

United States Golf Association
Green Section Research
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June 25, 2013

Mr. Kevin Morris
President
National Turfgrass Federation
P. O. Box 106
Beltsville, MD 20704

Dear Kevin,

The proposed turfgrass exhibit titled "Grass Roots" at the US National Arboretum is an important initiative because it allows our industry a chance to tell the story about the role turfgrass plays in our urban and suburban environments.

We support Grass Roots because it will showcase the benefits of turfgrass, not only in a golf course setting, but in home lawns, commercial landscapes, and sports fields. The exhibit will provide an opportunity for the turfgrass industry to partner with the USDA Agricultural Research Service to educate the public about the important functional, recreational, and ornamental aspects of several important turfgrass species.

If we do not support Grass Roots, we will miss a valuable opportunity to work closely with the USDA Agricultural Research Service in an effort to provide trustworthy, science-based facts about turfgrass management and the benefits our industry works tirelessly to provide to the public. If our industry fails to support the Grass Roots exhibit, we will miss a chance to impact millions of visitors to the US National Arboretum, as well as the development of a USDA-sponsored educational website about turfgrass.

It is my hope that the turfgrass industry takes a strong position about the importance of turfgrass in our modern culture by financially supporting the Grass Roots exhibit at the US National Arboretum in Washington, DC.

Sincerely,

A handwritten signature in black ink that reads "Michael P. Kenna". The signature is written in a cursive, flowing style.

Michael P. Kenna, Ph.D.
Director



Dear Fellow Turf Industry Supporters:

In addition to the wonderful aesthetic and economic value of lawns, many renowned university studies show the important environmental benefits of healthy turfgrass. A healthy lawn filters pollutants from the air and water: it guards against water pollution by preventing soil erosion, captures carbon dioxide and releases oxygen for us to breathe, and has a major cooling effect during hot summer days. Overall, a properly managed lawn is great to look at, great for recreation and relaxation and great for the environment. In fact, research shows that when a lawn is properly managed with good cultural and maintenance practices, it is better for the environment than a non-managed lawn.

Yet, while research and science support the many environmental, economic and social benefits of properly managed turfgrass, the public is often unaware of the important role they play in managing their lawn. We at Agrium Advanced Technologies believe it is incumbent on us to do all we can to properly inform the public on the many benefits of turfgrass, sharing our science and new technologies with a broader audience.

Fortunately, we in this industry now have great opportunity to provide such a public service in a truly unique setting and with highly credible, non-industry partners. I am pleased to tell you about our investment, along with other industry partners, in support of the National Arboretum "Grass Roots" initiative. This initiative is a collaborative effort from the U.S. National Arboretum, the U.S.D.A. Agricultural Research Service and the National Turfgrass Federation. Grass Roots is a four-year educational exhibit that focuses on turf – the uses of turf, the management of turf, the benefits of turf, the value of turf. Grass Roots will be developed, organized and managed by the U.S. National Arboretum at their location in Washington, D.C.

In addition, Grass Roots will be part of the 'The National Greenspace Corridor'. The National Greenspace Corridor is a concept that is in the early development stages with the National Arboretum staff and the turf managers from the National Mall and Arlington National Cemetery. The vision is that this cooperative effort would include shared educational programs and facilities, along with visitor signage at the three locations highlighting turf uses and needs at each site, as well as how turf provides benefits.

This is a truly unique opportunity for our industry to partner with key government entities to educate the public on the **real story** about turf. This effort, like any other effort that is worthwhile, comes with need for financial support. It can't and won't happen without that financial support. However, I'm sure you will agree that a properly educated public will be a highly valued return on the investment. I urge you to join us at AAT and other industry partners in financially supporting this important initiative.

Sincerely,

Paul McDonough
Strategic Account Lead
Agrium Advanced Technologies



June 5, 2013

Kevin Morris
President, National Turfgrass Federation
P. O. Box 106
Beltsville, MD 20704

Dear Kevin,

The Lawn Institute supports **The U.S. National Arboretum “Grass Roots”** initiative.

Located just two miles from the United States Capitol in Washington, D.C., is the U.S. National Arboretum, the USDA Agricultural Research Service’s 446-acre research and education public gardens facility. The National Arboretum is planning “Grass Roots,” an initiative to use science-based information to inform and educate the public and policymakers about the importance of natural turfgrass and the many benefits it provides.

The National Arboretum receives more than a half million visitors each year, including members of Congress, landscape architects, master gardeners, garden writers, city and county planners, parks and recreation officials, homeowners, school groups and many others. Educating such a vast audience about turfgrass is an invaluable opportunity for our industry. With fun interactive outdoor exhibits, symposia, workshops and demonstrations focused on science-based information, the National Arboretum will educate consumers about the many uses and benefits of turfgrass, and the importance of turfgrass as it relates to our environment, economy and community. It will also highlight the numerous advances made by turfgrass research.

The turfgrass exhibit will be linked to other displays throughout the National Arboretum to support the message that natural turfgrass has a wide variety of uses from environmental to functional to aesthetic. The National Arboretum also plans to develop and publish a variety of articles about turfgrass, which will be featured on its website at www.usna.usda.gov. By addressing the benefits of turfgrass and educating the public about new turfgrass varieties along with how to properly care for their grass, this initiative will be a win-win for everyone.

The Lawn Institute and several other green industry organizations have pledged monetary support for “Grass Roots” to install and maintain the exhibit over a four-year lifespan and to create innovative science-based programs to help visitors discover the science underlying horticulture, advances in turfgrass choices and management, and the role of grass in our natural and cultivated systems.

Sincerely,

T. Kirk Hunter
Executive Director
The Lawn Institute