

# Lofts Field Day Coincides with 65th Anniversary

**N**EARLY two hundred turf professionals picked up plenty of valuable firsthand information at the Field Day recently hosted by Lofts Seed Inc. Loft's Field Day is an annual event in which the seed company opens its research center to the turf industry. This year's event was especially meaningful, since it coincided with Loft's 65th anniversary.

Topics of interest were geared towards golf course superintendents, lawn service industry members and lawn supply dealers and distributors. Speakers included Cornell University's Dr. Martin Petrovic, Drs. Louis Vasvary and Henry Indyk, both of Rutgers U., and Dr. Joseph Vargas of Michigan State U. Topics included ground water quality, grub control, general lawn maintenance and summer diseases. A similar program for sod growers was held the following day.

The program's 'Show and Tell' portion featured a tour of Lofts' research plots.

These included areas of turfgrasses, ornamental grasses, wildflowers and low-maintenance grasses. Visitors were able to see how turfgrasses respond to various conditions, and compare the varieties' appearance regarding color, texture, thatch, etc.

There was ample opportunity for discussion, and Lofts' specialists were available to answer questions. Dr. Richard Hurley, Lofts' VP and Research Director, answered queries regarding virtually every aspect of turfgrass breeding and care. Agronomist Marie Pompei, wildflower specialist, was also on hand to offer expertise on low-maintenance solutions to problem areas.

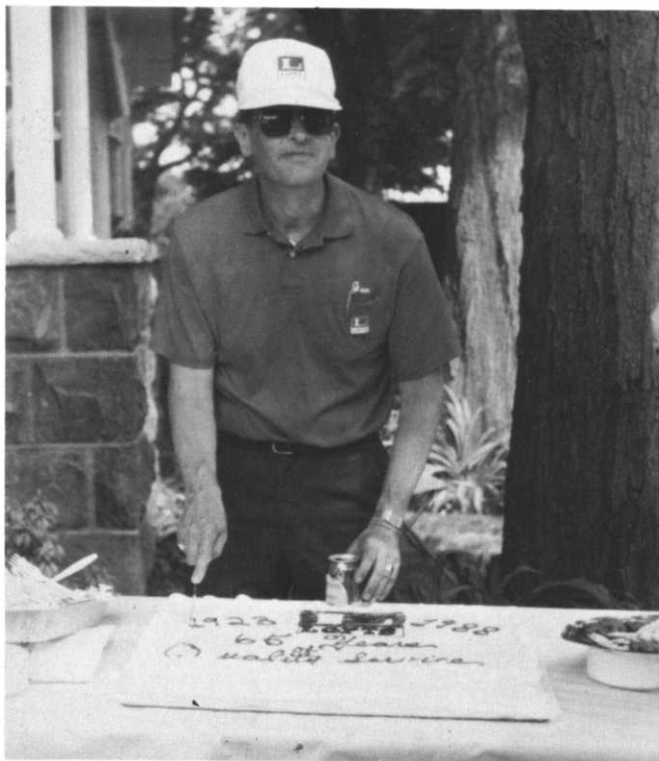
A representative from the NJ State Seed Certification Program provided a demonstration on how, as the 'watchdog agency,' they ensure strict standards for seed purity. Tests for species and variety identification; weed, crop and inert con-

tents; and germination rates were all on display. Lofts subscribes to New Jersey's strict requirements, as an inspector is present every time a bag of sod seed is packaged.

In the area of new product research, attendees were able to preview Lofts' new bentgrass, Southshore. Lofts expects to introduce the new variety within the next two years. It is only after about 12 years of rigorous testing and evaluation that a seed is chosen for commercial production.

The educational talks, demonstrations and tours occurring during Lofts Field Day represent a valuable opportunity to get all the latest information on turf from the experts. Anyone in the professional turf industry should mark his calendar for next June.

To be notified of next year's event, please contact Lofts Seed Inc., Bound Brook, NJ 08805, (201) 356-8700 or (800) 526-3890. ■



*Jon Loft (President & Chairman) cuts the cake celebrating his company's 65 years in the turfgrass seed industry. The business was started by his father, Selmer Loft, in 1923.*



*Dr. Rich Hurley explains the performance of various turf varieties while conducting the tour of research plots.*



*A view of Lofts research plots, where numerous ornamental grass species and turfgrass varieties are observed and evaluated.*