

# SUMMARY/COMMENTS

## NTEP Listening Session

Tuesday, October 7, 2008

3:45 - 4:45 PM

Room 382C, George R. Brown Convention Center  
Houston, TX

About 75 people participated in an hour long discussion of NTEP, its programs and services.

### 1. Identify needs of members relative to NTEP mission

Useful programs:

NTEP creates a sense of relevance within the industry; they (customers) come to universities to see NTEP trials. Critical point: if we lose relevance with industry than we lose value with the customers (seed company).

Not useful programs:

No comments

### 2. What services should we provide in the future

- standard comparison to compare cultivars across locations
- what does the seed industry want, concern about future
- test with a cultivar once, you can come back in the next trial at half-price
- blend in to the EPA Water Sense program
- the seed industry is pulling away and we need to make sure they are getting what they want
- balance what seed companies want and what the public needs to make decisions about cultivars
- companies are asking to plant varieties next to NTEP that are not submitted to NTEP
- there is competition factor with companies that fund NTEP and those that do not cooperating with faculty to conduct testing
- increased seed industry representation on the individual specie advisory committee
- price is a factor, price needs to be reduced

### 3. Miscellaneous

- look for other partners; state GCSA may pay for NTEP as a partner. The customers look for the NTEP and may be willing to pay.
- Other potential partners: TPI, Water Wense, water districts, state GCSA chapters, USDA, Irrigation Association

- A state has access to a trial through state associations paying for access to a trial.
- Bentgrass trial should not have been reduced b/c it is golf that funds state turf programs
- NTEP trials for free: seed companies pay a nominal fee to pay NTEP overhead
- Matching grants with state partners?
- Need to find a way to increase participation

#### 4. NTEP Testing Programs

Which trials are most useful, least useful?

- Ancillary tests are good
- Use of NTEP trials at the end of a trial for quick spray trials
- Seed companies would like to see cultivars evaluated with differential expression of various chemistries
- Focus on ancillary trials

Suggestions for refinements/enhancements

- Focus on younger scientists
- Rotation of trials across the country
- Shorten trial duration to rotate trials
- Longer trials for some species and short trial duration for others
- Ky. bluegrass for sod growers, want longer trials
- Conduct Drought, traffic, salinity trials

Suggestions for other species or other types of trials

No comment

#### 5. Data reporting and dissemination methods

Is NTEP data reported and distributed in an appropriate manner?

- State specific or climate zone specific reporting of the best cultivars for an area.
- New products from data, new marketing material. NTEP can invest in creating products for sale.
- Consumer reports????
- However, don't expect to look at a trial and think you can put the top three cultivars together for a blend
- Simple way to categorize products in a region for consumers (80% of the seed sold to homeowners)
- Seed super store or other internet sites serve as middle man to the consumers...NTEP should be this "middle-man".
- NTEP website is difficult to navigate...more user friendly. Have data available in html or text document