



Firenza represents the latest in tall fescue research and is the result of multiple selections from genetically superior germplasm at Rutgers University. **Firenza** possesses the qualities you would expect from such pain staking plant breeding; a dwarf growth habit, dense, fine textured turf, genetically dark green color, and broad spectrum disease resistance including Brown Patch. Quick to germinate and establish and resistance to heat and drought conditions, **Firenza** represents the best in tall fescue and provides the tough yet attractive turf you expect.

ATTRIBUTES

RHIZOMES FOR SOD STRENGTH AND TURF REPAIR

FINE TEXTURED AND DARK GREEN COLOR

ENDOPHYTE ENHANCED FOR INCREASED INSECT RESISTANCE AND STRESS TOLERANCE

HEAT AND DROUGHT TOLERANT

REDUCED WATER AND FERTILIZER REQUIREMENTS FROM OTHER COOL SEASON TURF GRASS SPECIES

EXCEPTIONAL WEAR RESISTANCE

ADAPTS TO A WIDE RANGE OF SOIL TYPES AND FERTILITY LEVELS

APPLICATIONS

COMMERCIAL LANDSCAPE, PARKS, GOLF ROUGHS, PLAY AREAS AND ATHLETIC FIELDS

HOME LAWNS AND SOD FARMS IN TRANSITIONAL REGIONS OF THE US

EXCELLENT CHOICE IN AREAS WITH LESS THAN IDEAL TURF MANAGEMENT

COMPLEMENTS OTHER TALL FESCUE VARIETIES AS WELL AS BLUEGRASS AND PERENNIAL RYEGRASS IN MIXTURES

ESTABLISHMENT & MANAGEMENT

Germination: 7-10 days with adequate temperature and moisture

Begin Mowing: 21-28 days depending on rate of growth (Mown turf fills in more quickly)

Recommended Mowing Heights of Mature Turf:

- ☛ **Lawns & General Purpose Areas:** 1.5-4 inches
- ☛ **Sport Field Applications:** 1.5-4 inches
- ☛ **Roughs:** 3-6 inches (or personnel preference)

Fertility: For optimum turf performance, approximately ½ to one net pound of N/1000 square feet for each month of the growing season. Specific formulation of fertilizer used will determine gross weight of fertilizer applied. Regional differences and turf application will influence overall fertility program. When in doubt, consult with local turf professionals.

SEEDING RATES

Seeds Per Pound: 220-250,000

New Lawns: 6-10 lbs./1,000 square feet

(higher rates provide a dense turf more quickly than lower)

Sports Fields & High Use Areas: 8-10 lbs./1,000 square feet

FIRENZA

2006 NTEP
Maintained Using "Schedule A"
2007 DATA

MEAN TURFGRASS QUALITY OF TALL FESCUE CULTIVARS	
Variety	Mean
3rd Millennium SRP	6.4
FIRENZA	6.3
SR8650	6.0
Titanium LS	6.0
Darlington	5.9
Falcon IV	5.9
Rembrandt	5.8
KY-31	3.9
LSD Value	0.2
☛ Turfgrass Quality Ratings 1-9; 9 = Ideal Turf	

2006 NTEP
In the Transition Region
2007 DATA

MEAN TURFGRASS QUALITY OF TALL FESCUE CULTIVARS	
Variety	Mean
3rd Millennium SRP	6.6
FIRENZA	6.5
Titanium LS	6.2
Falcon IV	6.2
Tulsa Time	6.2
Rembrandt	6.1
Rebel IV	6.0
KY-31	4.3
LSD Value	0.3
☛ Turfgrass Quality Ratings 1-9; 9 = Ideal Turf	

2006 NTEP
Warm Temperature
2007 DATA

BROWN PATCH OF TALL FESCUE CULTIVARS	
Variety	Mean
Talladega	7.2
FIRENZA	7.1
3rd Millennium SRP	6.6
Titanium LS	6.4
SR8650	6.3
Falcon IV	6.2
Rembrandt	6.0
Hunter	4.9
LSD Value	0.9
☛ Brown Patch Ratings 1-9; 9 = Least Disease	