Seed companies victimized by the double squeeze

Hal Phillips, editor

The price is going up. No doubt about that. People in the golf course market should know that," explained Mike Robinson, Seed Research of Oregon president. "And it’s not only because of the bargaining association — it’s because of supply and demand.

"There has been a shortage around the world of perennial ryegrass, and seed companies have been getting a little more money this year. But we may be facing a huge crop this year. If we have a bumper crop and prices don’t go down, we won’t see a price hike until next spring."

Bob Richardson, president and general manager of Great Western Seed, said the increase will come this fall. He also believes the Perennial Ryegrass Bargaining Association may well signal a new era in seed economics. "Initially we’re going to see it in ryegrass," he said. "But if these guys are successful — and they are very well positioned to be successful — I can foresee afdc of traveling sage hopping up in the near future.

Through the wonder of the Turfgrass Information Network (TGIF) and Turfbyte, Golf Course News has been on-line for sometime. But we finally have our own e-mail address: hphillip@gcn.biddeford.com.

For you subscribers, writers, architects and builders with one foot firmly planted in the 21st century, anyone at Golf Course News — Charles von Brecht, Mark Leslie, Bob Sanner, or Bob Sanner, Continued on page 27

Letters

PBI/GORDON SETS THE RECORD STRAIGHT

To the editor:
PBI/Gordon Corp. wishes to correct any misconception concerning the quality of SCAG mowers that may have been generated by our 1995 Embark Lite advertising campaign, "Get the turf management tool that works when you can’t!"

The campaign is based on the testimonial of Scott Hall, president of Classic Landscape, Inc. of Frederick, Md. According to Mr. Hall, Classic Landscape uses Embark Lite as a "tool" in its business, i.e. the plant growth regulator (PGR) keeps turf growth from getting out of hand when schedule delays might otherwise be experienced.

The makers of SCAG mowers believed that the mention of inevitable "mower breakdowns" in an ad which pictures one of their machines might cause the industry to perceive the mower in a negative way.

In fact, Scott Hall has used SCAG mowers for several years and is proud of all the tools he has selected for his business. A sprayer, a string trimmer, a blower, a PC unit and a jug of Embark Lite, all the property of Classic Landscape, are also displayed in the ad.

We hope no one thinks that we intended to imply that any of these items are of inferior quality. After all, Embark Lite is a quality tool, so it was our intention to feature the product among other quality turf management tools.

I would also like to state that the ad is not intended to imply endorsement of Embark Lite by any of the equipment manufacturers whose products are pictured. We understand that many manufacturers feel that PGRs are in competition with them. It’s really too bad, because PGRs can’t replace mowing and trimming, but they can save wear and tear on equipment and help contractors and managers with scheduling.

Hal Dickey
Director of Advertising
PBI/Gordon Corp.
San Mateo, Ca., 94402

TDD TAKES ISSUE WITH "TRUCE"

To the editor:
I saw the "Truce" in bold print on the front page of the April edition of GCA in regard to the relationship between the USGA and the current physical evaluation laboratories supporting the 1993 USGA Guidelines. I was confused, because in order to have a truce, you first have to have a "War" and at best Mr. [Jim] Snow’s fear was the need to deal with the potential of angry technicians. But I am sure that the mob of Green Section personnel that was in attendance would have gallantly protected Mr. Snow. However, I can’t fault TDD for the tone-setting headline of the article because, as Mr. Stossel was quoted in Mark Leslie’s column in April’s edition, it sells newspapers.

The meeting that the USGA set up in San Francisco with the American Association of Laboratory Accreditation was in small way historic. The USGA deserves credit for taking a major step forward in resolving the controversy over the qualifications of the laboratories that protect the integrity of the 1993 guidelines.

It was clear to me that there was no opposition to the requirement for accreditation of the laboratories and there would probably be a list of accredited labs by the 1997 GCSAA show. However, please let me clarify the somewhat less than optimistic picture of the accreditation process that was attributed to me.

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