



U.S. National Arboretum

NATIONAL TURFGRASS FEDERATION
Advancing Turfgrass Science for Society

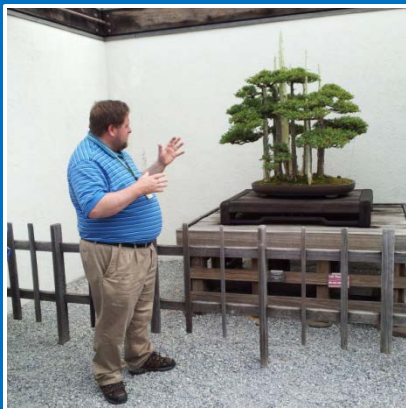


www.turfresearch.org

Why the 'Grass Roots' Initiative?

- Turf industry promotion – highlight benefits of turfgrass and grasses in general!
- Non-profit/government partnership between National Turfgrass Federation (NTF) & USDA, ARS U.S. National Arboretum in Wash., DC
- Located at a prominent federal facility
- High visibility, accessible site
- Ability to reach people





446 acre research & education facility
500,000+ visitors annually
Many famous plant collections
National Bonsai & Penjing Museum
National Herb Garden
Major clientele – garden writers,
garden clubs, native plant societies,
landscape architects
Can accept gifts directly & host events
Newly renovated Visitor Center



Main message from National Arboretum:

GRASS IS GOOD!



What is the 'Grass Roots' Initiative?

A four-year project to show benefits of turfgrass and its important role in the landscape.

- Target audience:
 - General public
 - Garden clubs, garden writers
 - Landscape designers
 - People who would not normally think about turf





