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For Artificial Turf - THE HEAT IS ON!



One of the adverse environmental and health impacts of artificial turf fields is the “heat island” effect. This means two things: the synthetic surface undesirably absorbs, retains and emanates heat at temperatures and rates that are harmful to the environment, and the turf in its life-cycle is responsible for generation of carbon dioxide and other greenhouse gases that contribute to global warming.

The thermodynamics of the artificial turf in winter and summer conditions accelerates the breakdown of the synthetic grass fibers and rubber crumb into dust particles, which easily can be inhaled or ingested by children. This is likely to produce respiratory and dermatological health risks in children.

The promoters of artificial turf admit openly that the field runs 10° to 30° F hotter than a natural grass field. That admission alone however does not tell the whole story. Often, 10 or 30 degrees will tip the surface temperature past a dangerous point. Skin injury can result from a ten-minute contact with a surface that runs about 120° F.

According to Joseph Shirley, Director of Facilities at Boston College, Chestnut Hill, Newton/Brookline, Massachusetts, the surface is watered down prior to game time in order to cool down the surface. During summer youth camp programs, in a hot day, every 20 minutes the children are taken off the field so that the field can be cooled down.

Source: Guive Mirfendereski
<http://www.synturf.org/contact.html>

Additional stories from:
<http://www.synturf.org/contact.html>

From Maryland to Boston plastic fields are heating up!
 SynTurf.org, Newton, Mass. July 31, 2010.

In the last few weeks, the north Atlantic region has been in the grip of scorching hot weather. Bad enough to make the media once again take note of the effect of the sunshine on the plastic and crumb-rubber carpets and the athletes who play on them.

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For artificial turf the HEAT IS ON! - Cont'd

According to a news report on WJLA (ABC 7 – DC Metro Area) (Markham Evans, **“Summer Heat Rekindles Artificial Turf Battle,”** July 19, 2010, “The summer heat wave is reigniting debate about the use of artificial turf at some local schools.”

According to Kathleen Michels, a neuroscientist, “Any temperature over 120° F can cause skin burns with skin contact in two seconds.” Using a heat gun, Michels detected temperatures of up to 135° F on the field at [Richard Montgomery High School]. At the same locale, Samie Scaffidi told WJLA that she has “poured water into her cleats to keep cool. Some of her friends sprint for shade when they’re playing.”

According to the WJLA report, “A new American Cancer Society study just added Carbon Black to a list of possible causes of cancer. Critics say that's one of many possible dangerous chemicals within artificial turf.”

Moving up north, in Boston, we find Tony DiCicco who coaches the Boston Breakers of the Women's Professional Soccer. In 1994-1999 he coached the United States women's national soccer team, winning the Olympic gold medal in 1996 and the 1999 FIFA Women's World Cup. In 2008, DiCicco coached the U.S. U-20 Women's national team to victory in the FIFA Women's U-20 World Cup in Chile.

In and around Bean Town, for many years, the purveyors of artificial turf fields, their boosters and allied politicians misrepresented to the public the thermal effect of plastic and crumb rubber fields. Recently, L.E. Eisenmenger of *Boston Pro Soccer Examiner*, **“How hot was it? Stadium field turf soars to 120 degrees,”** July 24, 2010, Head Coach Tony DiCicco was asked exactly how hot it was on the Harvard Stadium field turf during the game.

“There are thermometers they put out on these fields because these fields get too hot,” said DiCicco. “If it's 95 or 100 degrees, the fields get to about 120 degrees and that's why it's so dangerous for young kids. For our height it's 105 degrees, but down there

[kids' height] it's 120 degrees.” “The first halves are usually a little bit slower because there's a lot of heat coming up,” explained DiCicco, “because it's at least ten degrees higher.”

To stress the point, the report cited the 2002 Brigham Young University study that found “The surface temperature of the synthetic turf was 37 degrees higher than asphalt and 86.5 degrees hotter than natural turf. Two inches below the synthetic turf surface was 28.5 degrees hotter than natural turf at the surface. Irrigation of the synthetic turf had a significant result cooling the surface from 174° F to 85° F but after five minutes the temperature rebounded to 120° F. The temperature rebuilt to 164° F after only twenty minutes.”

The report also mentioned a Penn State University study that revealed “similar results measuring nine different types of synthetic turf. Temperature measurements were made on three occasions with air temperatures registering 79 degrees, 78 degrees, and 85 degrees. The corresponding average surface temperatures reported for the synthetic turf plots were 120 degrees, 130 degrees and 146 degrees F.”



