

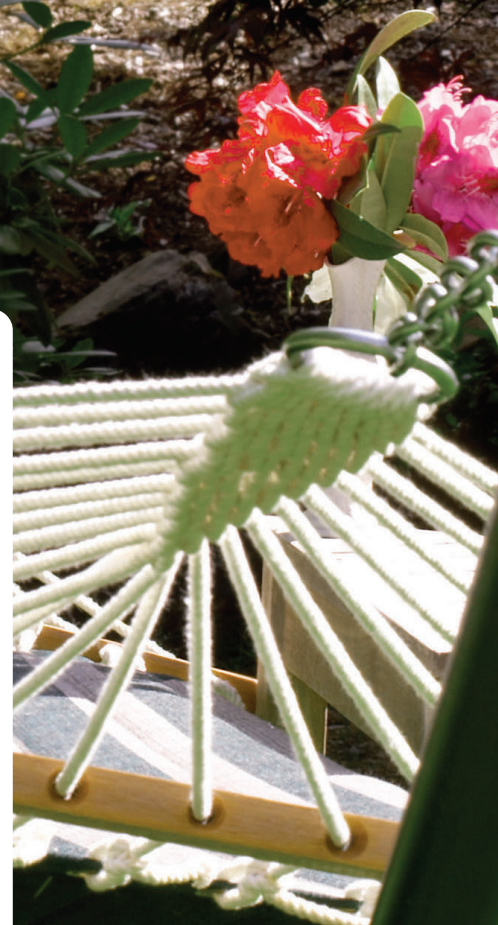
SEEDS & SCIENCE



UNITED STATES

# CONSUMER PRODUCT GUIDE

EDITION 1



# GROWING WITH DLF

Our customers demand a lot from their seed: yield, forage quality, winterhardness and disease resistance. That is why we invest heavily in global R&D and our research plots. Roughly 11% (1 in 9) of DLF's over 2,000 worldwide employees are involved in breeding programs and product development. For more than 30 years, DLF breeding and product development has optimized forage and grass varieties ideal to local climatic and environmental conditions to seed the green future. We aim to deliver sustainable solutions with the potential to increase productivity of land and livestock, sequester carbon and reduce emissions in the supply chain.

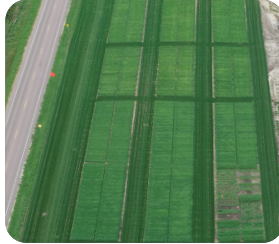
Lindsay, Ontario Canada



Port Hope, Ontario Canada



Bangor, Wisconsin USA



Philomath, Oregon USA



Berry, Kentucky USA



**850 EMPLOYEES**  
work in DLF's Turf and Forage Division worldwide



**10% OF DLF'S WORKFORCE**  
is employed in research & development



**1,600 VARIETIES**  
have been released and commercialized  
through this effort!



For more than 25 years, **Leah Brilman, Ph.D.**, has worked for Seed Research of Oregon and DLF. She currently serves as Director of Research and Technical Services. Brilman's research interests include turfgrass breeding and genetics as well as the utilization of new cultivars and management changes. Her excellence in the turfgrass industry has been well documented through the many awards she has received, including a National Science Foundation Graduate Fellowship, the Association of Commercial Plant Breeders Award for Industry Breeder, and being named a fellow in the Crop Science Society of America (CSSA). She has received the Fred V. Grau Turfgrass Science Award from the Turfgrass Science Division of CSSA.



# SEED ENHANCEMENTS FROM DLF




**DLF seed enhancement** is the process of encapsulating individual seeds with a combination of dry and wet components, improving a seedling's ability to thrive in an otherwise harsh environment. Coating helps transform seed into well-established plants by providing an ideal micro-environment; facilitating germination.

Calcium carbonate is used as a base material because of its ability to hold moisture, act as a pH buffer and improve seed-to-soil contact. After germination is initiated, the seedling continues to benefit from the nutrients and organic components that remain in the root zone.

