The recent revelations about large-scale drug taking in all kinds of sports, the horse meat in our beef lasagne, and the seemingly endless supply of bankers on the make might create the impression that nothing in today’s world is as it should be.

But a sense of proportion is important here. First, whilst food purity is important for us we should count ourselves lucky that, as citizens in a developed nation, we have clean drinking water on tap and – for most of us – enough to eat.

Second, the fact is that most of the people we meet in the course of our turf growing business are as honest as the day is long – there just aren’t many wrong ’uns in the world of golf.

Reflecting on this led us to think about the importance of relationships and the power of partnerships. For a greenkeeper anywhere in Europe today there is an almost bewildering choice of turf suppliers of which Inturf is one. Whittle that choice down to suppliers who – like us - belong to the Turfgrass Growers Association and subscribe to their aim of advancement of quality turf production and you are still left with a good choice of businesses – any one of which could probably meet your requirements.

So, if the turf is grown to the same standards, how does a greenkeeper choose between them?

This brings us back to the importance of relationships and the power of partnerships and a plea to greenkeepers which might surprise you, coming as it does from two fiercely competitive animals.

Stick with your supplier through thick and thin because doing so will unlock the enormous power of real partnership between grower and greenkeeper.

Twins Alex and Stephen Edwards are joint managing directors of Inturf, a small family company that has supplied professional sports turf for 25 years. Here they reflect on the enormous potential behind the relationship between greenkeeper and turf supplier.