Photo by Geoffrey Croft/ NYC Park Advocates

The photo was taken at the Artificial Turf Field in Manhattan's Booker T. Washington Playground on 7/25/10, showing a 171 degree surface at 11:46 a.m.

First impressions make a difference — are you using the internet?

When Veronica Iwanski, TPI's membership manager recently spoke to **Matt Garrett**, Office and Account Manager for Ideal Turf in Peoria, IL she commented about the quality of their website. Matt informed her that although their website is still being updated it has already made a difference in the way their business is perceived. "We're thrilled our website is making a difference for us. For example, a woman called and said that she looked at our website and two of our competitor's websites and she chose us because our site was 'more professional than the others', plus it empowers the customer with the 'Tips and Advice' section. That was enough to make her want to choose us, since she believed that the website was a reflection of our values as a company."



Andy Ziegler of Ideal Turf in Peoria, Illinois.



Garrett went on to add, "A website should be a reflection of a company's values, not a reflection of the web designer that created it, which is a mistake many companies make in trying to save money. We're trying to show who we are and why we're different, and we're still looking for new ways to do it. Also, in order to understand who's coming to our site, we've just recently started asking everyone new that calls how they found us, and we've begun electronically tracking who comes to the website and from where, which should also yield some interesting trends over time. Right now, we're doing some updates to the website itself to hopefully make it more effective and to feature our new RTF product, though most of it will not change much. Those updates should be "live" in a couple of weeks. In concert with those updates, we're using our marketing dollars to attempt to funnel more people to the website through various media. Finally, I'm working on getting our website to "result" better on Google searches in our area and other search engines, which I also think is increasingly important these days."

Owner, **Andy Ziegler** echoes Garrett's comments stating he believes the internet is a must-have marketing tool in today's changing business environment.

<http://www.ideal turf.com/>

Demographics of internet users are changing ... are you?

As a growing number of consumers, business professionals and decision-makers rely on the internet for social networking, information and shopping, many companies are responding ... is your company one of them? According to a recent Pew Internet survey the percentages of internet users continues to climb considerably, but who are they?

Percentage Based on Age

Young adults (18-29)	93%
81% of Adults (30-49)	81%
70% of Adults (50-64)	70%
Over 65 age group	38%

Household income

Less than \$30,000	60%
\$30,000 to \$49,999	76%
\$50,000 to \$74,999	83%
\$75,000+	94%

Community Type

Urban	74%
Suburban	77%
Rural	70%

Education

Less than High School	39%
High School	63%
Some College	87%
College +	94%

As internet usage continues to climb many companies are reaping the benefits.



SOURCE: The Pew Research Center's Internet & American Life Project November 30 - December 27, 2009 Tracking Survey. Last updated January 6, 2010

For more information go to: <http://www.pewinternet.org/>

Harvested sod at TPI's Field Day is donated to community park



Pine Island Turf Nursery provided the turfgrass sod that was donated to a local community park.

When Turfgrass Producers International (TPI) held their Summer Convention in New York City, July 25 – 29 and their Field Day at Pine Island Turf Nursery there was plenty of activity.

Some 40 exhibitors and more than 300 participants from around the world were on-site to participate in the event. TPI members from Australia, Austria, Canada, Iran, Norway, Russia, South Africa, Sweden and the United States had an opportunity to see the latest in turfgrass equipment, supplies and related services.

Throughout the Field Day attendees also had an opportunity to see on-site demo's that included forklifts, netting equipment, tillers, mowers, cultivators, seeders, harvesters, etc. In the case of the latter, major manufacturers harvested slabs, small rolls and big rolls of turfgrass throughout the day. By mid afternoon a great deal of turfgrass had been harvested.

Thanks to some foresight and pre-planning by **Chip Lain**, of Pine Island Turf Nursery, **Leonard DeBuck** of DeBuck's Sod Farms of NY and **Thomas** and **Kevin Shuback** of Shuback Farms in Goshen, NY the harvested turfgrass didn't go to waste.

The three TPI members, all friendly competitors, collaborated in making arrangements to donate the harvested sod to Veterans Memorial Park in the Village of Warwick located some eight miles from the farm.

DeBuck arranged and oversaw the logistics and provided irrigation equipment; the Shuback's arranged pick-up, transportation, delivery and assisted with on-site installation, and Pine Island Turf Nursery provided the turfgrass.

Throughout the Field Day harvested sod was removed inconspicuously from the field, loaded on a semi and driven to Veterans Memorial Park where some twenty volunteers awaited its arrival and immediately began installation.

