts approx. 80,000 visitors.

Camille Mortensen, Roskilde Municipality and in charge of the site, explains: "These events put an enormous stress on the grass and we need to ensure that the sward is in the best possible condition before the season starts. Therefore, we decided to try Prodana's "iSeed® Sport Turfline". We are very impressed by the strong and fast establishment of the new plants."



More Than a Feeling



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Soft, smooth and dense are key characteristics of the new lawn grass mixture "TurflinE Soft" that has been launched in Eastern Europe this season. The mixture is composed of fine-leaved species and consists of 30% Festuca Rubra Commutata, 35% Festuca Rubra Rubra, 5% Agrostis Stolonifera, 5% Festuca Ovina and 25% Lolium Perenne.

TurflinE Soft has been welcomed by the market as an interesting adding to the wide TurflinE product range portfolio, which shows that our new product is more than a feeling – it is also a grass mixture that the market has been waiting for!

DLF-TRIFOLIUM - Part of the Upcoming Climate Conference



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In connection with the UN climate conference in Copenhagen in December this year, The Confederation of Danish Industry wants to show and share the knowledge of energy and climate solutions from Danish companies with stakeholders in the rest of the world.

As one of the initiatives, The Confederation of Danish Industry has launched a new web portal. Together with other relevant companies, DLF-TRIFOLIUM is showing its latest energy and climate related technologies, projects, solutions, cases and events.



Interested stakeholders such as politicians, companies, organisations and journalists can read more about the initiatives, products and solutions on the website. Stakeholders are also welcome to contact the Danish companies if they are interested in visiting a company and learn more about them and/or perhaps find a new partner for upcoming projects.

During the next six months you can read about different projects that DLF-TRIFOLIUM is involved in; i.e. Microclover and a new EU funded research project together with 16 other European and American scientific partners with the specific aim to optimise plant cell walls for bio-fuel applications.

Read more on www.energymap.dk.

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.

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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