

Only a few great  
grasses made  
the  
Super Bowl  
lineup.

# Derby

## Turf-Type Perennial Ryegrass WAS ONE OF THEM.

Exceptionally fast germination, rapid development of a deep, strong root system, beautiful dark green color, excellent mowing qualities and fast response to fertilization are a few of the qualities required of a playing field or park turf.

Derby offers them all. That's why it was an integral part of the mixture that produced the top quality turf the nation saw at Super Bowl XIII.

Long known for its ability to produce a marvelous putting surface on winter putting greens in the Southern U.S. as well as for elite permanent turf in the North, Derby has yet other advantages.

It is in continuing good supply and is probably the most modestly priced of the elite turf-type perennial ryegrasses.

### **DERBY TURF-TYPE PERENNIAL RYEGRASS**

*Germinates in less than a week under ideal conditions*

*Mixes nicely with other fine quality turf grasses*

*Tolerates a wide range of soil types from sandy to heavy clay*

*Normal mowing height is 1-1/2 inches, but will thrive as low as 3/16"*

Derby is registered with the Plant Variety Protection Office (PVPA No. 7500009)



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**INTERNATIONAL SEEDS, INC.**

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## THE GROWER

The grower turns the hopeful findings of the breeder into reality. He is an agronomist, an engineer, a speculator. If a crop fails, he is responsible for the loss.

In the history of improved turf seed production, there have been three types of growers. The first is the old Midwestern farmer who agreed to keep his cattle off a field of common bluegrass so that the stripping crew could harvest the seed in summer.

The second is the farmer in the Northwest, driven by curiosity and financial temptation, trying something new. Otto Bohnert, Howard Wagner and the Geary brothers are this type of grower. Their curiosity motivated them to enter the turfgrass seed business in the 40's and 50's. Today, there are many more farmers in the Northwest who could grow other seed or vegetable crops, but instead grow turfgrass seed.

The third is the owner/grower. He is more than a supplier to a marketing agency. He owns the land, grows the seed crop, owns the cleaning plant, and has large impact on marketing decisions. The Jacklin family were notably the first. More recently, Bill Rose of Turf Seed and Willard McLagan of International Seeds Inc. wear a number of hats during the year.

These men must contend with things like unpredictable volcanoes, summer rains, environmental regulations about field burning, collecting from distributors, construction and depreciation of large cleaning plants, and how universities are rating their product. Their load of responsibility is tremendous. They have more to lose and they try harder as a result. Without their constant pushing the market may not have progressed as it has.

The ability to control production of a new turfgrass seed has pushed them toward a new dimension, their own breeding programs. Today, a grower can manage seed production from the development of the cultivar to the bag on the loading dock.

The grower has quality standards which he must meet. State seed certification regulations require constant sampling of seed for offtypes and inert matter. Bentgrass or *Poa annua* in bluegrass is disastrous and the grower must constantly prove his product is labelled properly. To a degree, there is a bit of the buyer beware in the seed market. Reading the seed tag is the only way to know what you're buying. Certified seed is your only assurance of that.

The grower is the key link in the production and distribution of turf seed. If he has a bad year, seed prices go up and every turf manager pays. If you buy certified seed, the grower will provide you with a reliable, high quality product on which you can stake your professional reputation on daily.