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ON THE COVER Photo by: Ryan Dezember

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SPECIAL

SECTION

The newest cultivars

will be on display at

the California Spring Trials.



# FEATURE B B C

## Expanding into new turf

Sod producers are growing a wider variety of turf, trying to convince customers that not all grasses are equal, and trying to squeeze the most out of the bonds with their best customers. BY RYAN DEZEMBER

LM MARKET MATCH We've made your life a little easier by supplying icons that direct you to stories targeting your core business. B – Business, D/B – Design/Build, I – Irrigation, LC – Lawn Care, M – Maintenance

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