

The Marketing Newsletter Prograss



No. 1 2015



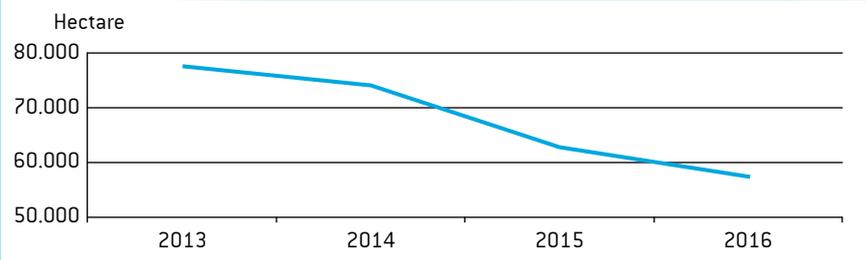
Spring, shipments and good opportunities!

Spring is here and our shipping departments are busy throughout Europe to help and serve with timely deliveries. However, not only Europe is calling for seed, as we see more and more shipments going out of Europe. The current monetary swing we have seen, especially between the dollar and the Euro, is helping the European business and is creating opportunities for more sales for us and for you.

Normally we meet perennial ryegrass, tall fescue and smooth-stalked meadow-grass from the US in the European market. However, this has changed dramatically the last 6 months and by following the import statistics, it is clear that we see less and less imports not only from the US but also from Canada and New Zealand.

We have had a very mild winter leading to among other things mouse damage in many countries which has resulted in extra demand for forage, as well as turf mixtures. Moreover, in April 2015, the milk quota in the EU disappeared and we expect milk production to increase in the coming years by 5-20% and with it the need for greater utilisation of grass seed mixtures, along with other forage crops. This is all creating more demand for European production and will help to maintain a good balance in the grass seed market. DLF has developed the concept More Milk with DLF that helps farmers to produce even more milk!

SEED PRODUCTION IN DENMARK GRASS AND CLOVER ACREAGE



When harvest 2013 and 2014 gave very good yields for some species, DLF acted and reduced the acreages for crop 2015 and 2016 in Denmark. We are now looking at very low acreages and we need to act very precisely to ensure that we have the correct varieties available in volume and quality. In real figures – taking into consideration this is before the harvest – we are looking at a reduction in acreage of 15% between harvest 2013 and harvest 2015. The reduction between harvest 2013 and 2016 is 22%, and that makes harvest 2016 the lowest acreage in many years.

One might think that the seed business looks the same – but it is never the same! Feel free to contact your DLF representative for more information about the market, trends and opportunities.

The new DLF website

Our newly designed DLF website has been launched at www.dlf.com. The website now provides interesting new features such as an elegant overview of the various species and varieties, and a practical comparison tool, where all product varieties can be compared on selected features. In addition, the website is now responsive, which means that you can also view it on your mobile and tablet.



During the summer and early fall, the individual country websites will go live on the same web platform as dlf.com – but until then please go and check out the new website.

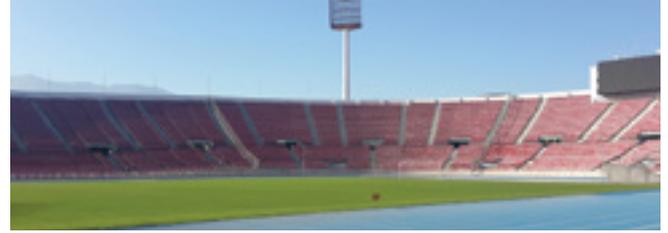
DLF at world top sports events

Based on a perfect track record - e.g. the Football World Cup in Brazil - DLF has once again been chosen to supply grass seed mixtures for major sports events in 2015.

In February, the Super Bowl - the annual championship game in American football - was played at University of Phoenix Stadium in Glendale, Arizona. The stadium had been over-seeded with perennial ryegrass from DLF.

In June/July, Chile will host the 2015 Copa América – the football championship in South America. The tournament is organized by CONMEBOL, the football association on the continent. In all, 8 top stadia have used DLF grass seed to create the perfect pitches for this prestigious tournament. The 2015 Copa América

will use our latest grass seed innovation, 4turf®, to overcome the diverse climatic conditions, as Chile stretches over 4,000 km from north to south.



Estadio Nacional Julio Martínez Prádanos in Santiago, Chile – the stadium for the opening match on 11 June 2015 and for the final on 4 July 2015.

In September/October, the Rugby World Cup 2015 will take place in England. The tournament will be played on 13 different stadia and some of DLF's strongest grass seed mixtures are used to withstand the severe wear exerted by this sport.

Visual guide of our packaging options

For those of you who visited us in January at the IPM exhibition in Essen, Germany, you would have seen a new tool from DLF, our electronic brochure showing the different packaging options available to customers.

For those who didn't visit the exhibition, this new tool shows you all the packaging and presentation options you can offer your clients and where we at DLF can help you. Displaying images of all our options, it provides an easy visual guide of what we can offer, so please ask your DLF representative to give you a demonstration or find it on our new website under Customer support.



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, The Netherlands, UK, Ireland, France, Germany, Czech Republic, Russia, China, New Zealand, Canada, USA and South America, an extended distributor and customer network serves the markets worldwide.



Headquarters:

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

Contact:

UK • Tel. +44 (0)1386 793135, **Ireland** • Tel. +353 (0)5189 7060, **The Netherlands** • Tel. +31 113 347 911, **France** • Tel. +33 2 41 68 99 08, **Germany** • Tel. +49 511 901 390, **Czech Republic** • Tel. +420 556 756 130, **Russia** • Tel. +7 495 937 4179, **China** • Tel. +86 10 84977049, **New Zealand** • Tel. +64 3 982 7333, **Canada** • Tel. +1 705 878 9240, **USA** • Tel. +1 800 445 2251, **South America** • Tel. +54 911 30 59 1903