

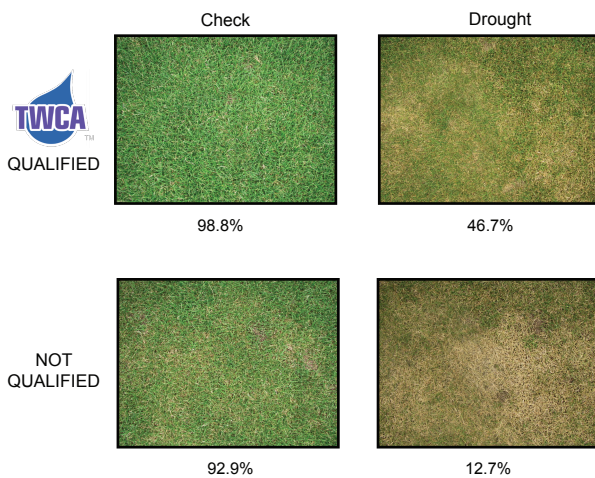
Why TWCA

The Turfgrass Water Conservation Alliance (TWCA) is committed to improving plant material that leads to water conservation. The organization's science-based approach relies on 3rd party peer review data to qualify only the turfgrasses that demonstrate a statistically significant water saving potential.



Why the Consumer Will Care

Water scarcity is a global issue that everyone needs to do their part to improve. Consumers are aware of this issue making decisions to purchase grasses that use significantly less water.



40% Less Water

TWCA qualified cultivars can use up to 40% less water while still maintaining a green and healthy surface for people to enjoy.

Qualified Brands

Pure Seed has qualified Brands in the following species:

- **SUNRYE™** Perennial Ryegrass
- **SUNGOLD™** Tall Fescue
- **PUREBLUE™** Kentucky Bluegrass
- **PURELINKS™** Fine Fescue

TWCA QUALIFIED PRODUCTS

TALL FESCUE

Lifeguard
RainDance
Saltillo
Sun Fire
Relentless

KENTUCKY BLUEGRASS

Super Moon
Desert Dream
Desert Moon
Full Moon
Tirem

FINE FESCUE

Bighorn GT American Sheep Fescue
Enchantment Chewings Fescue
Seabreeze GT Slender Creeping Red Fescue
Xeric Strong Creeping Red Fescue

PERENNIAL RYEGRASS

Gray Hawk
Sun Hawk
Manhattan 7 GLR

Let's Talk About This Opportunity.

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**EVERY drop
COUNTS**

PURESEED