

UNIVERSITY OF CALIFORNIA RIVERSIDE TURFGRASS RESEARCH ADVISORY COMMITTEE (UCRTRAC)

Mission

The mission of UCRTRAC is to focus on southern California turfgrass research issues and be a leader in educational dissemination and public awareness.

Vision

The vision of UCRTRAC is to provide leadership through an industry-university partnership with the purpose of addressing turfgrass issues in southern California. The organization enhances the collaborative efforts of researchers, educators, and practitioners to identify and solve challenges that face the turfgrass industries. UCRTRAC focuses on environmental stewardship and provides a central clearinghouse for factual, forward-thinking turfgrass research and policy-making decisions. The organization is active in identifying and providing funding support to achieve mutually agreed upon goals.

Goals (in priority)

1. To maintain a leadership role in influencing turfgrass research in southern California.
2. To continue to strengthen the communication process between UCR and turfgrass organizations by identifying researchable issues and implementing focused research to answer current and emerging issues. Also, it is to enhance the dissemination of results and information widely.
3. To provide an objective resource for decision makers regarding the public perception of the value of turfgrass and its culture.
4. To expand funding for turfgrass research by acting as an "umbrella" group that fosters cooperation, coordination and broader participation among turfgrass interests.

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