

# Turf News

A publication of Turfgrass Producers International

The only magazine devoted *exclusively* to turfgrass production

## Protecting *Your Investments*



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# TURF INDUSTRY NEWS

## Locus AG Announces New "Probiotic" Rapidly Impacts Yields, Greenhouse Gases

Positive data is confirming there is a unique solution to reduce greenhouse gases that is working today through an unexpected source: agricultural "probiotics." Locus Agricultural Solutions® (Locus AG) states that Rhizolizer®, its "line of customizable, non-GMO soil treatments has proven to be the first microbial tool to successfully improve struggling agricultural productivity while also reducing greenhouse gases and sequestering carbon—making it the first low-cost solution that optimizes grower profits and improves environmental impact."

The company further states, "The Rhizolizer "probiotic" line is the first data-backed approach that is currently available and addresses both challenges without changing grower practices. It has a rapid impact—data is showing up to 40 percent increases in yields and better crop quality within two to three treatments. Data collected in collaboration with respected third parties show that one Rhizolizer-treated acre can also sequester up to 4.38 metric tons of carbon dioxide equivalents per year. This has the potential to offset greenhouse gas emissions comparable to one car or 464 gallons of gas per year."

Dr. Paul Zorner, CEO of Locus AG, says, "We recognize there are many variables involved, but we are engaged in a significant research program to extend soil carbon sequestration to additional crops and locations, as well as to any irrigated land including residential lawns."

The company reports, "Ongoing trials are in progress with third parties to uncover additional productivity and environmental benefits, which experts predict will continue to drive usage throughout the country." For more information on Locus AG, its fermentation technology or Rhizolizer's sustainable growing benefits, visit [LocusAG.com](http://LocusAG.com).

## FIFA Rules No Artificial Fields at 2023 Women's World Cup

The Federation Internationale de Football Association (FIFA) recently announced that only natural grass fields will be allowed for the 2023 Women's World Cup. This decision has been communicated to all nations and entities interested in bidding on the tournament. The decision follows the controversy over the use of artificial surfaces used at the 2015 tournament in Canada. Some players launched a gender discrimination suit—which was later withdrawn—over FIFA's use of artificial turf for women but men's World Cup games have always been on natural grass. The women claimed the artificial surfaces are less forgiving than grass and impact the game because of the concerns over injury. They also claimed balls travel and bounce differently on artificial turf. FIFA said it wanted the same surface in every stadium. This year's 24-team tournament in France will not have any artificial pitches at the nine venues. While FIFA has made it clear such surfaces won't be acceptable in 2023, either. What is permitted is the hybrid system used where synthetic grass fibers are woven in between and beneath the natural grass. FIFA is also requiring that each team training facility have at least one natural grass field.

## NALP Research Finds American's Still Love Lawns

The National Association of Landscape Professionals (NALP) kicked off National Lawn Care Month by unveiling new research that found that Americans' love affair with their lawns is going strong. The survey, conducted by the Engine Group on behalf of NALP, found that 81 percent of all Americans have a lawn, and a vast majority – 79 percent – say that a lawn is an important feature when renting or buying a home. In fact, when asked to prioritize home features, respondents ranked a nice size yard second, falling only behind a renovated kitchen – and well ahead of other popular features including updated bathrooms, storage and hardwood floors. Perhaps most tellingly, the research found that younger generations of Americans place an even higher value on lawns than their parents and grandparents. When ranking home features, a nice size lawn was the number one priority among millennials, beating out even an updated kitchen. Eighty-two percent of millennials report that having a lawn is important when renting or buying a home (compared to 81 percent in Generation X and 77 percent of baby boomers).

"While some may assume that trends toward urbanization or the increased use of electronics and technology have resulted in a decreased interest in lawns among younger Americans, the results of our research found just the opposite," said Missy Henriksen, vice president of public affairs for NALP. "Overall, the results confirm what professionals in the lawn care and landscape industry have long known—Americans have a great appreciation for the value that healthy lawns bring to their lives."

The survey found that beyond valuing lawns, Americans are indeed making regular use of their yards. Forty-seven percent of Americans say they entertain in their yards at least once a month, while 57 percent use their yards for recreation at least monthly. Above all, the results suggest that yards are seen as a respite for Americans. A whopping 77 percent of respondents report relaxing in their yards at least once a month, and about one in three Americans (32 percent) garden in their yards multiple times a week.

Americans also are enjoying grass and green spaces beyond their doorsteps. The research found that Americans visit public parks and playgrounds more often than movie theaters, pools and beaches, bowling alleys and museums.

"Lawns and public green spaces provide a backdrop for Americans' memory-making moments while offering tremendous benefits for our communities and environment," says Henriksen. "The research supports the important work that lawn care professionals do to create and maintain healthy lawns across the country."

## Turfgrass Producers of Texas Launch New Website

Representing more than 80 sod producers and vendor members, the Turfgrass Producers of Texas recently launched a new website to help consumers select the grass that is right for their home lawn or project, and locate a turfgrass producer nearby to supply the grass. The new website can be found at <https://TexasGrass.com>. The website features a membership directory with an interactive locator map, turfgrass maintenance tips, and a library of videos on Texas turfgrass management plus information on membership, event registration, varieties of grass grown in the state, and research papers. The site offers tools for consumers, landscapers and turf industry experts.