Thanks to excellent pre-planning on the part of DeBuck and the Shuback's the new field was completely sodded within hours after Field Day activities had come to a close.



Mayor Michael Newhard

Michael Newhard, the mayor of the Village of Warwick commented, "When Leonard DeBuck made the kind offer to help us sod a new multi-purpose field in Veterans Memorial Park we were elated. That of course was the beginning of the process of transforming an extensive area that was used for a parking lot and entailed moving a pre-existing electrical shed and multiple telephone poles, the removal of topsoil and topsoil replacement.

"The project was a bit larger in scope than the Village initially anticipated but with the expertise provided by Leonard DeBuck and the use of both Town and Village Department of Public Works crews, as well as the volunteer effort provided by the Football League the site preparation was accomplished swiftly and ready for the coordinated delivery of sod.

"This was an effort that involved many hands and we were lucky to have had the pool of talented resources available. The local sod growers were truly generous with their manpower and equipment and made this small "field of dreams" a reality. Over and over we find that that sweat equity, ownership, community volunteerism are the key elements to a successful project.

"This field is such a useful addition to our park; it will be used by teams, families, and the general public. It expands the existing green space and offers us optimum flexibility for future park development."

In a follow-up phone call Leonard DeBuck stated, "I'm pleased to say the field is doing great, and pee-wee football activities are planned starting the second week of September. This certainly was a wonderful win-win-win scenario for our community."

Cont'd on Page 5

TPI's Field Day harvested sod donated to community park – Cont'd from page 4



Thomas and Kevin Shuback
Shuback Farms



Chip Lain
Pine Island Turf Nursery



Leonard DeBuck
DeBuck's Sod Farms of NY



A few of the volunteers: (L to R) Mike Foreman, Tom Cosgrove with his son Sean, and Scott Walter (all with Warwick football); Bill Lindberg, (Village of Warwick Trustee) John Olszewski (volunteer and assistant coach of Warwick High School football and Orange County sod grower Leonard DeBuck of DeBuck's Sod Farm of NY. Leonard is also a Town of Warwick Councilman.

Photos: Jim Novak
Shuback photo courtesy of Chip Lain



Project EverGreen Announces Executive Director Transition



Den Gardner

Project EverGreen announced that Executive Director **Den Gardner** will resign his position at the end of 2010, and green industry consultant **Cindy Code** will be named the new executive director effective January 1, 2011.

Den announced his resignation at the Project EverGreen Executive Committee meeting earlier this year but informed the Board that

he intends to stay involved in a to-be-determined role by the Board of Directors. He also will consult with the organization during the transition process at the end of this year and into 2011.

Den helped create the organization in its transition from the former Evergreen Foundation of the legacy trade group, the Professional Lawn Care Association of America (PLCAA) in 2002, and managed the organization from 2003. In 2004, the foundation became Project EverGreen and has stood alone as a 501c3 non-profit group.



Cindy Code

Cindy has been a part of Project EverGreen since 2004 and served two years as president. She has her own consulting business in the green industry, representing companies and associations.

Project EverGreen's major projects in 2010 include three EverGreen Zone initiatives (Akron, Ohio; Milwaukee, Wisconsin and the Raleigh-Greensboro area of North Carolina), the nationally recognized GreenCare for Troops program, an enhanced social media presence, and a national plant tag initiative with a major wholesaler of green plants. In addition, there will be the traditional public relations programs with consumer and green industry media.

TPI's Executive Director, **Kirk Hunter**, is an officer on Project Evergreen's Board of Directors and serves as the organization's Treasurer. It should be noted that Den Gardner also serves as the Editor of TPI's TURF NEWS magazine.