Bonsai Museum

Visitors Center

Capitol Columns

National Herb Garden

Turf Exhibit site



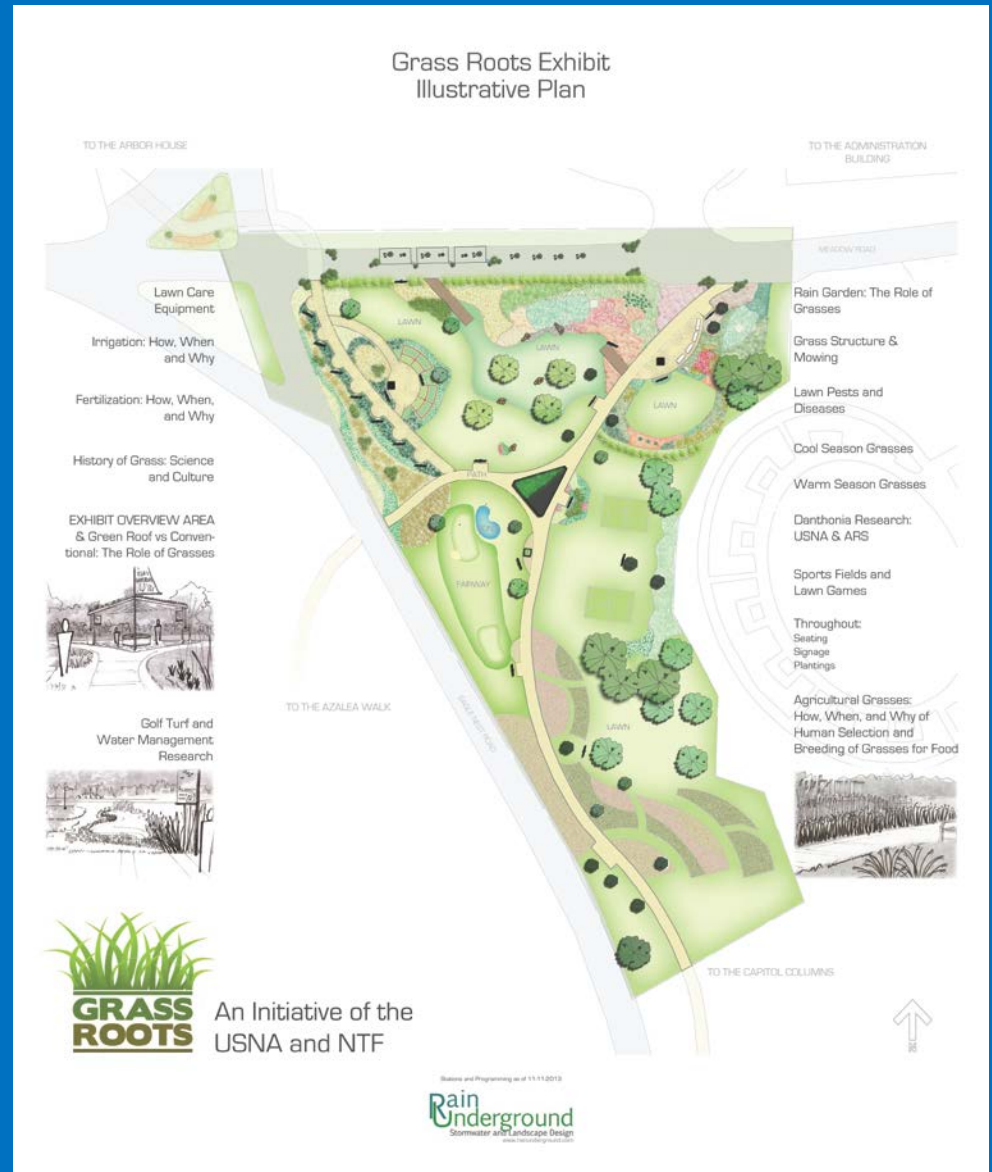
Google earth



GRASS ROOTS INITIATIVE

Most important and visible
component is the:

Outdoor
interactive
exhibit



WEBSITE

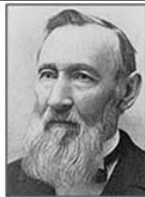
- Online now

<http://www.usna.usda.gov/Education/turfgrass.html>



The Grass Roots Initiative:
A Science-Based Focus on Turfgrass

Turfgrass has a major impact on our quality of life. The U.S. National Arboretum's [Grass Roots Initiative](#) is a four-year, in-depth look at the science behind this familiar, but often misunderstood, landscape plant.



[USDA – Roots in Grass Research](#)

The U.S. Department of Agriculture (USDA) has been investigating grasses for agricultural purposes since its founding in 1862. Pioneering research by USDA botanists and agrostologists forms the root of U.S. turfgrass today.



[Myths and Facts – the Truth about Turfgrass](#)

U.S. turfgrass researchers address common perceptions and misconceptions about the relationship between turfgrass fertilization, irrigation, and more. Learn how turfgrass can be a beneficial alternative in the landscape, if people utilize proper practices.



[Turfgrass Horticulture -- Information and Links](#)

Learn about grass in the environment, the science of grass, and how people have used grass throughout history and today. Follow links to reliable sources of information on caring for turfgrass and trouble-shooting problems with your lawn.



[Grass Roots Exhibit](#)

Coming in 2014!

See the site plan and follow our progress.



PROGRAMS, DEMOS, SYMPOSIA



NATIONAL GREENSCAPE CORRIDOR

National Mall – “Stewardship”



Arlington National Cemetery – “Service”

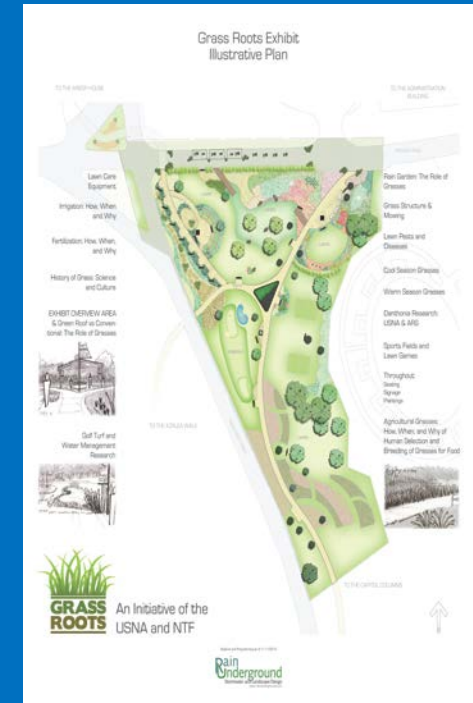


U. S. National Arboretum – “Science”



Important information:

