

The Marketing Newsletter Prograss



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Historical Low Seed Harvest and Increased Consumption



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The Danish 2010 harvest of grass and clover seed will be drastically reduced by 30% in terms of hectares compared to 2009. The climate conditions for the harvest started with a very dry autumn in 2009, which delayed the crops and prevented the optimal development before winter. This was followed by a long and hard winter with a snow coverage for about three months. It has been the coldest winter for the past 15 years and furthermore very dry.



A late and cold spring has delayed the spring growth, and the night frost in late April has been critical in the early developing fescues and cocksfoot. Several production fields have been damaged, and some have been ploughed because of Fusarium (snow mould) which attacked a broad range of grass seed crops and cereals during the winter.

Taking the climate conditions into account and the low harvest acreage, Denmark will deliver a historically low grass and clover seed crop in 2010.

Positive signals in the market

Denmark was not the only country experiencing winter damage. In several countries it became clear – as the snow disappeared – that frost damage and snow mould created a market for grass seed in terms of new sowings and repair with overseeding. From March the market has been very busy and it looks like May and June will also be good months for grass seed consumption. Overall the sales for this season will be significantly better than the 2008/09 season. It looks as if the seed business is moving back on track with an undertone of optimism.



INFO



BREEDING



SALES



CASES

iSeed® Takes Root Across the UK



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The debate over coated seed is raging strongly this year – Harrogate Week was buzzing with talk of its pros and cons.

At Abbeydale Golf Club, Sheffield, head greenkeeper Warwick Manning has so far applied 18 bags of iSeed® Premier Wicket. Warwick says, "When I heard about iSeed®, the concept of a ryegrass mix coated in fertiliser made sense to me."



Brian Anderson, course manager at the 27-hole Murcar Links Golf Club, north of Aberdeen, has just sown Ji Bent and Ji Fescue on two greens devastated by nematodes late last year.

At Carnoustie, links superintendent John Philp sowed an area cleared of conifers with Ji Fairway, John will also be applying Ji Tee ryegrass mixture to practice tees. "I've used coated seeds in various forms in the past but not extensively. I'm happy to try iSeed® after hearing about its benefits in user trials and research tests. Things move on. You need to be abreast of new developments and technology in all fields."

DLF is Back on Track – and on the Shelves – in Russia



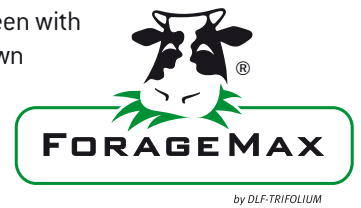
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Russia is one of DLF-TRIFOLIUM's largest markets within branded grass mixtures. DLF-TRIFOLIUM is very well represented in the different chains thanks to good distributor relationships.

A good benchmark on our coverage in the chains is the representation in OBI – DLF-TRIFOLIUM is taking approximately 40% of the space for grass seeds - in terms of both price and shelf space. Many other retailers look at the products and prices in OBI and decide their approach to the market based on that. This year OBI has decided to have a lot of different brands on the shelves. This is a major increase compared to last year.

A similar situation can be seen with ForageMax. This is a well known brand in Russia – and it is respected for its high quality. Farmers are slowly but definitely realising this. With Russia's increasing focus on food quality and the wish to be more self-sufficient with e.g. dairy products, the potential for DLF's ForageMax mixtures is significant.



Spring Company Day in Czech Republic



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On 7 May 2010, PBHZ invited its customers to a parade of grass seeds for forage and turf purposes. The event included participation from the most important companies with interests in grass seed in the Czech Republic. Mendel University and representatives of leading research institutes operating in the country were also present.

The participants were introduced to a change of company name to DLF Hladké Žitovice. The DLF brand will be used as an overall umbrella brand which will bring synergies in marketing and further strengthen the market position of grasses in the Czech Republic and Slovakia.



In the final presentation, Truels Damsgaard (CEO) emphasised the synergies between PBHZ and DLF-TRIFOLIUM. Vladimír Černoch (Executive Manager) from PBHZ said goodbye to Torben Lunde in the context of his 15 years involvement in the supervisory board at the station, a period during which the grass seed sales turnover increased more than ten fold.

