EMPHIS, Tenn. — Resource One is the new marketing division of Cenex/Land O'Lakes Agronomy Company combining Terra Professional Products with Land O'Lakes East Turf & Ornamental Products. This follows the acquisition of Terra Distribution by Cenex/Land O'Lakes Agronomy Co. on June 30.

Resource One will supply fertilizer, plant protection products,

seed and services to the turf, ornamental, pest control, vegeta-

tion management, aquatic and forestry markets in the U.S. It

will also service the specialty crop market in Florida.

Combining the two organizations creates greater access to

internal product sources of the

parent companies, such as Re-

search Seed, Inc. turfgrass seed,

RSA MicroTech, Inc. micro nu-

trients, formulated plant protec-

tion products, and specialty fer-

tilizers from blending and impregnation facilities of the par-

cent companies.

“Our mission is to provide the

resources that help solve cus-

tomers’ problems. To accom-

plish this, we’ll continue to em-

ploy a highly trained sales force

and implement a new distribu-
tion system that manages inven-
tory. Our customers will have

the products and services when

and where they need them,” said

Tom Perkins, vice president pro-

fessional products.

Resource One will distribute

its own brands of fertilizers,

seed and plant protection prod-

ucts as well as establish mar-

keting partnerships with basic

manufacturers.

Resource One’s new manage-

ment structure and operating

systems are currently being

implemented and will be fully

functional by the end of the year.