**Seed enhancement adds value and helps alleviate inconsistent availability in the world market!**

## Benefits of Seed Enhancement:

- Improves seedling vigor during the germination process
- Improved reach when seeding:
  - » Better throwing distance through a spreader
  - » Heavier seed helps prevent wind drift
- Increased seed-to-soil contact
- Uniformly holds moisture
- Acts as a pH buffer
- Greater uniformity in mixes

Offerings	Analysis / Active Ingredient*	Benefits	Results
 <p><b>Micro Boost</b></p>	Nitrogen (N) .....0.015% Phosphate (P <sup>2</sup> O <sup>5</sup> ) .....0.09% Manganese (Mn) .....0.01% Zinc (Zn).....0.075%	Early uptake for: <ul style="list-style-type: none"> <li>• Enhanced early plant growth</li> <li>• Longer, more vigorous roots</li> <li>• Larger seedlings</li> </ul>	<ul style="list-style-type: none"> <li>• Up to 15% greater yield</li> <li>• Better performance under stress</li> <li>• Early germination</li> </ul>
 <p><b>Moisture Boost Plus™</b></p>	Starch based super-absorbent Potassium Acrylate Co-polymer coated limestone	Up to 40% more moisture retention	Enhances germination and seedling development, maintaining available moisture between waterings
 <p><b>Pro Nitro™</b></p>	Iron (Fe)..... 3.0% Manganese (Mn) ..... 0.5% Zinc (Zn)..... 3.1% Low-Analysis Fertilizer	Water absorption with slow release plus micro-nutrients for targeted seed nutrition	<ul style="list-style-type: none"> <li>• Germination with less inputs</li> <li>• Key for early plant/root development, seedling health and enhanced early growth.</li> </ul>

**RAW**



**ENHANCED**



# ULTRA-PREMIUM LAWN SEED MIXES WITH MOISTURE BOOST PLUS



## ULTRA - PREMIUM SEED

X-Seed® Ultra-Premium Lawn Seed now with Moisture Boost Plus! Our mixtures contain top DLF improved varieties formulated to produce durable, highly desirable, permanent lawns. Each mixture is 99.9% Weed free and guaranteed to grow will give your customers confidence and high perceived value.

## ULTRA - PREMIUM PACKAGING

Our dynamic packaging was created for easy selection, high appeal, and simple instructions. Your grass seed store sets will be bright and eye-catching. The simple instructions on the back help your customers have success in all their lawn projects.



PACK LBS SKU



**Ultra-Premium Bluegrass Blend**

3-Way blend of improved Kentucky Bluegrass.

8 3 440AS0102UCT234-3  
24 1 440AS0102UCT234-1



**Ultra-Premium Quick & Thick® Sun to Shade Mix**

Premium mixture of Kentucky Bluegrass, Perennial Rye & Fine Fescues

24 1 440AS0083UCT234-1  
8 3 440AS0102UCT234-3  
6 7 440AS0083UCT234-7  
1 20 440AS0083UCT234-20  
1 50 440AS0083UCT324-50



