Heritage introduced in Las Vegas

By MARK LESLIE
LAS VEGAS — The federal Environmental Protection Agency (EPA) has expedited registration of the first fungicide ever approved in its "reduced-risk pesticide" category — the broad-spectrum azoxystrobin, which represents a new and different class of chemistry. "We are extremely excited," said Keelan Pulliam, business director of Zeneca Professional Products which, he said, mandated for azoxystrobin "the most extensive research in turf, ever — both by universities and companies." "We are committed, with research and development, to support this market [turfgrass]," Zeneca President Robert Woods said at a press conference at the International Golf Course Conference and Show here announcing the new product, which is being marketed as Heritage. "It has significant importance to Zeneca as we move forward." Scotts and Zeneca will distribute Heritage.

Developed from natural compounds found in certain species of wood-decaying mushrooms, it has activity against

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Zeneca’s distribution plans spread wealth

By HAL PHILLIPS
LAS VEGAS — No less interesting than Zeneca’s introduction of Heritage was the fungicide’s unique distribution arrangement. The highly touted product will be distributed on a national basis by four major golf-industry companies: The Scotts Co., United Horticultural Supply (UHS), Lesco and Terra. Several smaller houses will carry Heritage on a limited, regional basis, such as Wilbur-Ellis California and Estes in Texas.

Only Scotts and UHS, however, have unilateral distribution rights in all of the Lower 48 states. Terra and Lesco have distribution rights only in areas covered by existing houses or trucking routes.

Further, as part of the deal, all

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Bayer Corp. places turf under newly realigned, renamed business unit

KANSAS CITY, Mo. — Bayer Corp.’s specialty business has a new identity and focus for 1997. Bayer Specialty Products has changed its name to Bayer Garden & Professional Care and is acting as a separate worldwide business unit.

Bayer’s Garden & Professional Care business consists of professional pest control, lawn care, arbor and golf course markets and the formulator market. Instead of doing business in these markets on a country-by-country basis, Bayer will now coordinate its efforts internationally. "Bayer Corp. has a presence in more than 140 countries around the world," said Trevor Thorley, director of Garden & Professional Care. "Now that Garden & Professional Care is a worldwide group, any and all of Bayer’s international resources will be used to improve our work.

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WASHINGTON, D.C. — Rohm and Haas Co., the Philadelphia-based specialty chemicals manufacturer, has received Environmental Protection Agency registration allowing application of the firm’s new Eagle fungicide to turf.

A systemic product designed for use as a protectant fungicide while providing post-infection activity, Eagle is formulated to offer a wide spectrum of disease control coupled with excellent safety to all types of turfgrasses. Recommendations call for applications of Eagle to be made in a regularly scheduled spray program at a rate of 3 ounces per 5,000 square feet every 14 days.

The board consists of two members each from Rohm and Haas America Cyanamid. Current board members include Janet Giesselman, turf & ornamentals products manager at Rohm and Haas and chair of the RohMid board; Don Loughner, product development manager turf & ornamentals at Rohm and Haas; Rick Chambles, associate director, North American product development at American Cyanamid; and Curl, who joined the company as senior market manager, Professional Turf, Ornamental and Pest Control Products.

Curl joins board of directors for RohMid

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- Draws moisture and nutrients back into the root zone via a strong capillary rise rate of 30 cm/24 hours
- Promotes vigorous root development by making both oxygen and moisture available deeper into the root zone
- Provides a permanent solution, unaffected by heavy traffic or the application of acidic or caustic fertilizers

Make your greens the greatest, amend them with GREENSCHOICE, "The First Amendment™. For more information and the location of a distributor in your area, contact Premier Environmental at 800/829-0215.

ZENECA LAUNCHES TRAINING PROGRAM

LAS VEGAS — Zeneca Professional Products of Wilmington, Del., is undertaking a Masters University Training Program intended to train superintendents and distributors on applying pesticides. "It will be a large-scale educational program... like a certification training," said Tony Rademaker, Zeneca’s turf product manager. The program, he said, will start with a mailing of educational brochures and a test. When the superintendent returns the test, Masters University personnel follow up with one- to two-hour training sessions.

Heritage debuts

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plant pathogens from all four major fungal groups, according to research.

Steve Gipson, superintendent at Fairlawn Country Club in Cleveland, said at the conference that using the product "can break the pattern of using sterile inhibitors after sterile inhibitors. It gives us an opportunity to break that cycle. Sterile inhibitors aren’t bad, but this will extend the life of sterile inhibitors."

"It is the only fungicide to control both brown patch and pythium," said Dr. Bruce Clark of Rutgers University, one of several researchers who studied azoxystrobin. "It provides up to 56 days of control."

Dr. Joseph Vargas of Michigan State University also touted its replacement of mercury-based products and "excellent control of snow mold."

Clark pointed to Heritage’s low 2- to 4-ounce usage rate and "low-risk environmental profile. "Indeed, when mixed at four and eight times the mix rate, it reportedly did not harm turf."

Superintendent Mike McNulty of Philadelphia Country Club, one of more than 130 superintendents to test the product, said: "The only thing it does not control is dollar spot, and there are many other products that do that."

It has proven effective against summer patch, takeall patch, anthracnose, pink and gray snow mold, red thread, fusarium patch and other fungi, according to Clark.

"It’s wonderful to see a different mode of action come on the market," he said, adding that it is compatible when mixed with other products, such as those that fight dollar spot. "We looked at a dozen [products] and there is no sign of incompatibility. We also applied it at far higher rates on bentgrass and there were no detrimental effects."

"We see it as a foundation products. Others can be added to it," said Zeneca Technical Business Manager David Ross.