



UNITED STATES

CONSUMER PRODUCT GUIDE

EDITION 1

WE ENRICH LAND, LIFE, AND PEOPLE THROUGH SEEDS AND SCIENCE



EMBRACING CHANGE AND LOOKING TO THE FUTURE

At DLF, we believe in the transformative power of seeds and science to create better future. As a farmer-owned cooperative with deep roots, expert know how, and global presence, we are uniquely positioned to lead the change in addressing the challenges of climate change and biodiversity loss through our product solutions and their productivity.

Our purpose ***"We enrich land, life and people through seeds and science"*** captures the heart of who we are and what we aim to achieve.

A LEGACY OF COLLABORATION AND INNOVATION

Founded on traditions of cooperation, DLF has grown from a local Danish seed producer to a global leader in forage and turf seed. Guided by the collective dedication of our farm-owners and suppliers, we bring locally adapted seed solutions to over 100 countries. Our heritage ensures business resilience, and our forward-looking mindset drives innovation.

We see the world's challenges not as obstacles, but as opportunities to make a difference. By blending science with sustainability we aim to create products and solutions that go beyond profitability, contributing to ecosystems, and communities.

SEEDS AS CATALYSTS FOR A GREEN TRANSITION

Seeds are a catalyst of the green transition. They are simple, essential, scalable, and regenerative. Through plant breeding and scientific research, our seeds work both above and below the ground to deliver dual-purpose solutions that address critical issues.

Above the ground innovative seeds enable biomass production and quality of leaves, enhance biodiversity and tolerance to disease, and stabilize landscapes through erosion control.

Below the ground our roots enable carbon capture, improve soil health, reduce nutrient loss, and foster stable, resilient ecosystems. As global market leaders, we invest in future growth levers to build seeds for a changing climate and use our expertise to unfold future opportunities for businesses and people.

ENRICHING LAND, LIFE, AND PEOPLE

DLF's commitment to innovation enriches ecosystems and enhances quality of life for all living organisms. By leveraging our local knowledge and global presence, we bring green surroundings and climate-resilient solutions to people and communities.

THE POWER OF COLLABORATION

Our purpose is grounded in DLF's cooperative model and a deep-rooted belief that collaboration is the path forward. By uniting farmers, scientists, and businesses, we unlock the full potential of seeds to drive positive change. Together, we are more than a seed supplier - we are partners in transformation, empowering our sector and communities to thrive.

A FUTURE GROUNDED IN PURPOSE

DLF's long-term purpose strengthens us as a company with a significant societal and environmental impact. The phrase ***"We enrich land, life and people through seeds and science"*** reflects our commitment to creating a better future. It is a story of passion, potential, and positivity.

As we continue to lead the seed sector, we remain dedicated to bridge the past and the future, tradition and innovation, local presence, and global impact.

WE WORK WITH NATURE AND SCIENCE TO BRING RESILIENT SEED SOLUTIONS FOR LAND, LIFE AND PEOPLE.



LEADER IN SUSTAINABLE SOLUTIONS

INVESTING IN THE FUTURE

DLF's state-of-the-art seed enhancement and production facility in the Willamette Valley was built to support the company's expanding market needs. Covering 141,000 square feet, the facility boasts an automated seed enhancement line, high-speed blending and packaging, and 85,000 square feet of storage space for raw materials and finished goods.

The new facility features end-to-end automation, allowing raw seed to travel pneumatically through the system, enhancing efficiency and precision. The facility's advanced technology also enables real-time data monitoring, ensuring consistent quality throughout the production process while requiring less physical labor.

This investment not only strengthens DLF's operational capacity but also positions the company as a leader in sustainable agricultural solutions. The transition to reusable totes for moving raw seed from the fields to the facility, for example, is helping to cut plastic waste in seed transportation. Moreover, the addition of a cutting-edge seed enhancement line makes it possible to address turf and forage needs more effectively and sustainably, replacing chemistry with biology to help seedlings thrive and become healthy and resilient plants.