**Ultra-Premium High Traffic Blend**

3-Way blend of Improved Perennial Ryegrass  
**SOUTH MIX AVAILABLE**

8 3 440AS0107UCT234-3  
6 7 440AS0107UCT234-7



**Ultra-Premium Hardy Lawn Mix**

Kentucky Bluegrass with fast starting annual & other perennial species

8 3 440AS0105UCT234-3  
6 7 440AS0105UCT234-7  
1 20 440AS0105UCT234-20  
1 50 440AS0105UCT234-50



**Ultra-Premium Shady Lawn**

Fine Fescues blended with Perennial Rye & Shade tolerant Bluegrass

8 3 440AS0116UCT234-3  
1 20 440AS0116UCT234-20



**Sun & Shade Mix**

8 3 440AS0136UCT234-3



**Deep Shade**

10 3 440AP0092UCTC-3



**Sun to Shade Mix**

8 3 440AS0083UCT234-3



**Tall Fescue**

8 3 440AS0112UCT234-3



**Bermudagrass**

10 3 440AS0109UCT234-3



# MASTERGREEN® MIXES



DLF offers a wide range of turfgrasses that have been developed to perform in a wide range of climates and soils. We offer cool and warm season grasses, along with a microclover designed especially for turf. We have recommended certain varieties for specific regions and usages in our technical information areas and on the individual product pages. Selecting the right variety will make a significant difference in performance and maintenance from home lawns to golf courses.

In an era of environmental stewardship, the proper turfgrass selection contributes positively to habitat enhancement, wildlife and water conservation, waste management, and energy efficiency. Proper selection will result in less care while providing attractive, durable, and disease resistant turf. When you select turf varieties from DLF, you can be confident that you are choosing the very best.

## PRO NITRO™ 4-N-1 TECHNOLOGY

ProNitro® enables stronger germination, faster establishment and saved time and money. The targeted combination of products in ProNitro® makes essential nutrients and water available to each seedling for better germination and improved nutrient utilization during early growth.



Enhanced Seed Plant Growth ▲

Raw Plant Growth ▲

PACK LBS SKU



**MasterGreen® 5-Way Tall Fescue**

- Ideal for high traffic sun to shade areas
- Withstands heat & drought
- Excellent disease resistance, including brown patch
- Low maintenance high quality turf

8	3	440AP0114UCT285-3
6	7	440AP0114UCT285-7
1	50	440AP0114UCT285-50



**MasterGreen® Sun to Shade**

- Strong winter survival
- Adaptable premium lawn for partial shade to full sun
- Dark green in color

8	3	440AP0118UCT285-3
6	7	440AP0118UCT285-7
1	50	440AP0118UCT285-50



**MasterGreen® Fast Turf Mix**

- Fast establishment & quick to fill in
- Thickens existing lawns and prevents soil erosion
- Full sun to light shade

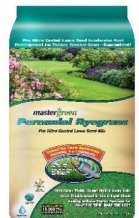
8	3	440AP0117UCT285-3
6	7	440AP0117UCT285-7
1	50	440AP0117UCT285-50



**MasterGreen Kentucky Bluegrass**

- 100% Kentucky Bluegrass
- Ideal for sunny, high traffic areas
- Self repairing and drought tolerant
- Dark green in color

1	50	440AP0116UCT285-50
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**MasterGreen® Perennial Ryegrass**

- Great choice for athletic fields
- Fast establishment
- Dark green in color

1	50	440AP0115UCT285-50
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# MICROLAWN & MICROCLOVER MIXES



## MICROCLOVER® MAKES TURF MANAGEMENT EASIER

Microclover® is an ideal component in turf mixtures. It grows low between your turf plants, while supplying your turf with all the nitrogen it needs. Microclover® blends in well, providing a dense, uniform appearance, and a more drought-tolerant turf that stays green longer.

## SUSTAINABLE TURF WITH LESS INPUT





Legumes have a natural ability to fix nitrogen from the air. To make the most of this ability for professional turf managers, we have developed an unique small leaved Microclover®. Microclover® can generate as much as 180 kg N per ha per year. It provides a natural route to nitrogen-fixing that can significantly re-duce your need of fertilizer.

## INCREASE THE WEAR-TOLERANCE OF YOUR TURF

The appearance of turf containing Microclover® is superior compared to traditional turf. The nitrogen is available when it is needed without risk of leaching. Given this constant supply of nitrogen, your turf thrives providing you with better wear tolerance. It improves the performance of even the highest-ranking, wear-tolerant varieties.

