

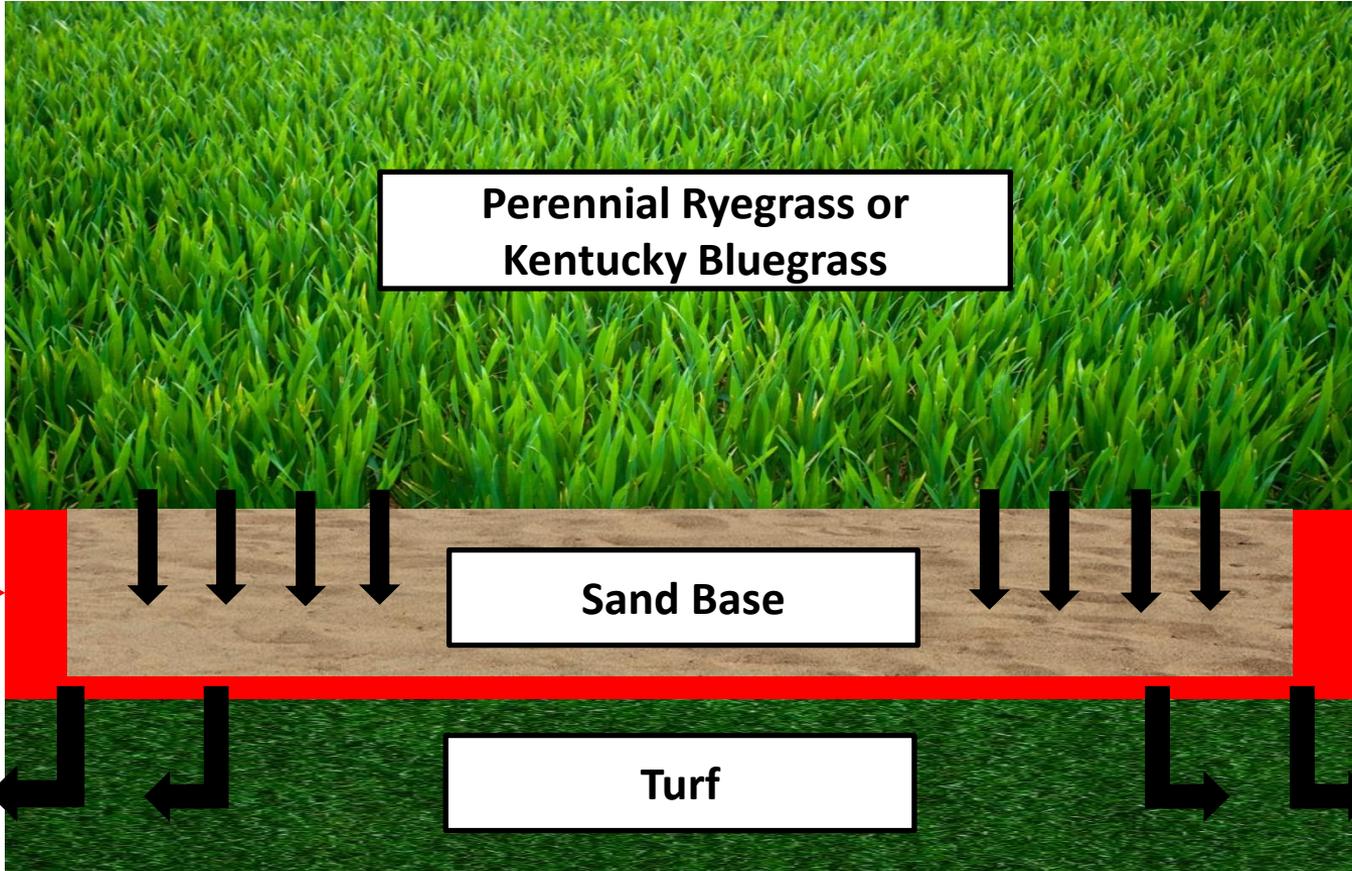
PITCH PERFECT:

**A Proposal Outlining One Of Several
Feasible Ways To Provide World Class,
Discrimination-Free Fields At The
2015 Women's World Cup**

Installing Premier Temporary Grass Fields That Are Proven To Work And Affordable Is As Easy As...

