

## Barenbrug solidifies Palaversich y Cia deal

Barenbrug, the Dutch breeder and producer of grass seeds, has acquired a majority interest in the Argentine seed company Palaversich y Cia. Initially Barenbrug obtains 60 percent of the shares. The remaining 40 percent will stay in the hands of the actual owners, the Palaversich brothers, until

August 2001 when they will also be acquired by Barenbrug.

According to the Barenbrug Group, the deal symbolizes a considerable strengthening of their position in South America. Furthermore, the company said the acquisition of the Argentine seed company fits very well in its strategy of a global presence in

the world's most important markets. After the takeover of Palaversich, Barenbrug now has subsidiary companies on five continents.

Palaversich will be part of Barenbrug Southern Hemisphere. This division of Barenbrug Holding is managed by Agriseeds Holdings Limited

based in New Zealand.

Barenbrug and Palaversich already had an agreement covering the joint improvement, testing and marketing of forage varieties for the Argentine market. Barenbrug, through its existing subsidiaries and affiliations, has a product range well suited to South American conditions. This includes improved va-

rieties of the most important species such as alfalfa, cocksfoot, tall fescue, rye grasses, brome and white clover.

The annual turnover of Palaversich is approximately 22 million Dutch guilders. The Barenbrug Group will trade approximately 60,000 tons of seed worldwide and is expected to have a turnover of about 350 million Dutch guilders.



## Zeneca to acquire ISK agrochemicals businesses

MENTOR, Ohio — Zeneca Agrochemicals and Ishihara Sangyo Kaisha Ltd. (ISK) of Japan have inked an agreement whereby Zeneca will acquire ISK's worldwide chlorothalonil business through the acquisition of ISK Biosciences Corporation (ISKB), ISK's U.S.-based agrochemicals operation.

The value of the transaction is \$410 million.

According to Zeneca, the major component of this business is the fungicide chlorothalonil, which is marketed under the trademarks "Bravo" and "Daconil 2787" and is used in a wide range of crops and on turfgrass.

"From a turf standpoint this gives Zeneca an opportunity to fill all the voids in disease management," said Vern Hawkins, fungicide product manager for Zeneca Ag Products. "The Daconil products have a strong reputation from a dollar-spot standpoint, but they also bring a contact product into our portfolio. Daconil is not a small product, so it gives us some critical mass."

The transaction includes a number of smaller agrochemical products and ISK Biosciences' chlorothalonil-based coatings business, though not its KODIAK wood and wood preservatives businesses. It also includes a manufacturing facility at Greens Bayou near Houston, Texas.

The acquired business made an operating profit of \$43 million on sales of \$240 million in 1996.

### UHS NAMES THURLOW HEAD OF WESTERN DIVISION

DENVER, Colorado — United Horticultural Supply (UHS) has announced that Mike Thurlow was named to head its Western Division. Thurlow comes to UHS after more than five years at The Scotts Company where he was senior vice president, ProTurf division. Before then, Thurlow was vice president of Scott's horticultural division. He spent more than 15 years prior to that time working for several food manufacturing companies.

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