## BETTER VISUAL APPEARANCE WITH MICROCLOVER®

The constant flow of nitrogen keeps the turf green and healthy. At the same time, the competitiveness of Microclover® plays its part by quickly filling gaps to lock out weeds. Microclover® also weaves its stolons into the turf, spreading and integrating evenly for a harmonious visual look. The versatility of Microclover® is good for all types of turf.

	PACK	LBS	SKU	
<b>DLF</b> <b>MicroClover™</b>	24	1	102AX0001UCT144-1	
 <b>MicroLawn™</b> <ul style="list-style-type: none"> <li>• Naturally green all year long without fertilizer</li> <li>• Crowds out weeds</li> <li>• Durable &amp; drought tolerant</li> </ul>	8	5	440AS0135UCT285-5	
<b>MicroLawn™ Slow &amp; Low</b>	10	5	440AS0143UC-5	
<b>DLF White Dutch Clover</b>	24	1	102AN0002UCT144-1	









# SELECT MIXES & BLENDS

DLF offers a wide range of turfgrasses that have been developed to perform in a wide range of climates and soils. We offer cool and warm season grasses, along with a microcover designed especially for turf. We have recommended certain varieties for specific regions and usages in our technical information areas and on the individual product pages. Selecting the right variety will make a significant difference in performance and maintenance from home lawns to golf courses.

In an era of environmental stewardship, the proper turfgrass selection contributes positively to habitat enhancement, wildlife and water conservation, waste management, and energy efficiency. Proper selection will result in less care while providing attractive, durable, and disease resistant turf. When you select turf varieties from DLF, you can be confident that you are choosing the very best.











		PACK	LBS	SKU	
 <p><b>X-Seed® Fast Lawn</b></p> <ul style="list-style-type: none"> <li>• 3-5 day emergence</li> <li>• Will not come back next year, one year product</li> <li>• Great for quick fix projects like septic, drainage &amp; many more</li> </ul>		<b>15</b>	<b>3</b>	<b>440AS0104UC-3</b>	
		150	3	440AP0114UCT285-150	
	<b>Bermudagrass - Enhanced, Unhulled</b>	24	1	242AU0005UCTC-1	
 <p><b>Houndogs™ Tall Fescue Blend</b></p> <ul style="list-style-type: none"> <li>• Superior turf performance in most climate zones</li> <li>• Performs well under drought stress, resistant to heat, humidity &amp; brown patch</li> <li>• Minimal maintenance &amp; naturally deep green in color</li> <li>• Aggressive tillering for excellent wear tolerance &amp; fast recovery</li> </ul>		6	5	440AS0139UC-5	
		1	50	440AS0139UC-50	
			10	5	440AS0108UC-5
 <p><b>Landscape Mix</b></p>		1	20	440AS0108UC-20	

