

The Marketing Newsletter Prograss



CONTENTS

THE ARRIVAL OF AXCELLA 'WINTER GRASS'
– AN ADDITIONAL TOOL IN THE TURF
MANAGERS 'TOOLBOX'.

TETRAPLOID TURF PERENNIAL RYEGRASS, 'FOUR'
ALL SEASONS

FESTULOLIUM AND HYBRID RYEGRASS HELPED
DANISH FARMERS AFTER UNUSUALLY LONG
WINTER

ISEED® KNOCKS THE STRIPES OFF NON-COATED
MIXTURE

FESTULOLIUM IN SOUTH AMERICA: THE REAL
ALTERNATIVE

GRASS SEED WILL INCREASE IN PRICE!

GOLF DEVELOPMENT IN CHINA

NEW OUTSTANDING VARIETIES FOR THE SEASON
2010/11

**Increase in
grass seed prices
See page 3**

The arrival of Axcella 'winter grass' – an additional tool in the turf managers 'toolbox'.



Stephen Alderton
stephen.alderton@tgsas.fr

Axcella, a turf type westerwold annual ryegrass, was a winner in the recent World Football championships in South Africa, having been chosen to overseed the seasonally dormant local pitches of kikuyu grass.

The rapid germination characteristics and vigour of westerwold annual ryegrass have been known for some time. Tetraploid and diploid varieties have been extensively trialled for use in overseeding of dormant Bermuda grass and other warm season grasses, as their very short transitioning time and very low persistence in hot weather have appealed to turfgrass managers. These factors have led breeders to work on the species to breed turf types. These first generation of turf type westerwold ryegrasses are now on the market and second generation varieties are not far behind.



Top Green has had considerable success for three years now with their Eurosport Regarnissage Winter overseeding product. The mixture, a blend of Axcella turf type westerwold ryegrass, Sabrena poa trivialis, and Tetragreen tetraploid perennial ryegrass gives the turf manager a quick fix in mid winter when growth is usually painfully slow. The product should be used as temporary 'first aid' to renew winter worn sports turf. The quicker establishing westerwold ryegrass will give a rapid cover to damaged areas and will act as a nurse to protect the perennial ryegrass and poa trivialis as it germinates. Once the weather warms up it should be followed up by a normal early summer perennial ryegrass overseed, as neither the westerwold nor the poa trivialis are designed for hot summer conditions. Indeed if hot enough both these varieties will disappear as they transition out.

Autumn flood damage before and two weeks after seeding with Eurosport Regarnissage Winter Overseeding.



INFO



BREEDING



SALES



CASES

Tetraploid Turf perennial ryegrass, 'four' all seasons



Stephen Alderton
stephen.alderton@tgsas.fr

Tetraploid perennial ryegrasses have been used for some time now in agriculture as a part of the forage grass mixture. Traditional diploid turf grass perennials have 2 sets of chromosomes whereas tetraploids have 4 sets. This means that tetraploid plant cells are larger than diploids and this traditionally has been seen in the resulting plant which used to be larger leaved, less dense and with lower persistency than diploid equivalents, these characteristics tended to make the material less interesting for turf grass use.



For those of you with long memories you will perhaps remember Juventus, the first true turf tetraploid perennial. This was selected from wild plants and was a very popular variety in France mainly for use in the hotter southern areas where its larger cells and higher cell moisture content gave it the best drought tolerance on the French (Geves) list. It also proved to have exceptional cold tolerance with good performance in Russia, perhaps because of the higher soluble carbohydrates associated with tetraploids.

Two varieties are now available, Tetragreen and Double. These new varieties have the increased drought tolerance that was expected but they also have very good wear tolerance, persistency and fine leaves, true 'turf types'. Breeder Christophe Galbrun has continued working down the sustainable development route and Tetragreen and Double have lower clipping weight production.

As these varieties will be particularly suited for southern and continental Europe Christophe has also worked on deepening the green colour so they look good under harsh sunlight.

Tetraploid turf perennial ryegrass really the species 'four' all seasons.

Festulolium and hybrid ryegrass helped Danish farmers after unusually long winter



Ole Grønbaek
og@dlf.dk

As Denmark is located very close to the sea, the winters are normally wet and mild with limited snow cover and only few nights with hard frost.

The winter 2009/10 was different. Snow was covering most of the country for 3-4 months – a situation not seen in the last 40 years! The result was severe winter damage to many fields with winter cereals, and also some of the grass fields were suffering.

A typically forage mixture in Denmark consists of Perennial Ryegrass + Hybrid Ryegrass or Festulolium of ryegrass type, combined with white and/or red clover. Generally there were very few problems in the 1st year leys, but in the older fields, many grass plants died of snow mould and other fungal diseases.



A lot of farmers ploughed up certain fields and made a completely new ley, but in other cases the remaining plants of mainly clover were worth saving and the farmers just needed to do some repair work to make the field recover.

DLF-TRIFOLIUM reacted quickly, producing a new mixture for overseeding using some of the fast growing and high yielding species:

- Italian Ryegrass DANERGO
- Festulolium PERUN (type ryegrass)
- Hybrid Ryegrass STORM

The mixture was very well received and gave new life to a lot of Danish grass fields this summer.



iSeed® knocks the stripes off non-coated mixture



Derek Smith
dsmith@dlf.co.uk

The first field trials ever conducted in Britain on new iSeed® have brought dramatic results.