1. Cover the artificial surface with custom-molded trays, protecting the existing plastic pitch and allowing for proper drainage.
2. Fill the trays with a sand and organic base, and lay grass on top. This will allow grass to take root and let water drain through.
3. Several companies and experts have offered to discount their time and materials to make a solution as inexpensive as possible. Businesses and individuals could step up to defray costs through charitable donations. And, of course, the Canadian Soccer Association and FIFA clearly have the financial wherewithal to fund this solution.

Proposed Field Structure



Portable Grass Trays Allow For Premier Surfaces

1. The “modular” tray system for grass was used successfully at the 1994 men’s World Cup and [1999 women’s World Cup](#).
2. Trays with a sand base and rooted-in grass can be produced within a few months.
3. The sand base will provide for drainage which in turn protects the field in case of rain.
4. The resulting temporary grass fields should mirror the performance quality of the world’s best permanent grass pitches.

Grass Options Exist In Canada

1. Kentucky Bluegrass could be used, and already exists on various farms within Canada.
2. Perennial Ryegrass could be used with the XtraGrass system or a similar product (described in the following slide).
3. Graff Farms in Colorado, which owns distributor rights for XtraGrass, could work with sod farms in Canada to provide sports-grade grass tough enough to withstand a month-long tournament.
4. Premium grass could be produced within a few months.

XtraGrass System Can Provide Additional Stability To Protect Against Rain

1. XtraGrass (<http://www.xtragrass.com/en/>) is a natural grass system that stabilizes and lessens wear on sports field surfaces. It is used extensively in Europe and northern climates. For outdoor stadiums in Canada it could provide protection against potential rain. It has similar advantages to the Desso GrassMaster system used for the men's World Cup in South Africa in 2010.
2. XtraGrass could be used for high traffic portions of the field, or for the entire field. It does not alter playability, look, or feel.
3. XtraGrass is normally seeded in Spring, so there is time for the necessary Ryegrass to grow within the XtraGrass system before the first women's World Cup games in June.

Two Canadian Farms Can Service All Six World Cup Sites

1. Using grass farms in Canada would sidestep agricultural barriers to importing sod into Canada. Two major grass farms in Canada can service all 6 World Cup sites.
2. Eagle Lake Turf Farm, which is experienced in providing premier sports fields, can service the following World Cup sites: Edmonton, Winnipeg, and Vancouver.
3. Zander Farms, which is experienced in providing premier sports fields, can service the following World Cup sites: Montreal, Ottawa, and Moncton.

Premier Temporary Grass Fields Are Affordable

1. While the financing of the plan can vary based on vendor discounts and the extent of charitable donations, a reasonable expense estimate is between \$300,000-500,000 per venue, which includes the cost of the trays, grass, grass protection and labor.
2. Much of this cost can benefit Canadian vendors, including Canadian grass producers and grass experts.
3. If calculated at \$500,000 per field, the total cost to install premium grass at every women's World Cup site will be \$3 Million.

Grass Options Can Handle Contingencies and Challenges

1. Can this grass system handle a month-long tournament? Yes. The grass will have time to take root, making it stable and durable.
2. How will the grass system accommodate other events, like CFL Games? While the CFL schedule can be structured to accommodate the World Cup, the modular system can be brought in and out of the stadium if need be.
3. Won't importing grass to Canada raise customs issues? It would, which is why this proposal suggests using Canadian grass only.
4. Won't a modular system have seams that might affect gameplay? No. When installed correctly, there will be a smooth surface.
5. What if it rains heavily? The sand base allows for drainage and the trays will have conduits to make sure that water goes out the proper drainage channels.

Several of the World's Top Grass Experts Have Been Consulted For This Proposal, And Stand Ready To Assist

1. Claus Zander, President, Zander Farms
2. Eric Heuver, President, Eagle Lake Landscape Supply
3. James Graff, President, Graff Turf Farms
4. Trey Rogers, Professor of Turf Grass Science, Michigan State University
5. John Sorochan, Professor of Turf Grass Science, University of Tennessee
6. Chris Scott, Founder, GreenTech ITM
7. Jerad Minnick, President, Growing Grass Innovations

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