



seeds for successful
forage grass growing

2009/10

EURO GRASS *Join the Green Evolution*



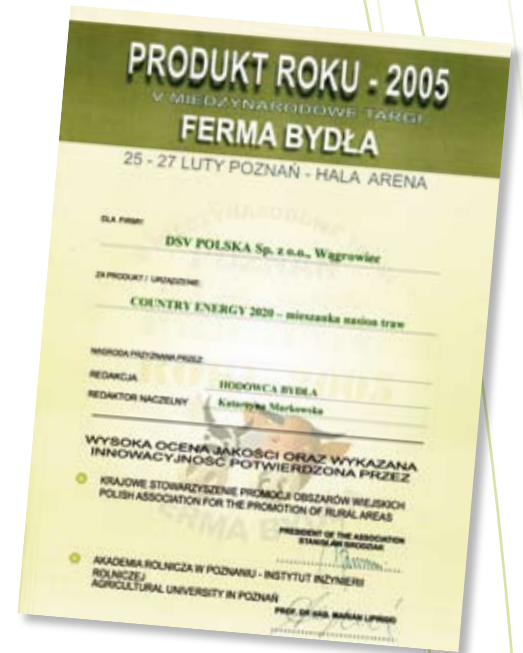
COUNTRY – Euro Grass' international brand range for forage grass mixtures

Founded 1994 as a high quality programme for forage grass mixtures in Germany, COUNTRY will now conquer the international market for Euro Grass. The high quality programme COUNTRY offers mixtures which are adapted to different kind of grassland use and different climatic conditions. All varieties used are at the top of international recommendation. Based on this 'grassland philosophy' COUNTRY became the biggest brand range programme for forage grass mixtures in Germany. It consists of mixtures for extensive to very intensive grassland use, ley farming, horse meadows and ecological grassland farming. For several years this COUNTRY strategy has worked quite well in Poland too, therefore Euro Grass decided to put COUNTRY on an international level. COUNTRY was established in the Baltic States for sowing in autumn 2007, other countries are in preparation.



COUNTRY offers more than mixtures

Innovation award 2005 for COUNTRY Energy 2020 at Ferma Bydla (International fair CATTLE FARM in Poznan, biggest fair for animal husbandry in Poland)



Euro Grass is in the forefront of forage quality

Euro Grass takes a new step forward in forage grass breeding. For several years the Euro Grass breeders have not only been selecting for yield, disease resistance and other classical criteria, they also have been analysing for the most important forage quality parameters. All varieties are tested on digestibility of organic matter, crude protein, water soluble carbohydrates (mainly sugar), cell wall-fraction, digestibility of cell wall and ash-content. So Euro Grass does more than sugar and the results are impressive.



AstonEnergy is leading in forage quality

There is no better perennial ryegrass in forage quality than AstonEnergy. These are the conclusions of the recommendations 2008/09 for perennial ryegrass in England and Wales. In contrast to most of the other European countries forage quality is a very important parameter in the official variety testing in England and Wales.

In 2008 AstonEnergy (intermediate, tetraploid) is the variety with the highest digestibility on the list (D-value in mid summer under simulated grazing = 10.5, D-value at second silage cut = 9.8). Within the intermediate tetraploid group AstonEnergy is 1 D-value unit better than the next best variety under simulated grazing and 2.7 units better than the average of all other varieties. Under the silage management AstonEnergy is 1.4 D-value unit better than the next best variety under simulated grazing and 3 units better than the average of all other varieties.

What does this mean for the farmers?

In situations where enough grass is available to satisfy animals' increased appetite, improved digestibility has a very large effect on animal output and a one point increase in D-value can increase animal output by five percent!





The brand range for high forage quality

Euro Grass has more than one outstanding variety in forage quality. Now you can identify all Euro Grass high feeding quality varieties or mixtures by the symbol 'Milk Index®'.

Why did Euro Grass introduce this brand?

- Identification of the high feeding quality variety is much easier, for farmers and dealers as well.
- 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.

Euro Grass varieties and mixtures with Milk Index®

- AstonEnergy (intermediate, tetraploid perennial ryegrass)
- AstonPrincess (late, 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)

Look at the "milk calculation" for AstonEnergy at www.eurograss.com and you know how many litres you get more with it.

COUNTRY Horse – just the best for horses

Euro Grass looks always for new and interesting markets. So the COUNTRY Horse mixtures were created especially for the requirements of horses. In the composition of the mixtures we particularly pay attention to the high quality aspects of the used varieties and their special suitability for horse keeping. We offer COUNTRY Horse mixtures for all segments of horse keeping, i.e. for new establishment and reseeded of horse meadows, outlets, hay and silage production as well as riding and jumping arenas. So horse riders who take care of their animals choose COUNTRY.



Euro Grass is a joint cooperation between Deutsche Saatveredelung (DSV),

Hunsballe Frø and the formerly Dutch breeder Zelder (now Euro Grass B.V.)