The trials were undertaken by Matthew Merchant, Head Groundsman at Old Trafford, home of Lancashire County Cricket Club. Taking Old Trafford's practice areas as his testbed, Merchant sowed Johnson's Ji Premier Wicket in strips running side by side with a comparable non-coated competitor's seed.



The difference between the two seed-types trialled was most startling in the larger test area. Merchant commented on the sheer difference in greenness giving an impression of light and shade "After two weeks of growth, we'd never usually expect coverage as good as this," he added. "The results we found with the iSeed® would be comparable to another full overseeding with a non-coated seed, and even then the colour would not be as brilliant as this – we're extremely pleased with the results."

Festulolium in South America: The Real Alternative



Maximino Borsi
mbo@dlf.com@dlf.com

Festulolium varieties result from the crossing between Festuca Pratenses or Arundinacea and perennial or hybrid ryegrasses, which are selected for their high tolerance to drought stress and temperature resistance since they can flourish in the typical summers in the region.

Festulolium combines the best traits in Festuca (it is rustic, perennial and stress tolerant) with the best features found in Ryegrass (palatability, regrowth speed and sugar content).

Having been successfully introduced in Argentina (mainly in the Southeast of the Buenos Aires Province), Festulolium has become a DLF "new" and recognized species for which sales forecasts are promising.

In Chile, Festulolium was tested in the Autumn of 2010.

On August 25 and 28, the product was launched together with our Forage grass SG 2000 dealer covering the main dairy cattle breeding area from Los Angeles to Osorno, situated 900 kms South of Santiago.



We expect a rapid and solid growth since this species offers a highly visible benefit for Chile's cattle breeding conditions providing rusticity, palatability and good sugar content. The varieties chosen so far are Perun and Hycor. Lofa is another alternative for the near future.

Grass seed will increase in price!

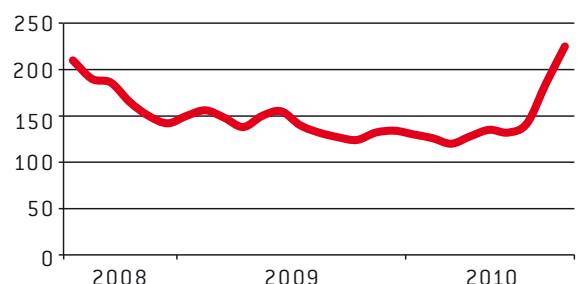


Soren Halbye
sh@dlf.dk

We can be pleased that the consumption of grass and clover increased in 2009/10 in most markets. Especially the forage and retail market experienced positive growth in sales compared with 2008/09.

It is a fact that the 2010 seed harvest will be the smallest for several years at a European level. Harvest acreage in 2011 will be at the same level as 2010. For both seasons, we expect that consumption by far will exceed production. Therefore, due to the rapidly decreasing inventory and the trend towards increasing cereal prices, we expect prices to keep on climbing, as we have seen during the last 3 months.

Wheat price Matif Euro pr ton



Golf development in China



Li Hongxiang

lhx@dlf.com.cn

In 1984 the first Chinese golf course was built in the Guangdong province. By the end of 2009, China already had 348 golf Courses. From 2004 to 2009 there was a boom as the number of golf courses increased from 136 to 348. More than 60% of the golf courses are located in three areas; near Beijing, Shanghai and in the Guangdong Province. There are about 300 thousand regular golf players in China.



Most golf clubs are exclusive Membership Clubs in China. Presently there are only three public courses. Grass species for golf in north of China are mainly Creeping Bentgrass, Kentucky Bluegrass and Tall Fescue. For the south, they are Bermudagrass, Seashore Paspalum and Manilagrass (*Zoysia matrella*). Perennial Ryegrass is used for winter overseeding of warm season grass in China also.

In the near future, associated with the continuing quick economic development of China, more golf courses, and especially public courses, will be built as golf becomes more and more popular in China.

New outstanding varieties for the season 2010/11



Mogens Toft Jensen

mtj@dlf.dk

A steady flow of new improved varieties are being released from the intensive R&D work at DLF-TRIFOLIUM. This year – 13 new forage – and 7 new turf varieties are being added to the portfolio.

In forage the most significant improvements are in the intermediate and late group of perennial ryegrass and in hybrid ryegrass.

In perennial ryegrass two of the varieties, Indicus 1 and Dexter 1, have already got the extra recommendation in Germany for low land – the so called “M”

Quality and very high yields are key words as well for these new forage varieties.

In turf the two perennial ryegrasses, Greensky and Greenglide, are at the very top for wear tolerance in Germany. The slender creeping red fescue Valdora is ranking top across Europe and the new tall fescue variety Cannavaro is “probably the best tall fescue in the world”.

Learn more about these new varieties on www.dlf.com where individual product leaflets are available.



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.



Headquarters:

Ny Oestergade 9 • DK 4000 Roskilde • Tel. +45 46 33 03 00 • Fax +45 46 32 08 30 • www.dlf.com • dlf@dlf.com

Contact:

Holland • Tel. +31 113 347 911, **UK** • Tel. +44 1386 793135

Germany • Tel. +49 511 901 390, **Czech Republic** • Tel. +420 556 756 130

Russia • Tel. +7 495 725 0931, **China** • Tel. +86 10 84977049, **New Zealand** • Tel. +64 3 982 7333

South America • Tel. +54 911 30 59 1903, **United States** • Tel. +1 800 445 2251