

2nd Quarter Update

11/06/2020

Exec.'s Report



As the 2020 growing season creeps to close, we can all agree this was one for the record books. Despite COVID, our turfgrass sectors have recorded a record year, golf up a reported 33%, as well as Landscape and Sod sectors capitalizing on increased sales. Believed to have stemmed from limited recreational opportunities early spring, coupled with our pandemic forced “staycation”, the ATRF membership has held steady, showing resilient commitment to research. The ATRF has 47 current members, 14 new, with no attrition to date slightly ahead of its annual forecast at the end of the second quarter. Additional details can be found at the latest release of [Economic Impact of Golf in Canada](#) by We Are Golf.

Entering the third, we’ve learned the Alberta Golf Superintendents Association (AGSA) like many others will be hosting virtual conferences in lieu of on-site. As your representative, we have committed to complimentary educational lectures and CEU presentations for the AGSA, Landscape Alberta, Saskatchewan Turf Association in the weeks and months ahead. Similarly, your ATRF board has made the responsible decision to host our annual general meeting via virtual platform. More info will be on its way in the new year terms of voting, and meeting access.

Research Projects: The Foliar Fall Fertility project funded by The Canadian Turfgrass Research Foundation (CTRF) is now complete, and was submitted to the CTRF in accordance with the research agreement. It will be published in ATRF’s annual report this November, available to all members prior to the annual general meeting. This year, we’ve made the Foliar fertility trial available via youtube [video format](#). (LINK)

[CTRF funded - Foliar Fall Fertility Report - Prairie Turfgrass Research Center](#)

Dr. Manuel Chavarrias of the Prairie Turfgrass Research Center has submitted a proposal to the Canadian Turf Research Foundation (Nov 4). This year, the ATRF look forward to supporting 2-3 research projects per its mandate, presented in the coming months.



Share your project ideas! Submit them [HERE](#)

Should anyone have any questions, please check the website for your sector representative, or reach out to Jason, jpick@oldscollege.ca, or 403-556-8243