ULTRA-PREMIUM LAWN SEED NOW WITH 4MOST



ULTRA-PREMIUM SEED

combines elite DLF genetics with the active ingredients and targeted nutrition of 4Most Seed Enhancement by DLF™, producing highly desirable and durable lawns. Each seed mixture is 99.9% weed free and guaranteed to grow.

The Ultra-Premium product line was developed for a wide range of climates; soil types and uses. Cool and warm season grasses are offered, as well as Microclover® incorporated into MicroLawn®, which was developed specifically for turf mixes. The unique, small leaved legumes fill in gaps between plants















and supply essential nitrogen, resulting in a dense, uniform and drought-tolerant turf that remains green longer.













NEW PACKAGING

Our new designs were created to appeal to the quality minded consumer and to make the selection process easier. Adding to the legacy of trusted and known mixtures is our new A-List, Tall Fescue, Bermudagrass, and Pet-Proof. Our new full, premium line that can be offered throughout the United States to capture maximum sales in your store assortments.



Maximize prime selling and promotional opportunities with our new 1/4 pallet display options








		PACK	LBS	SKU	
	Ultra-Premium Bluegrass Blend <ul style="list-style-type: none"> • For sod like lawns in full sun • Durable and long lasting • 100% blend of improved varieties resist disease 				
		8	3	440AS0102UCT569-3	
	Ultra-Premium Quick & Thick® <ul style="list-style-type: none"> • Fills in bare spots - establishes new lawns quickly • Grows thick in Sun and Shade • Establishes a new lawn in as little as three weeks • 100% Perennial Seed 	8	3	440AS0083UCT569-3	
		6	7	440AS0083UCT569-7	
		1	20	440AS0083UCT569-20	
		1	50	440AS0083UCT569-50	
	Ultra-Premium Hardy Lawn <ul style="list-style-type: none"> • Formulated to withstand extreme temperatures and traffic. • Great for backyards in full sun • Durable and long lasting 	8	3	440AS0105UCT569-3	
		6	7	440AS0105UCT569-7	
		1	20	440AS0105UCT569-20	
		1	50	440AS0105UCT569-50	
	Ultra-Premium A-LIST <ul style="list-style-type: none"> • High performance varieties independently certified for low-input by A-List, the Alliance for Low Input and Sustainable Turf • Reduced watering needs • Requires less chemicals and pesticides 	8	3	440AS0156UCT569-3	
		6	7	440AS0156UCT569-7	
	Ultra-Premium Shady Lawn <ul style="list-style-type: none"> • Grows thick in shady areas • 100% perennial grass seed • Performs well in poor soils • Requires less fertilizer and water than other grasses 	8	3	440AS0116UCT569-3	
		6	7	440AS0116UCT569-7	
	Ultra-Premium Tall Fescue <ul style="list-style-type: none"> • Tolerates heat, drought & high traffic • Improved varieties resist disease • Adaptable to various soil & sunlight conditions 	10	3	440AS0158UCT569-3	
		6	7	440AS0158UCT569-7	
	Ultra-Premium Pet Proof <ul style="list-style-type: none"> • Resist urine damage and high traffic • Grows quick in sun & shade • Greens up early in spring • Adaptable to a variety of soil conditions 	10	3	440AS0159UCT569-3	

