Lofts adds pesticide applicators' certification

Registrants were able to earn Pesticide Recertification Credits when they attended Lofts Seed Inc.'s 14th annual field day at the company's farm at Martinsville, N.J. Visitors were greeted by Lofts' Chairman and President Jon Loft and Director of Research Dr. Richard Hurley, after which several turf specialists discussed current topics. Dr. Virginia Lehman, director of Lofts' new West Coast Research Center in Oregon, spoke on bentgrass breeding and its adaptability to Southern areas. Karen Plumley of Rutgers University discussed summer patch research. Among Lofts' turf plots revealed the current results of trials for tall fescues, fine fescues, bentgrasses, bluegrasses, wildflowers and low-maintenance grasses. Turfgrass shade performance and ornamental grasses were also observed.

Vermeer given Iowa's only 'E' Award

Vermeer Manufacturing of Pella, Iowa, has been honored by the U.S. Department of Commerce as Iowa's sole recipient of the 1990 President's "E" Award. The award recognizes companies that demonstrate excellence in export marketing.

Vermeer was identified for its work in expanding into new market territories and dramatically increasing exports in spite of strong foreign competition. As late as 1986, Vermeer's export sales accounted for less than 8 percent of the company's total sales. Increased emphasis on aggressive international marketing helped boost this figure to nearly 13 percent. Also during that same time, overall corporate sales volume grew by more than 50 percent.

Vermeer began its international sales in the early 1970s working through an export sales company. After limited success, it opened a one-man sales office in 1972 in the Netherlands for sales throughout Europe, Africa and the Middle East. This sales office now has eight full-time employees.

Another sales office, based in Australia, was opened in the mid-1980s. Ciba-Geigy has reached an agreement with Biosys, a Palo Alto, Calif., biological pest control company, to jointly evaluate a nematode-based product to control insects in turf and ornamental plants.

Nematode product under study

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Ringer Corp.'s natural organic commercial turf and horticultural fertilizers are once again available in Canada, according to Scott Boutilier, head of the Commercial Division. Boutilier said AGTURF Chemicals of Brampton, Ontario, will be the sole master distributor of the products throughout Canada.

The EPA has approved an expanded federal label for Ciba-Geigy's Pennant herbicide. In addition to nursery and landscape plants, the product now may be used on Southern turf species across the United States.