



MEDIA RELEASE

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Turf Producers International keen to engage international industries

Turf Producers International (TPI) is keen to embrace the international turf industry, especially Australia, through educational and research interactions.

The first international board member, as well as TurfBreed director, John Keleher has recently returned from his first TPI board meeting. At the meeting Mr. Keleher learnt just how much the international not-for-profit organization had to offer Australia.

TPI is a United States (US) based organization that has been promoting the benefits of turf (natural grass) for the past 50 years. The organization serves the needs of all those involved in the turf production chain from growers to consumers.

Mr. Keleher's reasons for being a director on TPI were originally to learn from the country's extensive field days and to associate and learn from fellow international turf growers.

"However during this visit, I soon learnt that TPI's association with The Lawn Institute (TLI) could have a greater impact on growers near and far," he said.

The Lawn Institute (TLI), which is also based in the US, has a mission to further educate, fund research, and help promote TPI's outreach efforts and to build a greater awareness about the many benefits of natural grass.

"With that said, the TLI focuses on three areas – science, education and the environment, and is also a body funded to administer scholarships that direct research and development programs," he said.

"Where Australia's growers and industry can benefit, is from the findings that evolve from all the TLI programs.

"It is important to remember that the US is the World's largest turf producing group and has the funds to invest in its industry. It has an extremely large concentration of machinery and research projects.

"For instance, each state in the US has a turf research facility based at their state University."

We as a country and industry in Australia can really learn from what they are doing, Mr. Keleher added.

"I can truly see Australia shaping a lot of its turf knowledge, and sharing as well, from the US," he said.

At the most recent TPI board meeting that Mr. Keleher attended, a motion was passed that will see the cost of Membership drop significantly for international members. Mr. Keleher added that first time

membership costs will be even more attractive. He said more information about these savings will be available shortly and it will be an ideal time to join the international fraternity.

“The reason behind this was to attract more local and international turf industries, so they realised the great benefit of being part of the organization,” Mr. Keleher said.

“It shows a huge commitment by TPI to reach out to other countries, such as Australia, and have them embrace what they have to offer, both in the field and educationally.”

For more details or information, contact TurfBreed Director, **John Keleher**, at **E: john@alcturf.com.au** or **M: 0418 792 014**.