DowElanco, facing "a more competitive atmosphere than ever before," has "taken wing" with groundbreaking on a $100 million world headquarters in Indianapolis, Ind.

A joint venture of The Dow Chemical Co.'s agricultural products department and Eli Lilly and Co.'s plant science business, DowElanco hopes a massive effort in research and development of new pesticides, insecticides and herbicides will maintain its position as one of the largest agricultural products companies in the world.

Backed up by convictions, company leadership under President and Chief Executive Officer John L. Hagaman made state-of-the-art research laboratories a cornerstone of the 355-acre global headquarters.

Officials said a stronger research and development organization is one of the main reasons DowElanco was formed.

Both Dow and Lilly have strong track records in research and development, but they have tended to focus on different aspects of the process, said Vice President of Research and Development Perry Gehring.

Combining their expertise into new research teams offers nearly limitless potential, he said. More than 400 scientists and support staff will man the 520,000-square-foot research laboratories and 15 greenhouses, expected to open by the fall of 1992.

A 200,000-square-foot administrative building and 90,000-square-foot employee development center will complete the complex, which will house 1,000 employees. DowElanco's entire workforce is 2,800, supported by another 1,700 from the parent companies.

Speaking at June 5 groundbreaking ceremonies attended by Gov. Evan Bayh and Indianapolis Mayor William H. Hudnut III, DowElanco Vice President of Global Products Clay Williams said, "We feel there are substantial growth opportunities... in all four of the major global regions we're involved in, and especially in Europe."

Williams noted that DowElanco operates 11 manufacturing plants around the world and conducts research and development field trials at 21 locations in the Northern and Southern Hemispheres, "which gives us the opportunity to test a product twice in any given year."

Hagaman said virtually no overlap between product lines allowed DowElanco, formed last October, to hit the ground running. While expecting to introduce one major new product per year, it has 15 potential products in the "pipeline" in various stages of development, he said.

**The Timetable**

- April 1989 — The Dow Chemical Co. and Eli Lilly and Co. announce the joint venture and sign a Letter of Understanding.
- June 1989 — Joint venture transition teams are named.
- August 1989 — DowElanco global headquarters site is announced.
- October 1989 — Joint venture closing is completed.
- June 1990 — Construction of new global headquarters complex begins with groundbreaking ceremonies in Indianapolis.
- October 1992 — Scheduled completion of research laboratories.

JOIN THE TURF CLUB

Membership has its advantages. Kubota offers the most reliable mowing and verticutting unit on earth—the Verti-Reel.

Built for total turf maintenance whether you have golf courses, sports fields, sod farms or commercial mowing applications, the Verti-Reel provides verticutting and mowing in one proven unit.

Verticut 18 holes in less than a day. Outcuts triplex mowers. Easy mowing/verticutting head changeover. Power pack mounted conveniently on tractor's three-point hitch. Direct drive hydraulics for consistent cutting speed.

How your tractor performs can have a significant impact on the efficiency of your operations. Kubota excels with direct-injection diesel engines in both the M4030SU Turf Special and L3250F Turf Special for greater power, performance and economy.

The advantages of Turf Club membership are numerous. To find out more, write Kubota Tractor Corp., P.O. Box 7202-T, Compton, CA 90224-7021.

For free information circle #131