

The Marketing Newsletter Prograss



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Anyone for Tennis?



Stephen Alderton

sal@dlf.com

DLF-TRIFOLIUM research has always been prepared to go further than 'just' create new top performing varieties as we have seen at Les Alleuds in France. The extensive development programme in turf grass is well known at Les Alleuds and in order to gain further experience of varieties under closely mown conditions, a lawn tennis court has been constructed. The court was opened by a top Angers player during the first week of the Wimbledon championships to celebrate the launch of a new professional brand of turf grass on the French market, Johnsons.

The court has attracted a lot of local and national interest following the good performance of French players during Wimbledon and the Queens Club Championships. Given the shortage of grass courts in France, we have been asked to advise on court construction and whether the court can be used for training purposes by the French players. If you are passing by Les Alleuds bring your rackets!



INFO



BREEDING



SALES



CASES

New Listings



Mogens Toft Jensen

mtj@dlf.dk

In **France** Sabrena 1 is listed as a top quality *Poa trivialis*. It is very low and dense growing with improved disease resistance.

In **Germany** no less than **15 new forage varieties** have been approved for listing. The range covers Perennial ryegrass with the extra quality stamp "M" for low land; Hybrid ryegrass, perennial as well intermediate, Timothy for both grazing and conservation, Cocksfoot with very high yields, winter hardiness and improved rust resistance and a brand new very early and very rust resistant Smooth-stalked meadow grass.

In **Lithuania**, *Festulolium* varieties, **Hykor** and **Perun**, are now approved as well as **Storm** hybrid ryegrass. The latter features characteristics similar to Perennial ryegrass and tolerates grazing well though in terms of yield in shorter rotational fields, it is superior.



DLF-TRIFOLIUM Grass for the Olympic Games in Beijing 2008



Hongxiang Li

lhx@dlf.com.cn

2008 Beijing Olympic Games will open in autumn 2008 and will be the first time China hosts the Olympic Games. The Olympic Village and Park as well as various stadia are under construction and will be completed this autumn or next spring – in fact, the Olympic stadium is right outside the window of our office in Beijing. A high percentage of green land is one of the characteristics of the Beijing Olympic Games.

DLF is the top grass seed supplier in China and achieved a very good sales performance in 2006/7. Many turf farms in Beijing chose DLF grass seed for their production. Some of the varieties used for the Olympic Village and Park include Tall fescue varieties Bingo, Starfire, Starlet, Houndog 5, Cochise and Kentucky bluegrass varieties, Merit and Rhythm. This autumn, DLF's White clover varieties Rivendel and Microclover will be tested in the Olympic Park, which needs low management cover under the trees, by a landscape engineering company. If our clover varieties perform well, they will use them next year.



Strong Increase in the Sales of Consumer Turf Mixtures in Denmark



Niels-Jorgen Mogensen

njm@dlf.dk

Since Prodana Seeds A/S introduced consumer turf mixtures in the retail market in 2003/2004, we have experienced a strong increase, both in sales and market share. From a sale of 150 t in 2003/2004, the latest season has proved the best ever with a total sale of more than 500 t. The market share has likewise increased from 18% in 2003/2004 to close to 60% in 2006/2007.

The reason for the success is mainly due to "Den rigtige®" which is our best known consumer turf brand. "Den rigtige®" differentiates itself from other existing consumer turf brands due to its unique concept. First of all, "Den rigtige®" is presented in easy recognizable boxes and not in traditional plastic bags. Secondly, the products in the brand line always reflect the latest trends within lawn care. Thirdly, "Den rigtige®" is a complete lawn care programme, which consists of all relevant products needed to obtain a beautiful lawn - from lawn seed to fertilizer and lawn edges. "Den rigtige®" has served as a door opener for our other consumer turf mixtures in many retail chains.



Our ambition is to move sales from standard mixtures to quality mixtures such as "Den rigtige®". Thanks to a great marketing effort both from the retail chains and us, we have in recent years seen a clear tendency towards this – a tendency that we are sure will become stronger and stronger.

