

JaMur Zoysia Approved by The Florida **Green** Building Coalition

It has become apparent that there is a superior turfgrass option available in the state of Florida, JaMur Zoysia. The Florida Green Building Coalition (FGBC) has acknowledged JaMur as displaying exceptional drought tolerance. Meaning homebuilders across the sunshine state can specify a JaMur lawn and now receive certifying credits (Category Two: Water/Drought Tolerant Turf [2 points]), which will count towards their "Green Home Certification".

USDA turfgrass geneticist Dr. Jack Murray developed JaMur in Florida for the Florida landscape, and its benefits are clearly evident. Its development taking nearly twenty-five years of breeding and selection for superior genetics by Dr. Murray and David Doguet of BladeRunner Farms prior to its release.

Unlike other zoysia varieties approved by the FGBC, JaMur is the only cultivar to have undergone the National Turfgrass Evaluation Program (NTEP) trials. In addition, JaMur is the only FGBC turfgrass variety that can only be produced as Certified. This means that each crop of JaMur is grown under the rigorous standards set forth by each states Crop Improvement Association and The Southern Seed Certification Association in Florida. Therefore, JaMur's genetic purity and uniformity are never in question, meaning that it will perform as well in the panhandle as it does in the southernmost regions of the state.

JaMur is a medium-bladed, deep-green, compact turfgrass having the look of a "dwarf St. Augustine" as listed in its plant patent. Its lateral growth is second to none while its vertical growth is slower, which translates to greater wear tolerance and fewer mowings. It also requires less fertilizer than conventional zoysiagrass varieties. These characteristics, along with its exceptional drought tolerance, make JaMur the appropriate choice for any "green" lawn.

JaMur is available only through a select group of certified sod producers, and is licensed exclusively by The Turfgrass Group, Inc.