Masterline now in Holland and Belgium



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The DLF Group has completed the migration to one overall, international turf brand; Masterline. The brand has been launched in Holland and Belgium this year. New brochures, bags and product names were introduced and the Innoseeds staff and customers had to become acquainted with the new line. But, right from the start, customers reacted enthusiastically. The very high-profile bags are a real eye-catcher and for our own staff and our customers, Masterline includes a promise of enduring improvement of the brand.



Development trials for new products and international expertise in our Group on marketing and communication are real drivers of success for the future of Masterline. The Benelux customers, with this new brand, have an excellent tool in their hands to further increase sales.

Microclover® Now a Confirmed Turf Species



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The 2nd European Turfgrass Society (ETS) Conference, held in Angers France in April 2010, was a fantastic opportunity to get to know about the most recent developments in turfgrass science from researchers around the world. During the field visit to the DLF research facility in Les Alleuds there was great attention paid to the innovative research, already implemented in new products, taking advantage of reduced clippings, better shade tolerance, and species choice for low input requirements.



There was a particular interest in the trials with leguminous species in mixture with grasses. Microclover® is now a confirmed turf species, backed up by third party research studies. The ongoing trials with other species, in particular Micro-alfalfa, are also very promising. The field visit was an opportunity for all to see the advantage of leguminous crops “live”.



World Equestrian Games in Kentucky



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DLF International Seeds is proudly providing the grass seed used to seed the expansive cross country course (jumping) at the site of the 2010 Alltech FEI World Equestrian games in Kentucky. These games are the largest equine sporting event ever held in the United States. Held at the Kentucky Horse Park from 25 September to 10 October, 2010, this will be the first time that the event will be held outside of Europe. The seed mixture will consist of RHIZING STAR, GARRISON and JAMBOREE Tall Fescues and RHYTHM Kentucky Bluegrass.



Photo: Inavale Farm, Oregon

The Alltech FEI World Equestrian Games 2010 are comprised of the world championships for eight equestrian sports: show jumping, dressage, eventing, driving, endurance, vaulting, reining and para-equestrian. They are held every four years, two years prior to the Olympic Games, and are governed by the Federation Equestre Internationale (FEI). The FEI is the international governing body of equestrian sport recognised by the International Olympic Committee. It is the organisation which establishes rules and regulations for the conduct of international equestrian events.

Ready for South Africa



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During the late winter DLF-TRIFOLIUM in cooperation with Hygrotech Saad delivered seed for the soccer championship 2010 to be held in South Africa in June/July this year.



A group of local professional amenity contractors have been in charge of doing the first overseeding with a mixture composed of Ryegrasses and Smooth-stalked Meadow Grasses during March and April. From the middle of May, the second tier of overseeding was initiated with AXCELLA – a turf type of Lolium multiflorum westerwoldicum – which will show a rapid emergence thus giving a dense and uniform appearance.

With an intense focus from the professional amenity contractors and FIFA appointed supervisor Dr. Schoeman, we are sure that the 32 participating countries will have the optimal conditions for playing world class football.
LET THE GAMES BEGIN!

New Listed Forage Varieties in Germany



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A grass bouquet of new forage varieties have been approved in Germany this spring. Four Perennial Ryegrasses, one Meadow Fescue, two Hybrid Ryegrasses and not less than three Festulolium varieties.

Approval of the three Festulolium varieties mirrors the efforts and confidence DLF-TRIFOLIUM puts in breeding of Festulolium. ACHILLES and PERSEUS are of the ryegrass type with very high quality and MAHULENA is of the Tall Fescue type with very high production of both green and dry matter.

The difference in types is used when working out the recipes of the quality mixtures in the ForageMax brand and is becoming a more and more significant component across Europe. In the mixtures CutMax Digest and CutMax Clover Protein, the species Festulolium is making up 50% of the content and in the mixture for over-seeding – GrassMax – it is 30%. All three mixtures have been launched successfully, backed to a high extent on the quality of Festulolium and the mixtures are now recognised in both Western and Eastern Europe for their quality and high output grassland.



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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