		PACK	LBS	SKU	
	Ultra-Premium Bermudagrass <ul style="list-style-type: none"> • Grows thick in full sunlight • Drought & heat tolerant • Uses less water than other grasses 	10	3	440AS0157UCT569-3	
	MicroClover™ <ul style="list-style-type: none"> • DLF Exclusive and only true MicroClover™ bred to grow and mow under 3 inches 	24	1	102AX0001UCT144	
	MicroLawn™ <ul style="list-style-type: none"> • DLF MicroClover™ with Tall Fescue and Perennial ryegrass for minimal maintenance turf. • Crowds out weeds • Sun & light shade • Never needs fertilizer 	8 6	5 5	440AS0135UCT285-5 440AS0135UCT285-6	
	MicroLawn™ Slow & Low <ul style="list-style-type: none"> • 5% DLF MicroClover™ with slow and low growing fine fescue and ryegrass. • Perfect for no-mow or natural areas • Low / zero input lawns • Ideal for cabins or watershed areas • Grows well in deep shade 	10 1	5 20	440AS0143UC-5 440AS0143UC-20 440AS0148UC Cabin Mix	
	Landscaper Mix <ul style="list-style-type: none"> • Value and quick growth • All-purpose mixture • Sun & shade mix 	15 150	3 3	440AS0108UC-5 440AS0104UC-150	
	Fast Lawn <ul style="list-style-type: none"> • Economical choice for quick repair or cover • Thicken up existing lawns in spring or over-seeding in the fall 	15 150	3 3	440AS0104UC-3 440AS0104UC-150	
	Bermudagrass Coated Unhulled <ul style="list-style-type: none"> • Withstands high heat and humidity • Stays green all summer 	24	1	242AU0005UCTC	

COMBINATION PRODUCTS



X-Seed® Complete Wildflower Kits simplify gardening and provide solutions for growing natural areas. Each mixture was carefully crafted and contains premium seed, water absorbing mulch and our Moisture Boost Plus® crystals, ensuring every bag grows long lasting and beautiful flowers for pollinators and birds.

		PACK	LBS	SKU	
	North American <ul style="list-style-type: none">• 29 species of selected to grow well in all North America• Both annual and perennial flowers that grow up to 40 inches.• Covers up to 600 square feet	12	1	440AS0084UC	
	Bee Pollen Mix Midwest Mix <ul style="list-style-type: none">• Produces flowers for bees and other pollinators• Great for borders, ditches and sloped areas• Plants grow to height of up to 60 inches• Covers up to 600 square feet	12	1	440AS0088UC	
	Bee Pollen Mix Mountain Mix	12	1	440AS0099UC	
	Hummingbird & Butterfly Mix <ul style="list-style-type: none">• 17 Species of flowers designed to attract and produce nectar to attract a variety of pollinators.• Plants grow to heights of 30-40 inches• Covers up to 1,000 square feet	12	1	440AS0085UC	
	Knee High Meadow Mix <ul style="list-style-type: none">• Both annual and perennial flowers for all season colors• Plants grow to heights of 18-24 inches• Covers up to 650 square feet	12	1	440AS0089UC	





Quick & Thick Plus Lawn Repair

- Combination seed, growth medium and fertilizer
- 4X more seed than comparable products
- Absorbs 50% more water than seed alone
- Faster growth - enhanced early plant growth
- Longer, deeper roots, larger seedlings

PACK	LBS	SKU
6	4.5	440AS0086UCT301



Quick & Thick Dog Spot Repair

- Contains everything you need to grow new grass in pet damaged areas in as little as 7 days. This revolutionary mix contains seed, neutralizing minerals, fertilizer and a natural growth medium.
- Covers up to 200 spots or 200 square feet

12	1.75	440AS0087UC
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Quick & Thick Renew!

- 4-in-1 Technology
- Fertilizer, Seed, and Soil Additive
- Covers up to 3,000 square feet.
- Lawn Rejuvenator
- Sun & Shade

1	20	440AS0147UCT234
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PASTURE LAND FORAGE MIXES



ULTRA-PREMIUM SEED

X-Seed Pasture Land™ products are treated with Micro-Boost® nutrients – a specialized nutrient delivery system that is safely applied to each seed, creating a “nutrient friendly zone” around the seed. This ensures that nutrients are available very early – when the plants need them the most. Enhances early plant growth, delivers faster, more even emergence, longer, more developed roots, larger seedlings and can withstand periods of stress. All Pasture Land™ mixtures are endophyte free for improved animal health and wellness.

