



Barenbrug

What is the nature of the business?

Plant breeder, Producer and Merchant of grasses for amenity and agriculture use.

What major changes have you seen in your sector of the industry over the last ten years?

Through more education and information available from companies like ourselves, a better awareness of using quality varieties in grasses to obtain a better playing surface. Introduction of revolutionary new species/varieties like BARKOËL, crested hairgrass and BARCAMPsia, tufted hairgrass and the continued success of the traditional grasses like Red Fescue and Browntop Bent, BARCROWN, BARGREEN and HERIOT.

How do you believe the industry as a whole has changed over the same period?

From supplier to end user has seen an increased awareness of changes in political, environmental and liability issues.

Upgraded profile of the Head Greenkeeper in general and at the

same time the suppliers have improved their communication/education programmes towards the market.

Looking into your crystal ball, what major developments do you envisage over the next 10 years in your sector?

Through legislation and environmental changes, an increased awareness of using suitable species/varieties for specific use. We are more into target breeding, for example specific Red Fescues for Greens, fairways and Tees who can cope with the different management regimes.

New species/varieties for low maintenance, drought and disease resistant varieties.

And the industry as a whole?

Through more of a global influence from manufacturers/producers and an increase in specialisation.

What contribution do you believe BIGGA has made to the industry since the Association was formed?

BIGGA has been able to create a positive image of the profession of a Greenkeeper in general and in particu-

lar contributed to the education and professionalism of the individual.

Why are you pleased to be associated with BIGGA?

Through BIGGA we are able to be at the forefront of our customers and in front of our competitors.

What do you believe to have been your company's greatest contribution to the fine turf industry?

Barenbrug has been able to supply, over the past ten years, over 120 new golf course developments (either through Turf or grass seed), our quality products and, through our distributor network, we can justifiably claim to have supplied and increased the quality of the playing surfaces of the total golf courses in the United Kingdom over 50%

We have and are also involved over the past 10 years as the supplier of the courses where the Open is or will be held, with the jewel of the crown Carnoustie in 1999 and St Andrews in the year 2000.

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