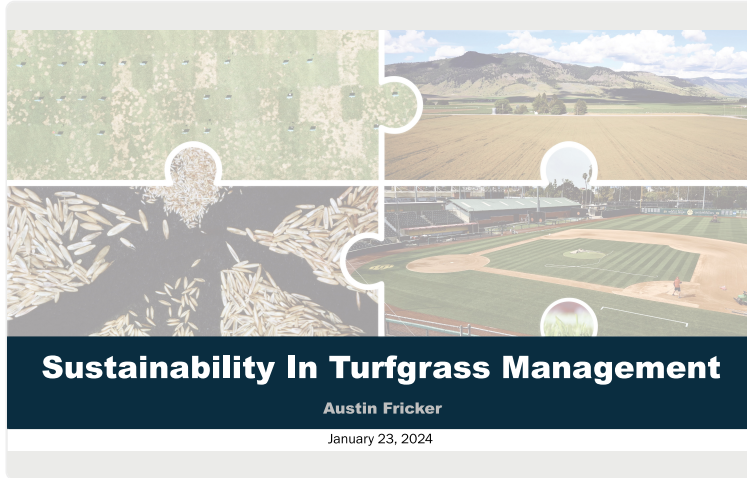


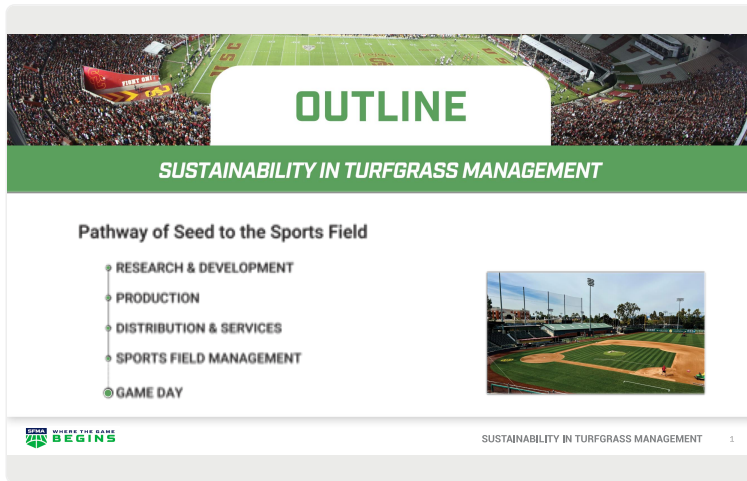
SLIDES WITH FRIENDS

SFMA Talk Test Run

1. IMPORTED SLIDE



2. IMPORTED SLIDE



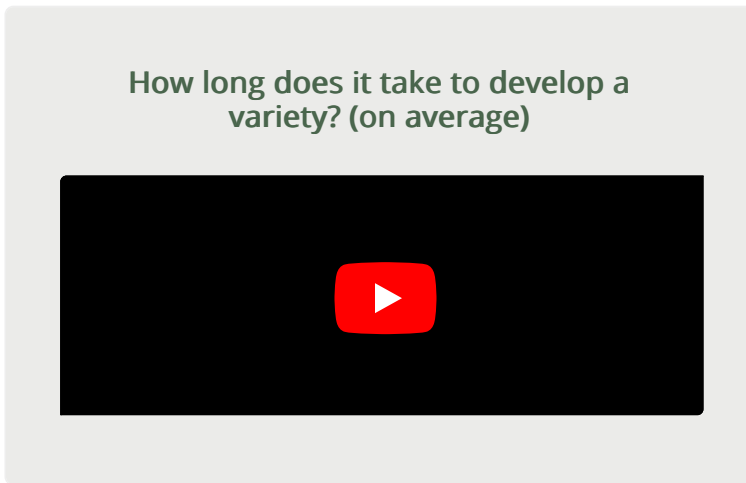
3. JOIN EVENT



Poll Questions

Join in on your phone to answer!

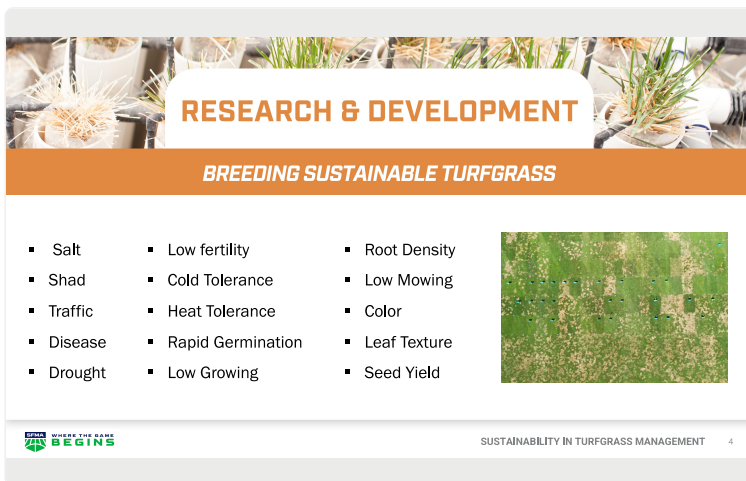
4. POLL QUESTION



How long does it take to develop a variety? (on average)

- A 6 months
- B 2-5 years
- C 5-8 years
- D 10+ years

5. IMPORTED SLIDE



6. IMPORTED SLIDE

RESEARCH & DEVELOPMENT
University Research and Extension Programs

What Resources are Available to You?