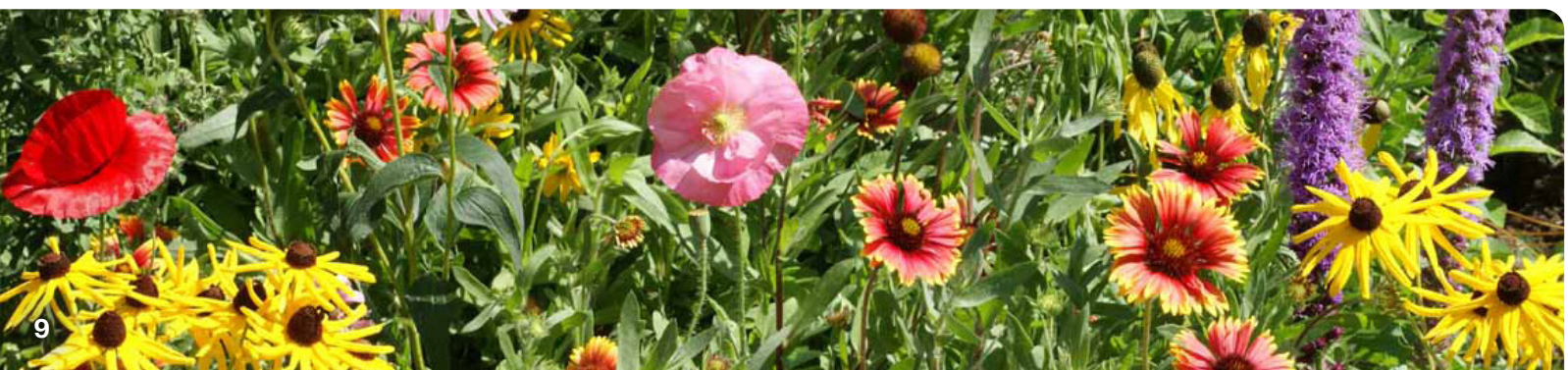


# COMPLETE WILDFLOWER KITS



X-Seed® Complete Wildflower Kits have everything needed to grow beautiful gardens and natural areas. Each kit includes premium seed, water absorbing mulch, and Moisture Boost Plus crystals.

	PACK	LBS	SKU	
 <p><b>X-Seed</b> <b>Ultra Wildflowers Mix</b></p>	12	1	440AS0084UC-1	
 <p><b>X-Seed</b> <b>Bee Pollen Midwest Mix</b></p>	12	1	440AS0088UC-1	
 <p><b>X-Seed</b> <b>Hummingbird &amp; Butterfly Mix</b></p>	12	1	440AS0085UC-1	
 <p><b>X-Seed</b> <b>Low Grow Border Mix</b></p>	12	1	440AS0089UC-1	
 <p><b>X-Seed</b> <b>Texas Bluebonnets</b></p>	12	1	440AS0100UC-1	



# QUICK & THICK LAWN REPAIR PRODUCTS

Quick & Thick says it all! Each lawn repair product is formulated to germinate fast and establish a dense turf that last. Our innovated products mixtures allow for one step repair and over-seeding applications.



**Quick & Thick® Plus Lawn Repair**

PACK LBS SKU

6 4.5 440AS0086UCT301-4



**Quick & Thick® Dog Spot Repair**

Quick & Thick Dog Spot has everything you need to repair pet damaged spots in as little as seven days. Add this top selling impulse item to add to your spring sales!

- Covers up to 200 spots
- Natural growth medium blends into soil
- 2X more seed compared to the leading brands

12 1.75 440AS0087UC



**NEW**



**Quick & Thick® Renew**

The green solution for repairing spots. Easy all in one planting featuring 4-n-1 technology with targeted seed nutrition. Each bag of Patch-it includes premium seed, water absorbing material, and nitrogen coating. Water is released slowly and nitrogen gives seed a boost of initial growth.

1 20 440AS0147UCT234-20



# PASTURELAND FORAGE MIXES



## ULTRA-PREMIUM SEED

X-Seed Pasture Land™ products are treated with Micro-Boost® nutrients – a specialized nutrient delivery system that is safely applied to each seed, creating a “nutrient friendly zone” around the seed. This ensures that nutrients are available very early – when the plants need them the most. Enhances early plant growth, delivers faster, more even emergence, longer, more developed roots, larger seedlings and can withstand periods of stress. All Pasture Land™ mixtures are endophyte free for improved animal health and wellness.

## GREATER YIELDS

Micro Boost® produces 15%+ greater yields! Micro Boost® is added to our Pasture Land™ Equine, Over-Seeder, and

Dry-Land products to promote even emergence, quick establishment and more fibrous roots. Pasture Land™ pastures withstand periods of environmental stress and grazing demands. Over-seed old fields to provide higher yields and excellent feed for all your grazing animals. Micro Boost® helps seeds germinate even in compact soils.

## BETTER RESULTS

X-Seed Pasture Land™ products with Micro-Boost emerge faster, thrive in various growing conditions and provide higher relative feed value than ordinary forage mixtures.