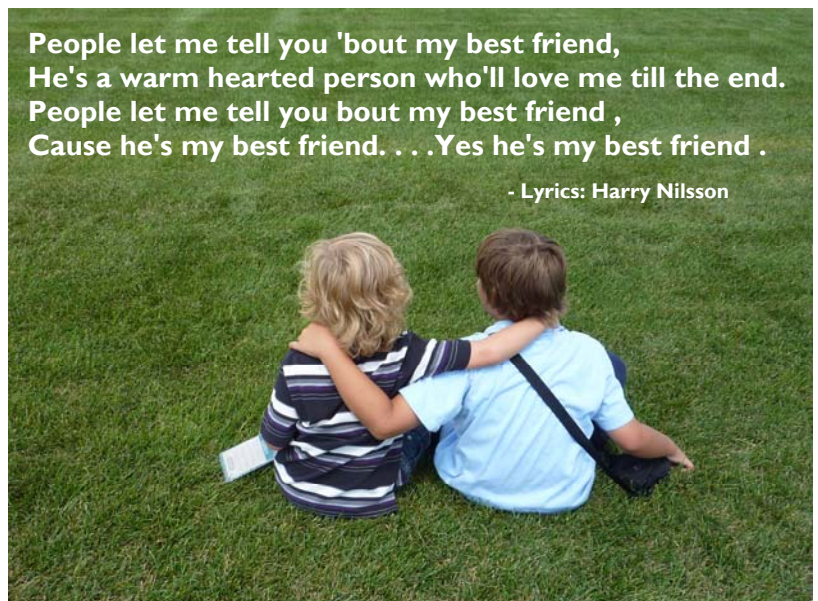
Let me tell you 'bout my best friend



Preston and Jacob Poole's proud parents are **Jason and Tina Poole** of Tri-Turf Sod Farms in Paris, Tennessee. These photos were taken during TPI's 2010 Field Days in Pine Island, New York.

People let me tell you 'bout my best friend,
He's a warm hearted person who'll love me till the end.
People let me tell you bout my best friend ,
Cause he's my best friend . . . Yes he's my best friend .

- Lyrics: Harry Nilsson



Photos: Jim Novak

Giving credit where credit is due

Back in November of 2009 the TPI E-Newsletter took Denver Water to task for their ad campaign entitled “*Grass is Dumb*”. We featured a letter that Dr. Tony Koski of Colorado State University had sent to the Director of Public Affairs at Denver Water. The controversial campaign was intended to encourage people to conserve water and only use what was necessary. At issue wasn’t the goal of the campaign, but rather the creative approach that presented natural turfgrass in a negative light. We agreed with Dr. Koski’s assessment of the campaign and felt that he expressed his opposition very clearly.

As troubled as we were with the approach of the 2009 campaign we feel just the opposite about Denver Water’s 2010 campaign that was created by Denver’s Suple Advertising & Design, (yes they

were also responsible for the “*Grass is Dumb*” campaign), but what a difference in delivering a message.

The \$1 million campaign, launched in early July to further the goal of reducing water consumption by 22 percent from usage levels before the region’s 2002 drought is imaginative and attention-getting.

In fairness to the creative minds at Suple Advertising & Design and Marie Bassett, Director of Public Affairs for Denver Water, we congratulate everyone involved in developing this new campaign that serves to build awareness in a clever and creative way. The following are a few of the elements of Denver Water’s 2010 water conservation campaign.



Diversification is in the BAG!



Eric Heuver of Eagle Lake Turf Farms, Ltd.

Anyone who knows **Eric Heuver** of Eagle Lake Turf Farms Ltd. in Strathmore, Alberta, Canada would agree that he's outgoing, friendly, a family man and a pretty good businessman. That said, it came as no surprise that Mario Toneguzzi a writer for The Calgary Herald recently did a feature story on Eric and Eagle Lake Turf.

Toneguzzi reported that over the past few months, Eagle Lakes BigYellowBag™ product has been appearing in yards throughout practically every neighborhood in Calgary. He reported the bags have become popular among green thumb Calgarians working on their landscaping.

This is the fifth year that Eagle Lakes bulk BigYellow-Bags™, filled with nutrient rich soil blended to perfection at their yard with black loam, peat loam, well composted manure and a touch of mineral soil have been available. It's great for use in your flower beds, vegetable gardens, and for over-seeding your lawn. He goes on to quote Eric as saying, "The concept is to make it very simple and convenient for the customer. The idea is that you can get a yard of stuff delivered to your yard. There's no mess. No hassle. You call, we deliver."

The BigYellowBag™ concept was initially developed by Green Horizons Group of Farms in Ontario over a decade ago. Eagle Lake has a license for the concept in the Calgary market. "Use it in your beds. Top dress your lawn. It's something you can use every year," says Eric. Sales have doubled every year at Eagle Lake. And Eric reported that this year they are up 60 per cent.

At its peak, Eagle Lake was delivering 350 of those bags to various places. "People don't realize how big it has become. Primarily homeowners (buy them) but we do sell it to maintenance people, golf courses and contractors," says Eric.

There are a number of different businesses under the Eagle Lake umbrella. "Part of the business strategy was to diversify and we ended up with all these little offshoots. This winter we kind of sat down and refocused and put names to different things," states Eric.