- University Turf Programs
- NTEP/CTBT/Local Trials
- Extension Programs
- Field Days
- Industry Events

Sod grown on plastic research area (DuraEdge base)
Michigan State University | Constructed June 2023

WHERE THE GAME BEGINS SUSTAINABILITY IN TURFGRASS MANAGEMENT 1

7. POLL QUESTION

Have you ever visited a grass seed production field?

Have you ever visited a grass seed production field?

- B Yes
- C No

8. IMPORTED SLIDE

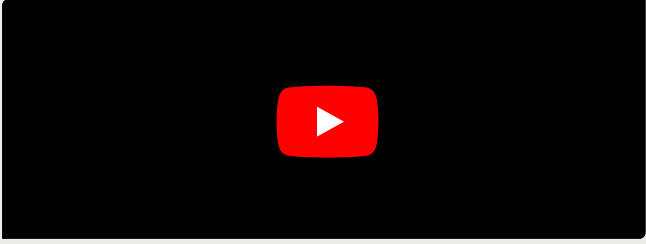
PRODUCTION
SUSTAINABLE PRODUCTION PRACTICES

- Visit a production field in Oregon!
- Challenges are not going away
 - Inflated input costs, labor, rent

WHERE THE GAME BEGINS SUSTAINABILITY IN TURFGRASS MANAGEMENT 7

9. MULTI-CHOICE QUESTION

What's the most important attribute when you source your seed?



What's the most important attribute when you source your seed?

- A Performance Traits
- B Aesthetics
- C Price
- D Service
- E Other


10. IMPORTED SLIDE

DISTRIBUTION & SERVICES

SPEC'ING SUSTAINABLE SOLUTIONS

- Look for information and resources
- Where are you getting your products, and who are you working with to help you decide?
- Communicate with peers about their experience
- Make sure the product you choose has the traits you need

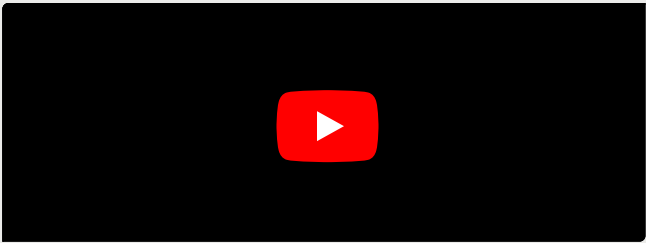




SUSTAINABILITY IN TURFGRASS MANAGEMENT 9

11. WORD CLOUD SLIDE

What's your biggest challenge?



What's your biggest challenge?

12. IMPORTED SLIDE



13. IMPORTED SLIDE

HOW TO TELL YOUR STORY
EDUCATE, NETWORK, ADVOCATE

Get connected with a local school
Support programs

Logos: FIRST GREEN, Oregon Turfgrass, TURFgrass, BILL ROSE CHAIRMAN

Image: A group of people gathered around a green turfgrass machine on a field.

WHERE THE GAME BEGINS SUSTAINABILITY IN TURFGRASS MANAGEMENT 12

14. IMPORTED SLIDE

HOW TO TELL YOUR STORY
EDUCATE, NETWORK, ADVOCATE

GET INVOLVED
ASSOCIATIONS

Logos: ISF, Euroseeds, asta, american seed trade association, MONTANA Seed Trade ASSOCIATION, SPMA SPORTS FIELD ASSOCIATION, WSA, SSA, GCSAA, PacificSeed Association, OSA, TPI

WHERE THE GAME BEGINS SUSTAINABILITY IN TURFGRASS MANAGEMENT 13

15. IMPORTED SLIDE

HOW TO TELL YOUR STORY

EDUCATE, NETWORK, ADVOCATE

Advocate for Our Industry

- Don't be afraid to tell your story
- Share your experience with the public
- Connect with others in the industry




PURE SEEDS WHERE THE GAME BEGINS

SUSTAINABILITY IN TURFGRASS MANAGEMENT 14

16. IMPORTED SLIDE

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Sustainability In Turfgrass Management

Austin Fricker

January 23, 2024

SLIDES WITH FRIENDS