**ENDOPHYTE FREE - SAFE FOR ALL FORAGE STOCK!**



### PastureLand Equine® Mix

- Excellent source of premium quality grass hay
- Ideal for permanent pastures, Good source of fiber
- Does not cause bloat

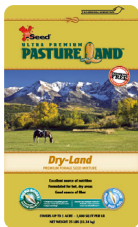
**SOUTH MIX AVAILABLE**



### PastureLand Overseeder®

- Rejuvenates old, permanent fields
- Grows in compact soils and high traffic areas
- Germinates quickly
- provides large palatable foliage

**SOUTH MIX AVAILABLE**



### PastureLand Dry-Land® Mix

- Excellent source of nutrition
- Good source of fiber
- Formulated for hot, dry areas at elevations up to 8,000 ft

PACK LBS SKU

1 25 440FS0011UCT301-25

1 50 440FS0011UCT301-50

1 25 440FS0021UCT301-25

1 50 440FS0021UCT301-50

**6 7 440FS0010UCT301-7**

1 25 440FS0010UCT301-25

1 50 440FS0010UCT301-50






# DLF FORAGES & MIXES



## SEEDS & SCIENCE. BY DESIGN.

DLF is the proven leader in developing forage grass and clover varieties that are adapted to diverse climatic and soil conditions. Our intensive breeding program is constantly developing new varieties of grass and clover species that will out-perform older generation genetics in yield, palatability, and forage quality.

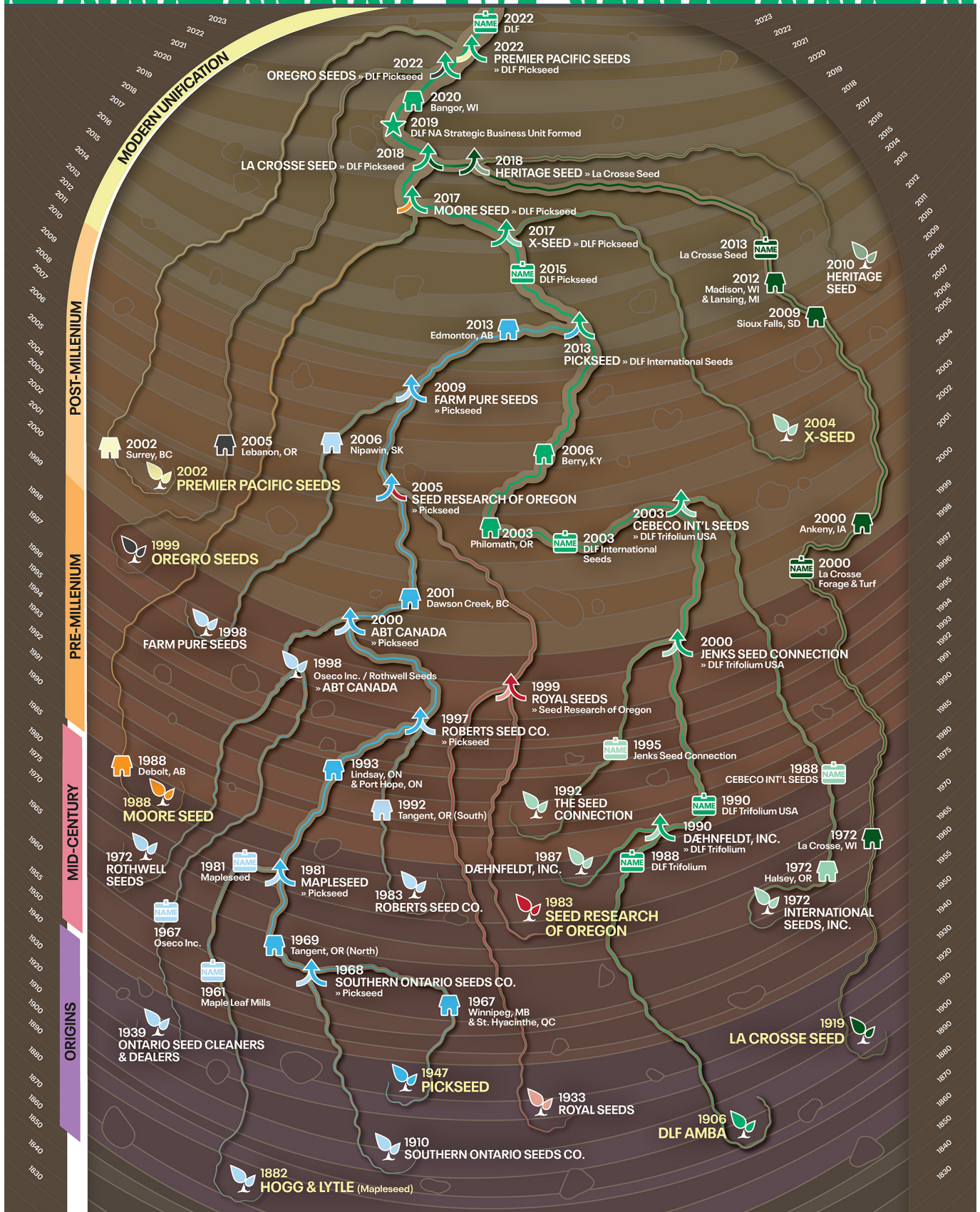
	PACK	LBS	SKU
 <p><b>K32 Forage Tall Fescue</b> Improved K-31 type Tall Fescue formulated for Forage</p>	1	50	
<b>ForageMax™ All Livestock</b> <b>NORTH &amp; SOUTH MIX AVAILABLE</b>	1	25	440FS0009UC-25
	1	50	440FS0008UC-50
<b>Orchardgrass</b>	1	50	222FN0052UCTC198-50
<b>Power 4.2 Alfalfa</b>	1	50	105FN0038UCTC144-50
<b>Timothy</b>	1	50	218FN0007UC-50
<b>Medium Red Clover</b>	1	50	101FD0036UCT144-50
 <p><b>Pasture Booster Clover Seed Mix</b> Mixture of red &amp; white clovers</p>	6	5	440FS0024UCT237-5
<p><b>NEW</b></p>  <p><b>ChickenMax™</b></p> <ul style="list-style-type: none"> <li>• Non-gmo varieties</li> <li>• Improve egg production</li> <li>• High value for your flock</li> <li>• Promotes the production of omega-3 nutritionally enhanced eggs</li> </ul>	6	5	598NX0014