Euro Grass established itself as a significant platform for breeding, production and marketing in the grass seed industry, mainly focused on cool temperate grasses, small seeded forage legumes and catch crops.



Euro Grass – Join the Green Evolution

Euro Grass B.V. Lippstadt is in charge of the international marketing and sales activities. A team of area managers is responsible for the international sales of the complete Euro Grass portfolio. The marketing and sales of the home markets Denmark, Germany and the Netherlands will be the responsibility of Hunsballe Frø, DSV and Euro Grass B.V. respectively. Each of the three companies carries the complete product portfolio of Euro Grass.

Euro Grass Breeding

The forage and turf grass breeding activities of DSV and former Zelder merged in Euro Grass Breeding GmbH & Co. KG. Within the Euro Grass platform Euro Grass Breeding is responsible for all tasks concerning research and development. Euro Grass holds 45 % of the REGA shares, who is a French grass breeder.



Strong breeding is the basis for our success



Perennial ryegrass is one of the most important forage grass species Euro Grass focuses on. The results are highly remarkable. For several years POMPOSO, an intermediate, tetraploid perennial ryegrass, was the leading variety in its segment in the Netherlands. TRIVOS followed up, not only in the Netherlands, but also in Germany. LICARTA (late, diploid), LIGENIUS (late, tetraploid) and BETTY (early, diploid) are recommended varieties in Denmark, AstonEnergy (intermediate, tetraploid) and AstonPrincess (late, tetraploid) are well known in Great Britain.



Other strengths of Euro Grass are its Italian, annual and hybrid ryegrasses for short term use. FABIO and NABUCCO, both tetraploid Italians, are registered worldwide due to its high yield and disease resistance. Annual ryegrasses like POLLANUM (tetraploid) and LIFLORIA (diploid) are highly appreciated especially in the South of Europe. In addition to the existing markets for Italian, annual and hybrid ryegrasses biomass and bioenergy production become more and more important. First trial results show that tetraploid types like FABIO, TARANDUS or IMPERIO fit in this new segment well. For wet, peaty or heavily textured soils timothy varieties like LISCHKA and PRESTO are interesting alternatives. Meadow fescues like LIPOCHE, LIHEROLD and PAMPERO are suitable for cool and moist conditions. Kentucky bluegrasses like LIKOLLO convince by its excellent rust resistance and sward density.



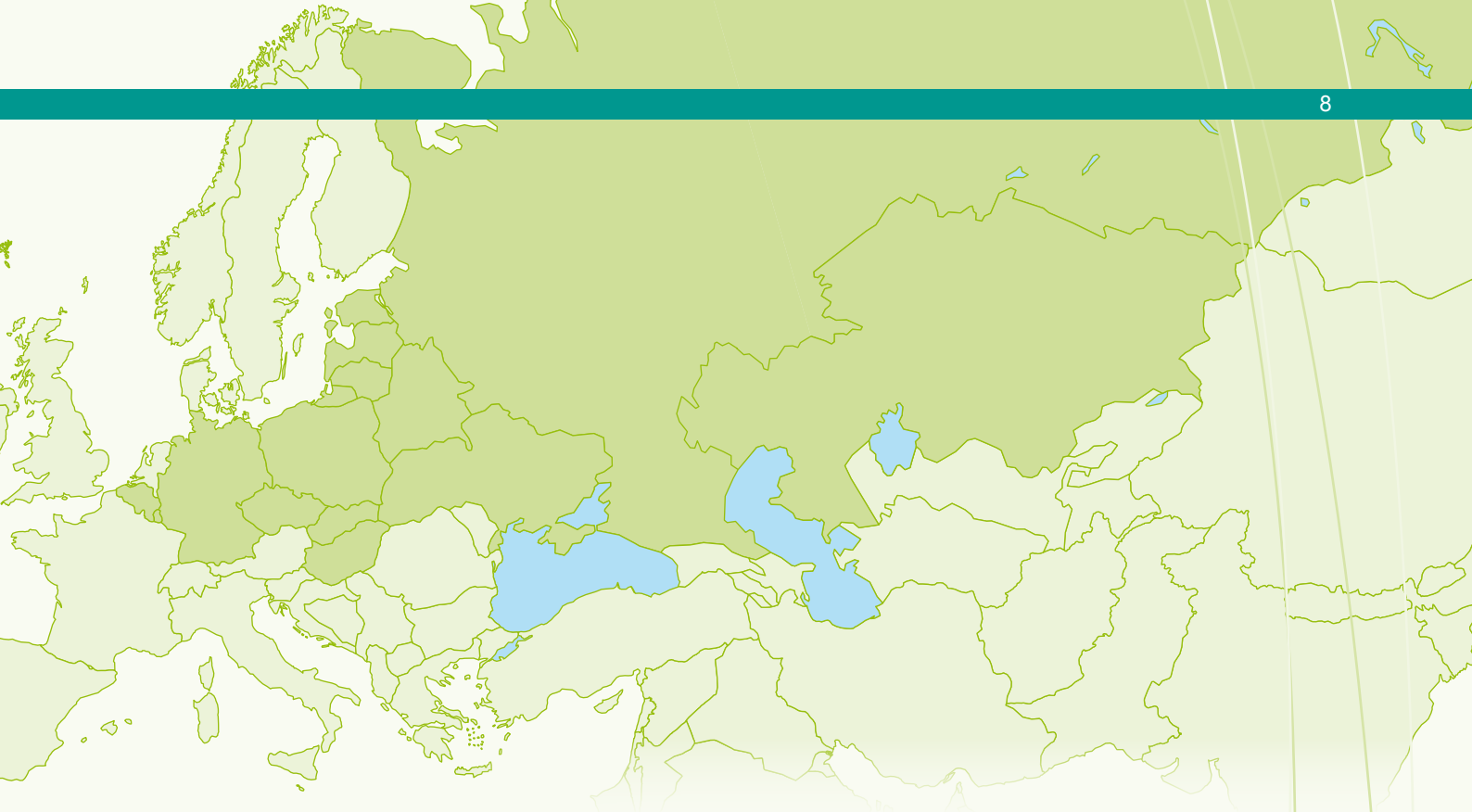
The segment of fodder plants is completed by persistent and strong white and red clover. LIFLEX is the highlight of Euro Grass. It is very persistent and winter hardy and forms strong rhizomes and dense swards. TAIFUN is Europe's best tetraploid red clover, which reaches high dry matter yields combined with good winter hardiness and a low to medium susceptibility to stem rot of clover. MILVUS, a diploid red clover, impresses by its high yields. All in all Euro Grass offers a wide range of successful and well adapted forage grasses and legumes for grazing and silage production. The portfolio of successful Euro Grass varieties will continue to grow.



