

ALLIANCE FOR LOW INPUT SUSTAINABLE TURF



Barenbrug joins the Alliance for Low Input Sustainable Turf

August 2, 2023; The Alliance for Low Input Sustainable Turf (A-LIST), is pleased to announce that Barenbrug, a global leader in turfgrass breeding and marketing, has joined the A-LIST as a new member. Barenbrug brings a wide range of high-quality genetics that are adapted to low input situations that will help further sustainability for the industry. Barenbrug has over a century of experience in developing and delivering innovative turf solutions that meet the needs of turf professionals and consumers. Barenbrug is committed to creating a better environment by developing and delivering environmentally friendly products.

The A-LIST is excited to have Barenbrug as a member, which will help further the mission of promoting low input and sustainable grass varieties. The A-LIST conducts independent trials across the US and Canada to identify and certify the best performing varieties under reduced inputs. The A-LIST also educates the public and the industry about the benefits of low input turfgrass for water conservation, reduced chemical use, and lower maintenance costs.

“The A-LIST is honored and excited to have Barenbrug as a member of the A-LIST. Barenbrug consistently produces high quality grass varieties that are adapted to low input situations,” said A-LIST Executive Director Kiley Dickson. “To add a company with its dedication to sustainability shows they are a company that we want in the A-LIST. Barenbrug’s expertise and innovation will be a valuable asset to the A-LIST and its members.”

A-LIST members in addition to Barenbrug include four other leading companies in the turfgrass industry: DLF, Mountain View Seeds, Landmark Seeds and Lebanon Seaboard. These members provide the most advanced and sustainable turfgrass varieties on the market today.

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For more information about Barenbrug, visit www.barusa.com/professional-turf. For more information about the A-LIST, visit www.alistturf.org.

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The A-LIST is an independent, non-profit, industry initiative, fostering development of sustainable turfgrass varieties and related products that perform their function with less maintenance inputs, thus benefiting the environment. A-LIST monitors a voluntary evaluation program including metrics like water conservation, reduced fertility and traffic, heat, and drought stress tolerances, all with no fungicide or insecticide applications. Products that meet the acceptance criteria can utilize the A-LIST Approved symbol in their marketing and receive the A-LIST Approved tag for use in packaging.