GOLF COURSE NEWS

SUPPLIER BUSINESS

Mergers & Acquisitions

- Agrotech 2000 joins with Organica

PLAINSBORO, N.J. — Agro-Tech 2000, a developer and marketer of environmentally-friendly products for the golf course market, has merged with Organica, Inc., a Great Neck, N.Y.-based biotechnology company specializing in microbial-based products that offer safe alternatives to many pesticides based on synthetic chemicals. Agro-Tech 2000 will retain its name, and continue to introduce new environmentally sensitive products for golf course, sports turf, and landscape applications. The products are designed to reduce chemical usage, improve turf conditions, and help reduce maintenance requirements for professional turf managers and horticulturists. Management, Continued on page 54

- Earth Works purchased by R.F. Morse

WEST WAREHAM, Mass. — R.F. Morse & Son, Inc. (RFM), supplier to the turf profession in New England since 1969, has acquired Earth Works, Inc., Soil Restoration Specialists based in Old Greenwich, Conn. Richard Canning, president of RFM noted this strategic move will expand and enhance the ability of RFM to better serve golf courses in the New York/New Jersey area with services such as soil restoration, custom overseeding, Hydroject treatments, fertilization, along with other important turf management services. Since 1988, Earth Works, Inc. (EW) has provided Continued on page 54

NEW PRODUCT OF THE MONTH

Dainon S.A., the European-based developer of soil renovation systems, has made its equipment available to U.S. markets for the first time. The company’s Rotadairon product line includes a wide range of heavy duty and compact soil cultivation, leveling and clearing models, as well as several varieties of overseeders and combi-seeders, which can be adapted to most standard tractors. Utilizing unique reverse rotation technology, the PTO-driven Rotadairon machines cultivate the soil, bury stones and other debris, turn under grass and create a clean, smooth surface that is perfect for seed germination. According to Charles Otto, head of Enremex, Inc., the North American distributor for the entire Rotadairon product line, dealers are currently being recruited to represent the equipment across the United States, with many territories still available. For more information, call 717-288-9360. For more new products see pages 32 and 58.

RISE, GCSAA collaborate on speakers program

CINCINNATI, Ohio — Three industry associations have joined to initiate an outreach Ambassador Speakers Program. This joint effort is designed to motivate and prepare industry representatives to educate the public about the golf industry’s environmental benefits and to address consumer concerns. To kick off the program, RISE (Responsible Industry for a Sound Environment), the Golf Course Superintendents Association of America (GCSAA) and the Professional Lawn Care Association of America (PLCAA) conducted an Ambassador Speakers training seminar here on Nov. 16. The pilot program — modeled after the successful American Crop Protection Association program — has enlisted eight golf course superintendents and eight lawn care operators from Ohio, Michigan and Pennsylvania. Following training, each Ambassador agreed to give presentations on industry and communications. Continued on page 55

BIological Firms Discovering the 'joys' of FIFRA

BY ALAN B. NICHOLS

WASHINGTON, D.C. — Squeezed by the high cost of chemicals and environmental/social pressures to reduce their use, a growing number of golf course superintendents around the country are turning to biocontrol management programs as a supplement to conventional practices. EcoSoils Systems, Inc., a San Diego technology company, thinks it has solved this challenge with its Bioject Biological Management System, a technology that can replace chemical fertilizers, pesticides and other hazardous materials. Using the Bioject System, superintendents use beneficial microbes to improve soil structure, create a perfect environment for seed germination, and reduce pest pressures. The system is used to control weeds, insects, and diseases. Continued on page 56

January 1997 53
Kawasaki Engine bolsters sales team

GRAND RAPIDS, Mich. — The Engine Division of Kawasaki Motors Corporation, U.S.A., has announced three personnel changes that are expected to improve customer service. John R. Messing has been named sales manager for Industrial Engines. Karen Freeman has been named sales manager for Turf Engines. And Steve Iveson has been named sales representative for Distributor and Dealer Accounts. For further information, call 616-949-6500.

Growth necessitates a larger facility at GrassCraft

PORTLAND, Maine — GrassCraft, Inc. has leased a new warehouse/office facility and will move all manufacturing and administration operations as of Jan. 3, 1997. The new mailing and shipping address is GrassCraft, 87 Bell Street, Portland, Maine 04103; telephone 1-800-760-1680 or 207-878-5353; fax 207-878-9109.

According to a spokesman, the new location will double the size of both manufacturing and office space. This should allow GrassCraft to keep up with what company officials call “a growing demand” for its hovering mowers.

With 15 new dealers representing territories all over the U.S. and Canada, Grass-Craft doubled its sales volume in 1996. With this established network of dealers and customers around the world, only 4-cycle hover mower, Grass-Craft is planning on doubling sales again in 1997.

International sales also saw rapid growth as Grass-Craft entered several foreign markets including Taiwan, Indonesia, Guam, Vietnam, Philippines, Japan, Africa, and China.

4-2-3

I have been using several ROOTS™ products since 1989, and now I use the combined product, 1-2-3™ Premix Concentrate, as a regular part of my spray program. I get color for a week longer than with EDTA chelates, I get great roots, and I don’t get isolated dry spots.

But the biggest reason I use the 1-2-3™ premixed product is the turf I didn’t lose during a really hot and humid August last summer. There was a lot of turf lost in the Chicago area last year, but we came through it O.K. I don’t know if the 1-2-3™ product deserves all the credit, but it sure gave me an edge.

Ric Lange, C.G.C.S.
Meadowbrook Country Club
Racine, Wisconsin

Agro-Tech 2000

Continued from page 53

distribution, and sales channels of Agro-Tech 2000 products will remain unchanged.

Peter van Drumpt, chief executive officer of Agro-Tech 2000, emphasized the importance of the merger for its customers.

“This merger brings a potent new combination of skills and science to the market,” he said. “The difference for our customers is that now a wider range of more effective natural products will be available, such as a calcined diatomaceous earth inorganic soil amendment with microbial inoculant, a microbial pond clarifier with an oxygenator included, and plant-based insecticides and fungicides, among others.

“These new products contain only naturally occurring beneficial microbes,” he added. “We do not believe in genetically altered products, which may have unknown consequences over time.”

The Organica research and development team is lead by Raj Mehta, whose experience in microbiology includes positions with Smith Kline Beecham, Rohm & Haas, and other chemical and pharmaceutical organizations. Mehta is responsible for developing the proprietary technology behind this new generation of biologically-active products. Supporting Mehta is a team of 17 scientific advisors and bio-process engineers, including leading microbiologists from both the business and academic arenas.

Earth Works buy

Continued from page 53

golf courses in the Metropolitan tri-state area with soil restoration treatments utilizing state-of-the-art Floyd Mckay and Verti-Drain equipment. The addition of EW will now make the service division of RFM the largest in the Northeast.

Earth Works will continue to operate under its current name as a separate subsidiary of R.F. Morse with former owner Patrick Lucas, CGCS remaining as a consultant. For additional information, contact Canning at 508-295-1553.