

## **GOALS OF THE TURFGRASS RESEARCH INITIATIVE**

- Aid urban, suburban and rural communities across the United States by developing improved management systems and technologies that conserve and protect valuable natural resources, including water, soil, the atmosphere, and fish and wildlife habitat.
- Maintain biodiversity through germplasm collection, enhancement and preservation, so that useful traits may be transferred to future generations.
- Protect the environment, including human health and safety, through research leading to the reduced use of pesticides and fertilizers and to reduce leaching, runoff and exposure.
- Enhance environmental restoration and protection efforts on agricultural lands, landfills and industrial sites, in urban, suburban and rural communities through research to improve the ability of grasses to prevent and mitigate environmental pollution.
- Document economic impacts of the turfgrass industry on local and regional economies that are becoming increasingly urbanized.
- Enhance quality of life of Americans through increased participant safety and beautification of recreational facilities, school grounds, lawns, roadsides and common areas.
- Increase international competitiveness through research leading to improved products and production strategies.