- All statements and info –
Reviewed by Crop Science Society
of America turf scientists
- Donors and others can host visitors,
events, suggest workshops
- Budget is \$400,000 over 4 years
- Explores economic, environmental, recreational,
aesthetic benefits of turfgrass



14 Exhibit elements

- Demonstrate various turfgrass uses and maintenance information
- Golf hole with pond
- Sports fields
- (Bermuda and artificial)
- Warm- and cool-season lawn grass display



Exhibit elements

- USDA Turfgrass variety research- *Danthonia spicata*
- Grass uses for stormwater management – green roof and rain garden
- Fertilizer demonstration
- Irrigation technologies
- Equipment display
- Agricultural grasses- corn, wheat, etc.
- History of the lawn

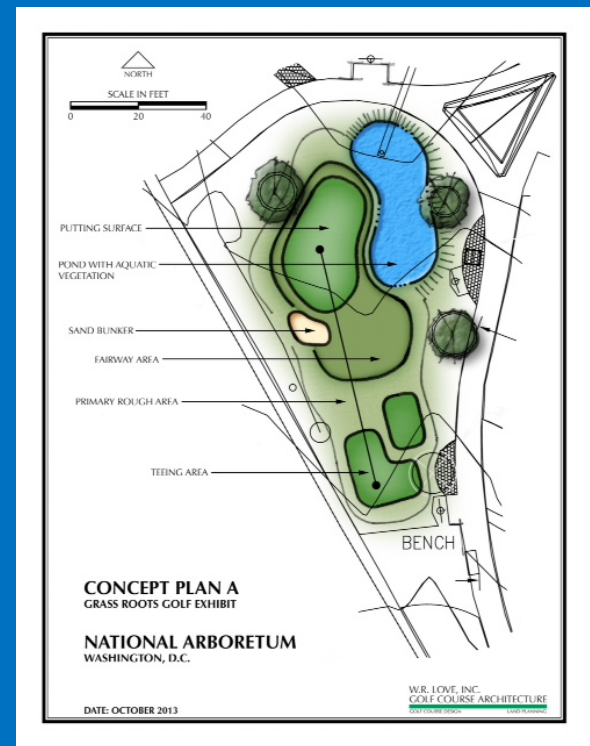


Exhibit Signage

- Banner signs



- QR codes on banners
- Cell phone tour



Exhibit Update:

- \$225,000 cash donated plus product/services thus far
- Grass Roots Coordinator hired: Geoff Rinehart
- Final Design is complete



- Opening in Summer 2014??
- www.turfresearch.org





THANKS TO
OUR
SPONSORS!

Grass Roots is grateful for both financial and in-kind support. As of November 1, 2013, the following sponsors have pledged or given support:



OUTDOOR POWER EQUIPMENT
INSTITUTE







Artificial

**Will be Latitude 36
bermuda**



CAROLINA GREEN
ATHLETIC FIELD CONSTRUCTION





Visitor's Center

Rain Garden

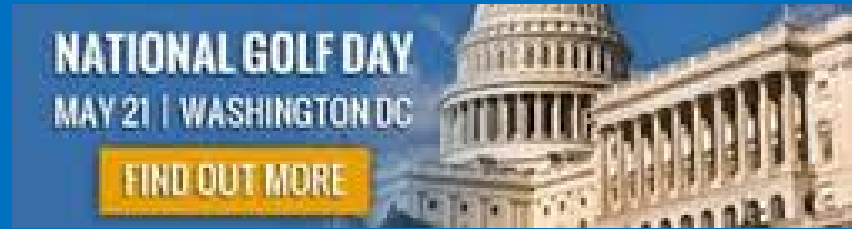


SOCIAL MEDIA



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