



Contents

Microclover shows remarkable results for overseeding.

ForageMax now launched in North America.

DLF-TRIFOLIUM provides grass seed for famous sports fields. See the list of some of our references.

Prodana launches new website.

Donata - a new, exceptional cocksfoot variety.

Increase yield in swards by overseeding. Read more about GrassMax and Festulolium.

Potential for low input of water on greens with red fescue varieties.

Best Breeding Programme in the World



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Big words, but we can justify them! During the last 25 years, the DLF breeding programme has been dramatically enlarged. Highlights of this expansion are:

- 1989 - 100% ownership of DP breeding station in Denmark
- 1990 - Acquisition of the grass operations of Daehnfelddt with breeding in DK and USA
- 1992 - Cooperation with Teagasc in Ireland commenced
- 1995 - Grass breeding operations and germ plasm in F and NL obtained from Limagrain
- 1995 - Purchase of shares in Hladke Zivotice with breeding in CZ
- 2003 - Acquisition of Cebeco Seeds Group with breeding programmes in NL and USA
- 2006 - Gene pool and breeding operations in NL, UK, F and USA acquired from Advanta
- 2006 - Acquisition of grass breeding and gene pool from CPB-Twyford in the UK



Now an expert team of breeders utilizing a broad gene pool provides the whole DLF Group with top rated and unique forage and turf grass products. Recent results include:

- 24 new forage and turf varieties added to the variety lists in France
- A number of new turf varieties on the UK Bingley list - e.g. top varieties of red fescue
- Three new forage varieties approved in the UK
- Excellent results in the Dutch turf and forage trials
- Top performing varieties in new Nordic turf trials
- Many new turf varieties on the German RSM list, including a top ranking red fescue
- A fantastic position in the NTEP trials for perennial ryegrass, tall fescue and bent grass

The DLF-TRIFOLIUM product management and sales teams are ready to tell customers more about all the benefits of our breeding programme and trial results.

THE MARKETING NEWSLETTER

Denmark, April 2007



Microclover Excellent for Overseeding Germany



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Sports turf pitches are exposed to high levels of stress which has a negative effect on the grass cover. Therefore overseeding is an important part of management.

Additionally, overseeding is an ideal way to add new material and take advantage of the latest breeding improvements in species and varieties, including Microclover. Microclover closes gaps effectively and survives heavy wear as well.



In Germany, Microclover is marketed by garden and landscape companies like HaGaLa Altmeyer. "Microclover offers big advantages to the everyday wear of heavily used sports fields. Inspections show that Microclover closes gaps in the turf quickly and survives heavy use. Microclover has become an important part of our product programme", says Mr Altmeyer.

"Heavy training sessions during the wintertime have taken place on these pitches and according to the players, the turf is better than ever. After these very promising results, we will overseed a third league soccer pitch this spring", adds Mr Altmeyer.

ForageMax Launched in North America USA



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DLF International Seeds has launched the ForageMax line of forage mixes in North America. These mixtures are "designed to MAXimize your forage potential".

The ForageMax programme will include both mixtures and key varieties sold in straights. To be considered for the ForageMax programme, a forage variety must demonstrate superior performance in grazing and/or yields trials in at least two locations across the US and Canada.

Approximately five years ago, HorseMax was the first mixture introduced but the portfolio was not completed until this year. HorseMax is expected to remain the top seller in the marketplace, but other niche markets can benefit from a focused ForageMax blend.



To accommodate the wide ranges of climates in North America, the exact composition of the ForageMax blends will remain flexible to ensure superior performance in all regions while retaining a unified packaging identity and brand recognition all across the continent.

DLF International plans to market HayMax, HorseMax, SugarMax, DroughtMax and PastureMax in the North America retail markets. Approximately 15 varieties will carry the ForageMax designation as well.

THE MARKETING NEWSLETTER

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DLF Grass in well-known Sports Locations



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DLF-TRIFOLIUM provides grass seed for many different purposes, including sports fields. Below are just a few of the sports fields in Europe with grass seed from DLF-TRIFOLIUM.



- Old Trafford (Manchester United), UK
- Villa Park (Aston Villa FC), UK
- Crvena Zvezda Stadion (FC Red Star), Serbia
- Farum Park (FC Nordsjælland), Denmark
- Ascot Racecourse, UK
- Royal Liverpool Golf Club, UK
- The Belfry Golf Club, UK
- Somerset County Cricket Club, UK

See www.dlf.com for more references.

New Website for Den Rigtige



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The new website www.denrigtige.dk was launched by Prodana on March 22. The website is in Danish and supports Prodana's consumer brand, Den Rigtige.

The DLF Group now has 21 online websites. Nine of them support the DLF brand in five different languages; two of them are brand specific and, furthermore, there are 12 websites by subsidiaries in the DLF Group.



Exceptional Cocksfoot Variety



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Donata offers all the benefits of cocksfoot such as drought tolerance, productivity and autumn growth. Donata therefore creates the ideal high performing mixture with productivity throughout the whole growing season.



Trials carried out in Wales/UK show that Donata is well grazed by sheep compared to normal cocksfoot varieties. The new cocksfoot variety Donata from DLF-TRIFOLIUM is fine leaved, late maturing and non-aggressive, thus changing the perception of cocksfoot.

GrassMax - a Successful Way to Improve Yield



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The yield in older grass fields is often 20-30% lower than in young ones. This means lower income and often lower quality of the feed. Overseeding the field with GrassMax is a cost-efficient and easy way to reduce the loss. With GrassMax, young plants are directly added to the older sward and the output is thereby improved by 10, 20 or maybe 30%.



With GrassMax, focus is especially on new and very high yielding varieties that can establish under the prevailing conditions of an existing sward. This means that the typical GrassMax mixture contains hybrid ryegrass, festulolium and perennial ryegrass - all species with quick establishment and big seeds.

Festulolium - where the strong sides of Festuca and Lolium are combined - is particularly interesting for overseeding. In GrassMax mixtures, the Italian Ryegrass types Perun and Paulita are used due to their very competitive growth and top forage quality.

Greens with Low Water Input



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The conclusion is clear - with top red fescue varieties like Cezanne and Calliope from DLF-TRIFOLIUM it is possible to obtain a very attractive putting green with a deep rooting system fit for low water input and healthy growth.

Thanks to environmental awareness and Royal & Ancient's vision of sustainable golf with low levels of fertiliser and water, interest in using red fescue for greens has increased significantly.

60, 120 and 200 kg N/ha for red fescue

Back in 2003, DLF-TRIFOLIUM established a trial on a golf green using three levels of fertilisers: 60, 120 and 200 kg N/ha annually and with six different varieties of red fescue. The trial was concluded in 2006.



Cezanne - slender creeping red fescue performs perfectly even when the quantity of nitrogen is reduced from 200 kg N/ha annually to 60 kg N/ha.

Calliope - chewing fescue largely retains its shoot density when the quantity of nitrogen is reduced from 200 kg N/ha annually to 60 kg N/ha.

The full report will be available on www.dlf.com shortly.