RohMid partnership a work in progress

American Cyanamid, Rohm & Haas optimistic Mach 2 will receive EPA approval

BY HAL PHILLIPS

PHILADELPHIA, Pa. — It's been nearly six months since American Cyanamid Co. and Rohm & Haas Co. formed RohMid L.L.C., a marketing and sales joint venture charged with developing, registering and commercializing a new insecticide, RH-0345.

The eagerly awaited product has a name, Mach 2, and RohMid officials seem confident the federal Environmental Protection Agency (EPA) will register the product this year.

Yet the fate of grubs and soil-borne pests — the targets of Mach 2 — have taken something of a back seat, as observers of the turf and ornamental industry gauge the success of this unprecedented partnership. In a time of unmatched competition, mergers and acquisitions among multinational chemical conglomerates, can cooperation really work? What lessons are there to learn?

In search of answers, Golf Course News sought out two primary players in the partnership: Janet Giesselman, Turf and Ornamental product manager for Rohm and Haas and chair of the four-person board overseeing the joint venture; and John Thomas, PhD, manager of the RohMid project.

Golf Course News: How has the partnership worked out so far?

Janet Giesselman: It really couldn't be better. We're

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F T C g i v e s b e s s i n g t o C i b a , S a n d o z m e r g e r

WASHINGTON, D.C. — The United States Federal Trade Commission (FTC) has cleared the creation of Novartis through the merger of Ciba and Sandoz. Though the merger was first announced back in March of 1996, Novartis Crop Protection, Inc., was not formed until Jan. 1, 1997.

And the timing couldn't be better, as the new Novartis operation will conduct a week-long coming out party at the Golf Course Superintendents Association of America show in Las Vegas, Feb. 6-12. So said Gene Hintze, formerly of Sandoz and now the head of Novartis Turf & Ornamental.

"For right now, you can call me director of Novartis Turf & Ornamental," said Hintze, who relocated to Novartis' North Carolina office. "In Las Vegas, we plan on hosting a media reception, Sunday

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M E R G E R S & A C Q U I S I T I O N S

Barenbrug joins Argentinian firm in joint development

TANGENT, Ore. — Barenbrug recently signed an agreement with Palaversich, the largest grass seed company in Argentina. Barenbrug and Palaversich will jointly develop new varieties specifically adapted for use in Argentina and Uruguay. Palaversich will obtain the exclusive marketing rights of such varieties for Argentina and Uruguay.

Both companies have very complementary research, product development and marketing capabilities in addition to a strong commitment to quality and growth.

The Barenbrug group specializes in the breeding, production and marketing of turf and forage grasses and alfalfa. The Group comprises several affiliated companies in Europe, the USA and New Zealand/Australia. Barenbrug has research facilities all over the world. Palaversich is the leading grass seed company in Argentina.

It is expected that Barenbrug's Research stations in New Zealand, Australia and southern Europe will be able to...