



Turf Producers Association Membership Application

Return completed RTF+HGT Sod application to:

Turf Producers Association • PO Box 217 • Mead NE 68041

Email: jenny@turfproducers.com

Call or text Jenny with questions: 402-480-4936

*If you are already a Licensed RTF Sod Grower, please only answer the questions below with a *.*

***Date of Application to become a licensed RTF+HGT Sod Grower** _____

***Business/Farm Name** _____

Mailing Address _____	Company Website: _____
City _____	Company Email: _____
State _____ Zip Code _____	Farm Owner: _____
Shipping Address _____	Email: _____
City _____	Farm Manager: _____
State _____ Zip Code _____	Email: _____
Phone: _____	Office Manager: _____
Fax: _____	Email: _____

Are you a member of TPI? Yes ☐ No ☐ Farm size _____ (turfgrass acres)

What types of turfgrass do you currently grow? _____

How many acres of tall fescue do you currently have in production? _____

How many years have you grown tall fescue? _____

Current tall fescue sales \$ _____

How do you rate your sod pricing compared to your competitor? High ☐ Middle ☐ Low ☐

Describe the growth of your company in the last three years:

***How will you integrate RTF+HGT sod into your current production plan?**

***Approximately how many acres of RTF+HGT sod will you put into production in the first 5 years?**

1st Year _____ 2nd Year _____ 3rd Year _____ 4th Year _____ 5th Year _____

Who are your current seed distributors?

Describe your primary sales territory. (cities, counties or geographic areas)

Distance from your farm (miles): _____ % of sales: _____

Population (estimate) _____ Geographical size (estimate) _____

What is your share of this market? _____

Is tall fescue already present in this market? Yes ☐ No ☐

If Yes, what share of the market is it? _____

What other types of turfgrass will RTF+HGT compete with? _____

Describe your secondary sales territory. (area where occasional sod sales are made):

Distance from your farm (miles): _____ % of sales: _____

Population (estimate) _____ Geographical size (estimate) _____

What is your share of this market? _____

Is tall fescue already present in this market? Yes ☐ No ☐

If Yes, what share of the market is it? _____

What other types of turfgrass will RTF+HGT compete with? _____

*How are you currently marketing your tall fescue (RTF Sod without HGT, if it applies)?

(For instance: Radio, Trade Shows, Direct Mail, Salesman, Social Media, etc.)

*Describe the marketing strategy that produced the results that you wanted:

*How will you integrate RTF+HGT into your current marketing plan?

*Applicant's Signature

*Date

Approved by the Turf Producers Association Board of Directors – Date _____