International COUNTRY mixtures

Mixture name	Name	Composition								
		Lolium perenne	Festuca pratensis	Phleum pratense	Poa pratensis	Festuca rubra	Fest. arundinacea	Dactylis glomerata	Festulolium	Lol. multiflorum
Pasture										
COUNTRY 2301	Universal	20	30	20						
COUNTRY 2302	Sand	35	25	10	10					
COUNTRY 2303	Organic land (humus)	15	30	30			25			
COUNTRY 2304	Meadow dry	18	18	19	28	8				
COUNTRY 2305	Meadow universal	55	20	10	10					
COUNTRY 2306	Hay and silage	35	20	20	10			5		
COUNTRY 2307	High yielding	100								
COUNTRY 2308	Silage	20	40	25	15					
COUNTRY 2309	Protein	75								
COUNTRY 2310	Dry areas	20				10		45	20	
Field forage growing										
COUNTRY 2315	Hay and silage, very dry		20				20	60		
COUNTRY 2316	Field forage, with clover, annual									
COUNTRY 2317	Field forage, without clover, 1 cut									
COUNTRY 2318	Field forage, without clover, annual									50
COUNTRY 2319	Field forage, without clover, 1–2 years									85
COUNTRY 2320	Field forage, without clover, 2–4 years	30	20	10					20	10
COUNTRY 2325	Alfalfa grass		15	5						
COUNTRY 2326	Alfalfa grass, very dry							20		
Horse mixtures										
COUNTRY 2330	Horse meadow	25			25		50			
COUNTRY 2331	Specialist	30	45	10	10	5				
COUNTRY 2332	Balance	10	25	30	15	15	5			

You can find the COUNTRY mixtures sold in Germany and Poland at www.dsv-saaten.de and www.dsv-polska.pl.
Or please order the German/Polish brochures by e-mail: info@eurograss.com.



Lol. wes- tenwold.	Lol. hybri- dum	Trifolium repens	Trifolium pratense	Trif. resu- pinatum	Medicago sativa	Area					Use			
						dry	normal	wet	peat soil	high altitude	meadow	pasture for cutting	cutting	extensive
		10	30 10			••	•••	••		••	••	••	••	
							•••	•••	•••	••	••	••	••	
		9				•	•••	••			•••	••	•	
		5				•	•••	•••	•	•	•••	••	•	
		5	5			•	•••	••	•	••	••	•••	•	
						•	•••	••	••	••	•••	•••	•	
		5	20			••	•••	••	••	••	••	•••	•••	
		5				••••	•		••	••	•••	•••	•	
80				20		••••	•••	•••	••	••	••	•••	•	
100						•	•••	••				•••	•	
50						•	•••	•••	••	••		•••		
	15					•	•••	•••	•	••		•••		
	10					•	•••	•••	••	••	••	•••		
					80	••••	••	••		•		•••	••	
					80	••••						•••	••	
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						•	•••	••			••	•••		
						•	•••	••			••	•••		

We are your reliable partners

Well performing varieties are the basis of the grass seed business, but being a strong partner on the international market needs reliable partners in production, quality management, logistics and service. Our area managers are some of the most important persons in the EG-group for customer demands. Contact data:



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