GREATER YIELDS

Micro Boost® produces 15%+ greater yields! Micro Boost®

is added to our Pasture Land™ Equine, Over-Seeder, and Dry-Land products to promote even emergence, quick establishment and more fibrous roots. Pasture Land™ pastures withstand periods of environmental stress and grazing demands. Over-seed old fields to provide higher yields and excellent feed for all your grazing animals. Micro Boost® helps seeds germinate even in compact soils.

BETTER RESULTS

X-Seed Pasture Land™ products with Micro Boost emerge faster, thrive in various growing conditions and provide higher relative feed value than ordinary forage mixtures.

**ENDOPHYTE FREE -
SAFE FOR ALL FORAGE STOCK!**



PACK LBS SKU



Pastureland Equine

Excellent source of premium quality grass hay

- Ideal for permanent pastures
- Good source of fiber
- Does not cause bloat
- Endophyte free - safe for all animals

1 25 440FS0011UCT501-25

1 50 440FS0011UCT501-50



Pastureland Equine South

Formulated with forage Bermuda and Bahia grass for superior heat tolerance in the deep south

- Ideal for permanent pastures
- Formulated with forage Bermuda and Bahia grass for superior heat tolerance in the deep south.
- Endophyte free - safe for all animals

1 25 440FS0031UCT501-25

1 50 440FS0031UCT501-50



Pastureland Over-Seeder

Rejuvenates old, permanent fields

- Grows in compact soils and high traffic areas
- Germinates quickly and provides large palatable foliage.
- Endophyte free - safe for all animals

1 25 440FS0021UCT301-25

1 50 440FS0021UCT301-50





Pastureland Over-Seeder South

- Rejuvenates old, permanent fields
- Grows in compact soils and high traffic areas
- Germinates quickly and provides large palatable foliage.
- Endophyte free - safe for all animals

1 50 440FS0030UCT501-50

440FS0030UCT501-25



Pastureland Dry-Land

- Excellent source of nutrition
- Formulated for hot, dry areas
- Good source of fiber
- Endophyte free - safe for all animals

6 7 440FS0010UCT301-7

1 25 440FS0010UCT301-25

1 50 440FS0010UCT301-50



MASTERGREEN® MIXES



DLF offers a wide range of turfgrasses that have been developed to perform in a wide range of climates and soils. We offer cool and warm season grasses, along with a microclover designed especially for turf. We have recommended certain varieties for specific regions and usages in our technical information areas and on the individual product pages. Selecting the right variety will make a significant difference in performance and maintenance from home lawns to golf courses.

In an era of environmental stewardship, the proper turfgrass selection contributes positively to habitat enhancement, wildlife and water conservation, waste management, and energy efficiency. Proper selection will result in less care while providing attractive, durable, and disease resistant turf. When you select turf varieties from DLF, you can be confident that you are choosing the very best.

PRO NITRO™ 4-N-1 TECHNOLOGY

ProNitro® enables stronger germination, faster establishment and saved time and money. The targeted combination of products in ProNitro® makes essential nutrients and water available to each seedling for better germination and improved nutrient utilization during early growth.



Enhanced Seed Plant Growth ▲

Raw Plant Growth ▲

PACK LBS SKU



MasterGreen® 5-Way Tall Fescue

- Withstands drought and heat
- Ideal for high traffic sun to shade areas

15	3	440AP0114UCT285-3
6	7	440AP0114UCT285-7
1	50	440AP0114UCT285-50



MasterGreen® Sun to Shade

- Ideal for moderate shade to sunny
- Adaptable for all growing environments

15	3	440AP0118UCT285-3
6	7	440AP0118UCT285-7
1	50	440AP0118UCT285-50



MasterGreen® Fast Turf Mix

- Comes up quick and fills in fast
- Thickens existing lawns
- Prevents soil erosion

15	3	440AP0117UCT285-3
6	7	440AP0117UCT285-7
1	50	440AP0117UCT285-50



MasterGreen Kentucky Bluegrass

- Ideal for sunny, high traffic areas
- Self-repairing cold and drought tolerant

1	50	440AP0116UCT285
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MasterGreen® Perennial Ryegrass

- Withstands traffic, grows well in sandy soils
- Quick establishment in sun and light shade

1	50	440AP0116UCT285
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DLF FORAGES & MIXES



SEEDS & SCIENCE. BY DESIGN.

