

## **The R&A Sustainable Agronomy Service commit to further investment and presence at BTME**

This year, The R&A has a greater presence at the annual BTME show; whereby its Sustainable Agronomy Service will bring a wealth of history and expertise to all those in attendance.

The recently introduced initiative is a fully encompassing service for golf venues to seek expert course support, receive advice on the delivery of best practices surrounding sustainable agronomy operations and gain comprehensive strategies for implementing changes.

The unique positioning that The R&A has within the industry will be showcased through various outlets, with the opening keynote breakfast to kick the show off in style. It will see the recounting of agronomic and greenkeeping stories of The 151<sup>st</sup> Open at Royal Liverpool and 2023 AIG Women's Open at Walton Heath– with both the Claret Jug and the AIG Women's Open Trophy to bring the stories to life.

It is a must-attend introduction to the show, not only for the exclusive stories, but also to see two of the most renowned trophies in professional golf! The trophies will then be on The R&A stand for the remainder of the day, for everyone to see whilst finding out more on the R&A Sustainable Agronomy Service.

With The R&A comes a breadth of history, and you'll find this at its stand with a number of exclusive pieces of greenkeeping heritage on display – all telling a story on how the earliest and most prominent Keepers of the Green were critical to the game. Golf course maintenance has obviously evolved dramatically over the years, and The R&A has a unique position to educate and support how to work towards a more sustainable future.

Take the chance to meet the experts which make up the team of sustainable agronomists and who can offer advice and support on best practices. With partnerships in place with The Environmental Partnership and RSPB, The R&A continues to show its commitment to providing the most comprehensive service for golf courses to develop with the environment at the forefront of decisions.

These market leaders from these partnerships will also be in attendance on the stand – the perfect opportunity to meet the experts. Between sustainable agronomy, sustainable water management and how to consider nature in decision-making, stopping by The R&A stand is the most opportune chance to enhance your understanding of how sustainability is affecting the industry.

Finally, the R&A Sustainable Agronomy Service team will also be providing education sessions as part of the Continue to Learn programme. There will be three sessions to attend: Conference Panel Session (Monday), a Free Seminar (Tuesday) and a Class on Climate Impact on Golf Courses (Wednesday).

Head to stand 408 to meet the team, find out more on the service and see some impressive memorabilia!