

Rhone, Maruwa team in Japanese market

TOKYO and LYON, France — Rhone-Poulenc Agro and Maruwa Bio Chemical have agreed to establish, as of October 1, 1997, a joint venture to market agrochemicals products for the Japanese non-agricultural land and golf course markets.

The newly formed company, which will be named Unicas K.K.

and headquartered in Chiyodaku, Tokyo, will be 70 percent owned by Maruwa and 30 percent by Rhone-Poulenc Agro. Its Chairman will be Harutoshi Ohura, currently president of Maruwa, and its chief executive will be Akiya Nakamura, president of Rhone-Poulenc Yuka Agro.

The products and the sales network of Maruwa's Green Business Department will form the core of the new joint venture. In addition, Rhone-Poulenc Yuka Agro K.K., the 50-percent owned Japanese subsidiary of Rhone-Poulenc Agro, will contribute its portfolio of amenity products to the new company.

HCC makes first move in Mexico

MENDOTA, Ill. — In its first move into Latin America, HHCC Inc., the makers of Dig-It compact backhoes, has announced the appointment of Consorcio de Maquinaria S.A. de C.V. as sole distributors of the Dig-It products in Mexico.

The company said that the move will give its Mexican customers better access to products, increase service and improve parts availability.

HCC is actively recruiting dealers in Central and South America to support its expansion.

QUELANT™-Ca

Calcium & Amino Acids

CALCIUM DEFICIENCY CORRECTOR

Addition of calcium to the soil by traditional means is not usually efficient or effective in treating the calcium deficiency of turfgrass. Once applied, the common forms of liming materials can rapidly change to compounds that are insoluble in water and not readily available to the plant. Continuous applications over long time periods are necessary to effect even modest improvements in calcium uptake.

Quelant™-Ca is a newly available amino acid chelated calcium product that corrects calcium deficiencies in turfgrass upon application. Quelant™-Ca provides readily available calcium chelated with amino acids so that it is easily absorbed by the leaves and/or the roots of the plant regardless of most soil and water conditions. The unique formulation of amino acids used for chelation was



developed not only to facilitate absorption by the leaves and roots, but to increase mobility of the calcium within the plant as well.

Quelant™-Ca is normally applied as a foliar spray and may also be applied through fertigation. Either way, it is tank-mix compatible with herbicides, soluble fertilizers, insecticides, fungicides and plant growth regulators. It will even help improve the efficiency of most of these treatments by increasing their absorption and translocation within the plant.

Best of all, Quelant™-Ca is economical to use and it protects the environment.

Quelant™-Ca — a true systemic. It's new...it's unique...and nothing else works quite like it!

For more information about Quelant™-Ca call
Nutramax Laboratories' at: 800-925-5187



The Nutritional Company
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LABORATORIES, INC.
AGRICULTURE DIVISION
Baltimore, Maryland



Rohm and Haas receives registration

PHILADELPHIA — Rohm and Haas Company has received registration from the U.S. Environmental Protection Agency (EPA) for several new labels for its Dimension crabgrass preventer.

The new labeling covers both the liquid formulation that is sprayed on golf course fairways, as well as the granular formulations that are blended with professional turf fertilizers.

The company said the new EPA registrations will be of value to golf course superintendents because for the first time the Dimension use instructions provide an extensive list of landscape ornamentals that are tolerant to Dimension herbicide.

The EPA has registered the labels that contain the new use directions.

Individual states' agencies have their own label approval processes. The company expects most states to complete this process ahead of the 1998 use season.

LUCAS TO HEAD SEED RESEARCH'S NEW WARM SEASON DIVISION

CORVALLIS, Ore. — Seed Research of Oregon Inc. has named Helen Lucas, a 20-year seed industry veteran, as manager of its new warm season grass division in Glendale, Ariz. — a division designed to

Helen Lucas



service the company's domestic and international markets.

Lucas spent nine years with Valley Seed where she was the assistant to Royce Richardson and helped coordinate the operations at three locations. Most recently, Lucas was the vice president of sales and export manager for Seeds West.

In other Seed Research news, the company has added two new bermudagrass products, the variety Primavera and the blend Primo. Both grasses were designed for establishing new golf fairways and overseeding of existing bermudagrass fairways.