

# Join the Green Evolution

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## Market

### Quality counts



The agricultural world – like most other industries – has seen a lot of changes during the past 15 months. Prices for industrial raw materials such as steel or crude oil had developed to all time highs.

Under the impact of the bank crisis many of those notations fell rapidly. In agriculture commodities such as wheat saw a similar development in pricing and it seems as if crude oil and commodity prices are developing in a close correlation. A big impact on price exaggerations – also in agriculture – was caused by speculators coming from outside the industry. However grasses are to be regarded in a different context. Although being closely linked to developments in commodities a couple of items are particularly distinct for the grass seed industry:

- The grass segment is not really interesting enough for speculators coming from outside the industry. The people working in our industry are

professional seed people and have a very close touch with the facts of production, sales and demands

- Seasonal and weather influences have a stronger impact on demands than cyclical fluctuations of the entire economy. Due to that it is important to stay cool and be aware that:
- Both the last harvests and the coming crops are not sufficient for average consumption years
- In grasses the markets for recommended products are creating added values from the supplier to the end user. This makes grass seed more stable in comparison with other industries

What is important for the coming months?

Customers will benefit from choosing suppliers who can deliver good quality on demand. Excellent logistics, a short line to the seller and a reliable background of the supplier will be decisive to minimise customers’ risks in stocks and finances. A supplier with a profound background, being honest in keeping contract conditions and having outstanding expertise in professional seed handling makes life easier for everyone who needs business to run smoothly.

**Euro Grass stands for these challenges!**

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## ■ Breeding

# Successful breeding of *Lolium perenne* (perennial ryegrass) for turf use



Due to successful breeding the turf quality of *Lolium perenne* has increased significantly during the last few years. *Lolium perenne* has been the most wear tolerant species for years.

Now Euro Grass has improved the wear tolerance and at the same time improved general lawn qualities so that our new varieties are suited for ornamental lawns as well as sports lawns.

How was it possible to do what nobody expected only a few years ago? Our wear treatment observations begin on single plant level and are, of course, followed up in ordinary wear treatment plots. In parallel to the selection for wear we tested all breeding material in close mowing trials, which means 8 mm cutting height. 8 mm cutting height makes a nice differentiation in *Lolium perenne* for ornamental use. We found some very interesting genotypes which can be used as "multifunction" top varieties from now on. From the STRI in Bingley (UK), where they are doing the best wear trials and the best lawn trials in Europe, you can get a lot of information:

- 117 *Lolium perenne* varieties are listed 2009 on the main lists, but 26 % of these varieties are specialised varieties only listed on one of the two lists (either sport or lawn)
- 86 varieties are listed on both main lists but with a low correlation ( $r=0,31$ ) between the two lists (many varieties are specialised for either sports use or lawn use – 10 years ago the correlation was even worse)

A calculation of the average performance from both main lists (sport and lawn) leads to a very interesting new ranking of the 86 varieties:

- Only three varieties are in the top 10 on both main lists (sport as well as lawn) and two of them (VESUVIUS and LIGALA) are from Euro Grass Breeding

Euro Grass has got:

- Five varieties on the top 10 sports use list  
> EURODIAMOND, VESUVIUS, LIGALA, LUCIUS, VITELLIUS
- Three varieties on the top 10 lawn use list (varieties should be listed on both main lists)  
> LIBERO, VESUVIUS, LIGALA
- Three varieties on the top 10 combined list  
> EURODIAMOND, VESUVIUS, LIGALA
- Five varieties on the top 15 combined list  
> EURODIAMOND, VESUVIUS, LIGALA, LUCIUS, VITELLIUS

These few figures prove the successful breeding and selection work of Euro Grass Breeding during the last years.

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## ■ Breeding

# Milk Index® – the Euro Grass brand for high feeding quality



Euro Grass is in the forefront of feeding quality.

Euro Grass varieties and variety candidates are tested for several feeding quality parameters.