20 New Varieties Available this Season!



Mogens Toft Jensen
mtj@dlf.dk



The word "turbo" is the best way to describe the number of new products released from DLF R&D currently. This year seven new high quality forage varieties and 13 new highly improved turf varieties are being brought to the market.

From the forage stable new Festulolium and Perennial ryegrass, ranging from early to very late varieties, are worth mentioning. Outstanding Ryegrass, Strong creeping red fescue with unbelievable densities and two new browntop bents for golf are available for the turf market. To learn more,

you can find descriptions of all the varieties and their different features on www.dlf.com, or alternatively call your sales/product management contact at DLF-TRIFOLIUM.

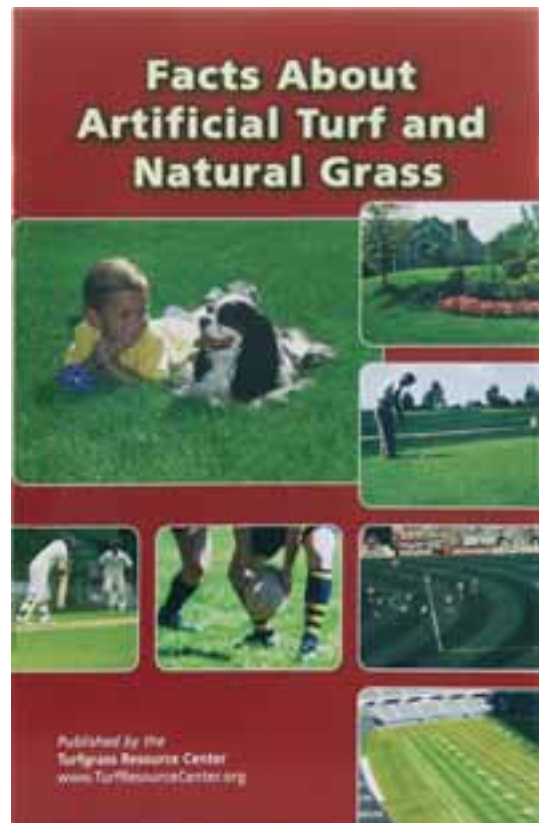
Everything is Artificial with Artificial Grass



Mogens Toft Jensen
mtj@dlf.dk

TPI - Turfgrass Producers International has produced an in depth, informative publication comparing the facts about artificial grass with natural grass. The report emphasises facts published by ESA last year on this topic. It deals with financial considerations, wear and durability, environmental health effects and human health factors, including mental and emotional impacts.

Not surprisingly the myths about artificial grass, such as low costs, low maintenance and lasting indefinitely are demonstrated as being incorrect. Moreover, it is stated that 85% of the players in NFL USA prefer to play on natural grass and believe that artificial grass causes more soreness and fatigue than natural grass and will more than likely shorten their careers. Read more on www.TurfResourceCenter.org.



New Unique Golf Course in Denmark



Mogens Toft Jensen

mtj@dlf.dk

On 6 July 2007, the first golf course in Denmark designed by the famous golf course architect Mr Robert Trent Jones, Jr. opened. The new Skjoldenaesholm course is situated in the most picturesque Danish landscape and is definitely not one of the easiest courses to play. At the opening, Mr Robert Trent Jones inaugurated the golf course himself and he praised the perfect grass cover, which is made of DLF-TRIFOLIUM grasses. The greens are composed of the very popular mix of 85% Slender and Chewings red fescue and 15% Browntop bent.



Easy Lawn



Mogens Toft Jensen

mtj@dlf.dk

Lawn grass mixture with Microclover

As seen in recent independent trials, this product is quick to establish, produces a lovely green lawn which is hard wearing and requires very little maintenance.

To read further information and to view article from Gardening Which, please go to www.johnsonslawnseed.com.



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, United States, France, Germany, Czech Republic, Russia, China and New Zealand, an extended distributor and customer network is sufficiently able to serve 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 73 5188555, **UK** • Tel. +44 1386 793135
United States • Tel. +1 800 445 2251, **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