Eric and his wife Rose purchased the sod farm portion of Eagle Lake Nurseries eleven years ago from his father who established Eagle Lake Nurseries back in 1970. The farm grows turfgrass on nearly 300 of its 526 hectares and currently employs about 35 people. Earlier this year, it opened its landscaping supply center.

Eric was quoted as saying, "We focus on quality. Basically, we're supplying sod to homeowners, golf courses, contractors, municipalities and we actually have a specialty turf division. Eleven years ago, all we did was grow Kentucky blue grass sod and it's seasonal. Over the last eleven years, we wanted to first maintain good key people and the only way to do that is year-round employment. Business-wise we didn't want all our eggs in one basket."

Eric's vision of a new Calgary landscaping supply center - a 6,000-square-foot building on a 1.6-hectare property was realized this Spring. It sells everything including soil, mulches, stones, fertilizers, tools, etc. While the store serves as a pick-up depot for fresh cut sod direct from the farm, it's extensive product line-up and highly focused attention on service to all their customers, whether contractor or homeowner, separates them from their competition according to Eric.

And this year, for every BigYellowBag™ returned to their new Calgary location or to their farm. Eric and Rose will make a donation to the Calgary Children's Foundation as a way to give back to their community.

Regional & State Association News

Nursery Sod Growers Association of Ontario Introduces Green Certification Program



The Nursery Sod Growers Association of Ontario (NSGA) has announced their new socially responsible “Green” Certification Program. After two years of diligent work and testing, the program is available to all members of the NSGA. The goal of the program is to meet the desired expectations of consumers to protect natural resources, enhance conservation through best management practices, provide a safe workplace environment, promote recycling and enhance community relations.

The “Green Certification” program is strictly voluntary and provides assurances to consumers that NSGA members meet or exceed standards for water conservation, water source protection, soil conservation, and approved nutrient application.

The program also serves to promote a safe workplace environment, recycling and community relations. The program is designed to certify sod operations that are meeting NSGA standards. In order to receive certification, all sites owned or leased by a grower must participate in an on-site audit conducted by Validus, the approved third-party audit firm for NSGA. Upon certification, each operation must submit an annual

report and conduct an on-site verification audit a minimum of once every three years.

Growers certified will receive their NSGA “Green” Certification certificate and be listed on the NSGA certified growers web site list of approved “Green” providers.

Sarah Bruce, NSGA’s Executive Secretary states, “I believe we are the first Sod Growers Association to implement this type of program. We have spent two years developing Green Certification Standards with the consulting firm Validus and have gone through four pilot audits of sod farms to test the program.”

Bruce reports that the program was launched to NSGA’s membership this spring but members will have until Sept 1, 2010 before the names of Green Certified members are published, this will give interested parties a reasonable amount of time to comply with audit requirements.

For more information NSGA members and other interested parties should contact:

Sarah Bruce
Executive Secretary
Nursery Sod Growers Association of Ontario
P.O. Box 25045, Guelph, Ontario, Canada, N1G 4T4
Tel: (519) 265-6742 (NSGA)
Fax: (519) 265-8873 (TURF)
Email: nsga@rogers.com



European Sod Growers FIELD DAY

VANMAC Field Day Van de Sluis Rollrasen, Luxembourg October 8, 2010

Turfgrass producers from across Europe are invited to attend the VANMAC Field Day that will be held at Van de Sluis Rollrasen in Limpach-Sanem, Luxembourg on **Friday, October 8th**.

This is a unique opportunity to see a wide variety of equipment demonstrations including Progressive's new rotary mower model MDR50, with a working width of 15 meters, the Trebro Auto Stack, the Trilo SGI 165 and SG670 vacuum sweepers, the Kesmac sod harvester model SH2200, the Magnum big roll harvester, the Schwab seedbed combination and the Schwab sod installers, Dairon seeders and Dairon stone-buriers and the Progressive rotary mower model TDR15.

Manufacturers and seed suppliers will be present to provide information and answer questions.

This is a great opportunity to meet with fellow European turfgrass producers, manufacturers and suppliers.

For More Information Contact:

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<http://www.vanmacfieldday.com/program/>



TurfSide-UP



Photo submitted by Bob Johnson—The Turf Company

We received the above photo from **Bob Johnson** of The Turf Company in Meridian, Idaho. Like Bob we always thought "Open Range" meant an area where livestock were lawfully permitted to run at large. We thank Bob for clearing up the matter. Bob informs us that the photo was taken on a road in Boise County, Idaho.