The intermediate, tetraploid perennial ryegrass AstonEnergy is an outstanding example of Euro Grass' feeding quality breeding, proven by the latest recommendation for perennial ryegrass in England and Wales.

Now you can identify all Euro Grass high feeding quality varieties or mixtures by the "Milk Index®" symbol. Why did Euro Grass introduce this brand?

- Identification of the high feeding quality variety is much easier for farmers as well as dealers
- In future feeding quality will be very important in grass breeding, right next

to yield, disease resistance or sward density

- In maize it is already an important parameter in feeding and breeding

Look at the "milk calculation" for AstonEnergy and you know how many litres milk you get more with AstonEnergy: [www.eurograss.com](http://www.eurograss.com).

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### Euro Grass varieties and mixtures with Milk Index®

- AstonEnergy (intermediate, tetraploid perennial ryegrass)
- FORNIDO (late, tetraploid perennial ryegrass)
- ZOCALO (late, tetraploid perennial ryegrass)
- COUNTRY Energy 2027 Milk Index®
  - > Top quality mixture with 100 % perennial ryegrass,
  - > Just high feeding quality varieties are used (AstonEnergy, FORNIDO and HERBAL)
  - > At the moment just sold in Germany, but interested customers are welcome

## ■ Products

# "Euro Grass Turf" – Euro Grass' new turf grass mixture programme



Due to successful breeding, complete knowledge of grass species and varieties

and thorough analyses of the European turf grass market it has been

possible to develop "Euro Grass Turf" which consists of approximately

25 different mixtures within 5 main groups:

1. **CLASSIC** – for general purpose lawns
2. **ORNAMENTAL** – for very fine and esthetical lawns
3. **SHADE** – for shady lawns and parks
4. **SPORT** – for sport and play
5. **RENOVATION** – for renovation and reseeding where a quick result is required

For more information please ask for our turf grass brochure where you will find a climatic zone adapted selection guide for making it easier to choose the right mixture for each individual purpose.

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## ■ Info

# New faces showing Euro Grass' expansion



Management change in Hunsballe Frø A/S (DK)

As part of a planned change of management, **Jens Holstborg** joined Hunsballe Frø as of 1st November 2008, and took over the position as Managing Director 1st January 2009. Jens Holstborg is replacing Steen Kisselhegn, one of the driving forces in the formation of Euro Grass, who will retire end of April after 18 years as Managing Director. Jens Holstborg holds a MSc degree in Dairy Science and Technology from the Royal Veterinary and Agricultural University in Copenhagen. In the past 13 years he worked internationally with food ingredients in Danisco, and comes from a position as Development and Marketing Director in Danisco's Gums & Systems Division. Jens Holstborg will besides his responsibilities in Hunsballe Frø, join the board of directors in Euro Grass B.V. and Euro Grass Breeding.



Sales manager forage grasses for Hunsballe Frø A/S (DK)  
Area manager Scandinavia for Euro Grass B.V.

From October 2008 **Henrik Hundahl** has been in charge of sales of forage grasses in Denmark for Hunsballe Frø. Furthermore Henrik Hundahl works as area manager for Euro Grass, covering the Scandinavian market for forage and turf grasses. Henrik Hundahl has a background in international trade – primarily food – and has been involved in production and processing of cereals and pulses for more than 10 years.



Area manager for Poland, Czech Republic and Slovakia

**Jerzy Krzyzak** joined Euro Grass B.V. as of 1st October 2008, and took over the position as Area Manager in Poland, Czech Republic (Turf) and Slovakia (Turf). Jerzy Krzyzak has a MSc degree in Agriculture from the Agriculture University in Poznan and postgraduate MCs degree in Economy from the Economy University in Poznan. He worked on Polish market as well as internationally within agriculture and horticulture business in the past 22 years. Jerzy Krzyzak came from a position as Commercial Director in Grene Poland. Before Grene Poland he worked as Sales Director in Cargill Poland and as Brand Manager for Eastern Europe in Grodan. He's married and has got one daughter.

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