# MERCHANDISE READY



# DLF NORTH AMERICA STRATEGIC BUSINESS UNIT

## FAMILY ROOTS



FOUNDING



RENAMED



DLF



MOORE SEED



OREGRO



SEED RESEARCH OF OREGON



CURRENT DLF SITE



LA CROSSE SEED



PICKSEED



PREMIER PACIFIC SEEDS

# OUR GLOBAL VALUES



Innovation and Entrepreneurship

We continuously develop our business, our products and the way we work acknowledging the courage and risk willingness that this may require.



Environmental Sustainability

We support environmental sustainability by developing sustainable products and operating in an environmentally sustainable way.



Global Synergies

We want to realise synergies through sharing of knowledge, collaboration and developing together as a business, an organization and as individuals.



Empowerment

We empower our people and our local business units to act in the interest of the company as they deem optimal based on their professional insight and knowledge of local conditions.

## OUR CUSTOMERS CAN COUNT ON GROWTH

At DLF we research, develop and produce products to specifically meet the needs of the Canadian market and conditions.

DLF is the global leader in research, development, production and distribution of forage and other seed. **This makes us part of a worldwide organization with a passion for innovation and a commitment to helping us deliver the best forage products.**



World market leader **within temperate forage and turf seeds.** Supplying to more than 100 countries



**Leading research and development program** in sustainable and green crops of the future



**7th largest** seed company in the world

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