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## Roberts Seed reborn as Turf One

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as account sales executive.

With the team in place, Friesen said Turf One will start to upgrade its image.

"We have a lot of great varieties like Mach I ryegrass which has placed high in the recent National Turfgrass Evaluation Program tests," he said. "We felt we needed to get more aggressive in promoting ourselves as a professional turf company."

Turf One will continue to focus on cool season turfgrass and work closely with Pickseed West. The two companies have adjoining warehouse facilities.

"We will have access to Pickseed West's product development and will share on that end," Friesen said. "But we will not co-market varieties once they are commercially available. There is a demand from customers to have distinctive product lines." ■

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