DLF is the proven leader in developing forage grass and clover varieties that are adapted to diverse climatic and soil conditions. Our intensive breeding program is constantly developing new varieties of grass and clover species that will out-perform older generation genetics in yield, palatability, and forage quality.

		PACK	LBS	SKU
	Forage Max All Livestock NORTH <ul style="list-style-type: none"> • Forage seed for all live-stock • Endophyte free - safe for all animals 	1	25	440FS0009UC-25
		1	50	440FS0009UC-50
	Forage Max All Livestock SOUTH <ul style="list-style-type: none"> • Forage seed for all live-stock • Endophyte free - safe for all animals 	1	25	440FS0030UCT234-25
		1	50	440FS0030UCT234-25
	Orchardgrass <ul style="list-style-type: none"> • Highly productive cool-season perennial grass • Tall growing and drought tolerant • Moderate winter hardiness 	1	50	222FN0052UCTC198
	Alfalfa <ul style="list-style-type: none"> • Cool-Season perennial legume • Popular choice for hay, wildlife grazing 	1	50	105FN0038UCTC144
	Timothy <ul style="list-style-type: none"> • Cool-Season perennial bunchgrass for pasture, hay production 	1	50	218FN0007UC
	Medium Red Clover <ul style="list-style-type: none"> • Popular legume crop for forage, cover cropping, and wildlife food plot plantings. Also can be planted as an insectary crop to attract pollinators of all kinds. 	1	50	101FD0036UCT144

		PACK	LBS	SKU
 <p>CoverMax</p> <ul style="list-style-type: none"> • Cost-effective way to sustainably maintain healthy soils with natural weed suppression and pest control benefits. 		10	5	440FS0022UC
 <p>Pasture Booster</p> <ul style="list-style-type: none"> • Nitrogen fixation to existing pastures like K-31 • Pre-inoculated that is coated for easy application and establishment. 		6	5	440FS0024UCT237
 <p>Chicken Max</p> <ul style="list-style-type: none"> • Layer Chicken Forage Seed Mixture • Economical and highly nutritious way to feed chickens • Balanced mix improves intake of Omega-3 • Offers a balanced diet and improves egg production • Produces crops that chickens love • Covers 1,500 square feet 		6	5	598NX0014
 <p>White Dutch Clover</p> <ul style="list-style-type: none"> • Perennial clover seed used for lawns, ground covers and erosion control. Also used for cover crops overseeding pastures. 		24	1	102AN0002UCT144



Notes

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OUR GLOBAL VALUES



Innovation and Entrepreneurship

We continuously develop our business, our products and the way we work acknowledging the courage and risk willingness that this may require.



Global Synergies

We want to realize synergies through sharing of knowledge, collaboration and developing together as a business, an organization and as individuals.



Environmental Sustainability

We support environmental sustainability by developing sustainable products and operating in an environmentally sustainable way.



Empowerment

We empower our people and our local business units to act in the interest of the company as they deem optimal based on their professional insight and knowledge of local conditions.

OUR CUSTOMERS CAN COUNT ON GROWTH

At DLF we research, develop and produce products to specifically meet the needs of the North American market and conditions.

DLF is the global leader in research, development, production and distribution of forage and other seed. **This makes us part of a worldwide organization with a passion for innovation and a commitment to helping us deliver the best forage and turf products.**



World market leader **within temperate forage and turf seeds**. Supplying to more than 100 countries



Leading research and development program in sustainable and green crops of the future



7th largest seed company in the world

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