READ THE LABEL FOLKS



Evidently this fellow didn't read the warning on his prescription for vertigo that clearly stated, "Do not drive a car or operate machinery after taking this medication."

Where in the world is
TPI represented?
EVERYWHERE!

An on-going series featuring photos and copy from TPI member websites.

Springhill Sod Farm, Inc.
Bozeman, Montana USA

<http://www.springhillsodfarm.com/>



Springhill Sod Farm, Inc. was established in 1974 and we've been growing and harvesting premium sod ever since. We're conveniently located in the Gallatin Valley, on Springhill Road, just north of Bozeman, Montana and off I-90, Exit 305. At Springhill Sod, we pride ourselves on growing a thick, dense soft grass mat that provides years of enjoyment and can stand the rigors of your children and pets. We have provided sod for school district football and athletic fields, American Legion baseball diamonds, and for Montana State University's buildings and parks.



You can rest assured that you will receive not only the very best sod for your lawn, but also sod that has a strong, viable root system—our sod flourishes for two winters before harvest, giving it a solid, rich network of roots. Because of Springhill sod's supreme root system, it is extremely easy to install, with no wasted scraps.

SPRINGHILL SOD FARM's SURF & TURF!
Promotion scores high on creativity!



When you consider that the American Lobster is found on the east coast of North America, from Newfoundland to North Carolina and approximately 90% of U.S. lobsters come from Massachusetts, Rhode Island and Maine it might come as a surprise that a turfgrass producer in Montana came up with a clever "Surf & Turf" promotion to market their sod; but that's just what Springhill Sod has done. Has the promotion generated interest and been successful? According to TPI member **Justin Clark** of

Springhill Sod the offer has generated some sales, so yes, they have given away lobsters. Although Justin had hoped the volume would have been greater it has resulted in building some awareness. Justin wonders how many prospects in his area use the internet to visit turfgrass sites but added, "If we ran this offer in the local newspaper we suspect it would generate some additional opportunities; maybe that's something we'll try next."

SURF & TURF!
SPRINGHILL SOD FARM, INC.
Purveyors of Quality Sod

MENTION THIS AD WHEN YOU ORDER!

For every 2,500 square feet of sod purchased, we will give you 1 tasty 6-oz. Maine Lobster Tail provided by the Montana Fish Company.

Buy 5000 square feet and get 2 tails.
10,000 square feet will get you 4 tails!

~ Bluegrass or our Fescue Blend ~

Call now and have a barbeque!
587-4858

Offer as it appears on Springhill's website.



Fanus Cloete



Soccer City Stadium

TPI MEMBER SCORES A GOAL AT THE WORLD CUP

TPI member **Fanus Cloete** of Evergreen Turf in Eikenhof, South Africa expressed both his pride and enthusiasm that Evergreen Turf was selected to construct the entire pitch at Soccer City which served as the host stadium for the opening, first and final match of the FIFA 2010 Soccer World Cup.

The specifications required a “premier” playing field to be constructed incorporating the use of technology to produce high drainage, non-compacting sand growing medium over a gravel layer with subsoil drains. This would allow the pitch to drain at a rate in excess of 100mm per hour, still allowing for excellent growth of the grass and making it playable in wet conditions.

Evergreen Turf started construction of the pitch in November 2008. The process began with the clearance of the pitch followed by the preparation and stripping of the first ± 250 mm of soil. Earthworks and excavation then took place to prepare the pitch for the installation of the drainage and irrigation systems. Gravel was then imported onto the pitch and

laser leveling took place. USGA approved silica sand was then imported onto the pitch and leveled again to FIFA Specifications.

StaLok® Stabilizer was distributed and mixed in with the soil to create a stable growing medium. The StaLok® Stabilizer provided a good playing surface, prevented compaction, created stability and improved load bearing. Laser leveling took place once again. The base was then watered in order to stabilize the sand base prior to planting and the necessary nutrients were added. Evergreen Turf then undertook sprigging of the field with Kikuyu. This was followed by an intensive grow-in period and maintenance to the field to have it ready for the big stars to play on during the FIFA 2010 Soccer World Cup.

Evergreen Turf's involvement wasn't just limited to Soccer City, they also provided construction, drainage, irrigation, maintenance and/or miscellaneous support for several other stadiums serving the FIFA 2010 World Cup.



Soccer City Stadium



Coca Cola Park (Ellis Park)



Vodacom Park (Free State Stadium)



Moses Mabhida Memorial Stadium