

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