Budd Seed to buy Lofts

Officials: Expect few changes, including the Lofts name

INSTON-SALEM, N.C. — Budd Seed, Inc., a wholesale grass seed and fertilizer distributor company based here, has reached an agreement in principle to purchase Lofts Seed, Inc., the world’s largest marketer of turfgrass seed. A definitive agreement to purchase is expected on June 30.

New Jersey-based Lofts sells seed to golf courses, sod farms, retail stores, landscapes, lawn-care operators and municipalities. Lofts has been in the turfgrass industry since 1923. It has developed and owns patents on more than 25 seed varieties such as, Rebel II, Rebel III, Turf-Type Tall Fescue, Palmer Perennial Ryegrass and Georgetown Kentucky Bluegrass.

“We are very pleased with this agreement and look forward to welcome this outstanding group of talented professionals into our company family,” said Richard Budd, chief executive officer of Budd Services and Budd Seed. “This is a major milestone in our company’s history and for the seed industry. The formation of this new company will be

For Deere, it’s a smaller world

BY KIM ACKER LIPP

MOLINE, I11. — In today’s high-tech world a computer network lies at the heart of most organizations. To most, it’s a headache simply to monitor the information being pumped between the planning and the financial departments. So imagine the challenge of tracking information as it travels across North America, Europe, Australia, South America, and Africa. That’s exactly what information technology experts must do at John Deere & Co.

The international manufacturer of turf and farm equipment has established JDNet, a private worldwide network linking internal divisions. At headquarters here, a mainframe system sends corporate information, such as product updates, to remote processing centers. In turn, the remote processing centers send local information, like sales orders, back to the mainframe.

“It’s one corporation, but it’s a decentralized company. They have a lot of local automation at the factories and branches,” said John Higgins, a

Why Shanghai?

Show organizer explains the decision to leave Hong Kong

BY STEPHEN ALLEN

With just one golf course per 23 million people, it’s not difficult to see why China is being touted as potentially the biggest single golf market in the world. It’s a fact clearly not lost to us here at Golf World Exhibitions (GWE). We launched our very first Hong Kong and China Golf Exhibition and Conference last year. The pioneer event, held in Hong Kong, proved successful enough to have made exhibition site reservations for not only this year, but for subsequent years up to 1999.

Although we saw Hong Kong as a convenient hub for both the international industry and its potential partners in China, there were some restrictions on travel for visitors from China. This was something we had to respond to, on behalf of our exhibitors, who represented some of the biggest names in the golf business.

With this priority in mind we went to

A MILESTONE

By STEPHEN ALLEN

PSI PUMPS OUT FLOWTRONEX

FLOWTRONEX PSI settles into its new home at Primcreek Golf Course, 35 miles outside Las Vegas, Nev. (For stories, turn to page 63). Primcreek was laid out by Tom Fazio Golf Course Designers, Inc., with irrigation consulting provided by Larry Rodgers Design Group, Inc., and irrigation contracting performed by Formost Contractors, Inc.

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Stephen Allen is president of Perth, Australia-based Golf Media Group, organizer of the International Hong Kong & China Golf Exhibition and Conference.
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biosys acquires AgriDyne, adds to biological product line

COLUMBIA, Md. — AgriDyne Technologies Inc., of Salt Lake City, Utah, has become the latest acquisition of biosys, Inc., a biological pest control company here.

The AgriDyne acquisition brings azadirachtin chemistry to the biosys family of biological products that includes baculoviruses, beneficial nematodes, and a line of pheromone products. In addition, the AgriDyne team is utilizing recombiant DNA technology to develop a synthetic pyrethrin insecticide that will have applications in turf, ornamental, and nursery crops.

Azadirachtin is the active ingredient in neem oil, a plant-derived material. It is formulated and sold as OHP Azatin EC and OHP Azatin XL for control of a broad range of insect pests in greenhouses, outdoor nurseries, and interiories.

University and company-sponsored research has shown that Azatin is effective against dozens of insect species, including several species of cutworms, armyworms and other lepidoptera, plus leafminers, whiteflies, aphids, Colorado potato beetles, gall-worms, weevils, beetles, fungus gnats, thrips, and fruit flies. OHP Azatin is distributed in the United States by Olympic Horticultural Products.

Lofts purchase

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company enhances the capabilities and services for our existing customers and opens new market opportunities, while maintaining the philosophies upon which both businesses were founded." John Loft, president and chief executive officer of Lofts Seed, said the Lofts name, its product line and commitment to service will not be affected by the sale.

"We are pleased to become associated with Budd Seed," said Loft. "The philosophies and evolution of both companies have been based on similar fundamental values — exceptional customer service that is based on partnership, professionalism, integrity and complete dedication to every phase of the turf industry."

Ken Budd, president and chief operating officer of Budd Seed, will become president of Lofts Seed. Richard Budd and Ferald Chrisco, chief financial officer of Budd Services, will become senior executives of the company. Mike Beauchamp, controller for Budd Seed, will become the manager of the Winston-Salem operations for Budd Seed Co.

Loft Seed boasts domestic branches and subsidiaries in Massachusetts, Pennsylvania, Maryland, Ohio, Oregon and Georgia. The 73-year old company has more than 100 employees. Budd Seed sells grass seed and fertilizer to businesses and municipalities in North and South Carolina, Tennessee, Kentucky, Virginia and West Virginia. Budd Seed purchases its grass seed in the United States from Chrisco, chief executive officer of Lofts Seed, will become the managing partner of the Winston-Salem operations for Budd Seed Co. Budd Seed Seeds, and controls the sale.

Budd Seed, one of the founders of the International Turfgrass Producers Foundation, Lofts, has been based on similar fundamental values — exceptional customer service, professionalism, integrity and complete dedication to every phase of the turf industry. Ken Budd, president and chief executive officer of Budd Seed, will become president of Lofts Seed. Richard Budd and Ferald Chrisco, chief financial officer of Budd Services, will become senior executives of the company. Mike Beauchamp, controller for Budd Seed, will become the manager of the Winston-Salem operations for Budd Seed Co. Budd Seed purchases its grass seed in the United States from Oregon and Missouri, and around the world from Australia, New Zealand and France, for distribution to the Southeast region.

SOMERSET, N.J. — Lofts Seed, Inc. has added Walt Pemrick to its Professional Turf Division. Pemrick will be working with Lofts distributors, sod farmers, professional turfgrass managers, and golf course architects throughout the country. Pemrick, formerly of Warren Turf, Inc., was one of the founders of the International Turfgrass Producers Foundation and has served as its president for the past four consecutive years.

PENRICK JOINS LOFTS

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