



BRIEFS

SRO APPOINTS DUNN

CORVALLIS, Ore. — Seed Research of Oregon (SRO) has appointed Bill Dunn vice president. Mike Robinson will remain president of SRO, but will take a less active role in the day-to-day management, focusing more on research and international development. Dunn will have operating authority over all areas of the business in Robinson's absence. In addition, Dunn will remain director of sales, marketing and production. Dunn joined SRO last September as director of production and product development and has over 20 years of experience in the green industry.



Bill Dunn

DROHEN, CARMODY JOIN PURSELL

SYLACAUGA, Ala. — Ed Carmody and Andy Drohen have joined Pursell Technologies as regional sales managers. Carmody will be based in Michigan and will be responsible for the Midwest region and Drohen will be based in Massachusetts and will handle the Northeast region. Both will be in charge of expanding regional markets and increasing sales of POLYON and other products.



Ed Carmody



Andy Drohen

SIMPLLOT PARTNERS BRINGS IN SHAFER

SAN DIEGO — Craig Shafer has been named national accounts manager for Simplot Partners. Shafer will be responsible for the development and implementation of sales programs for national accounts and golf course management companies.

VALENT NAMES FRYE

WALNUT CREEK, Calif. — David Frye has been named marketing manager and alliance manager for Valent USA's Professional Products division. He will oversee the marketing and alliance efforts for the golf course, lawn care, pest control, greenhouse and nursery markets.

Dow AgroSciences snaps up Rohm and Haas' agrochemicals business

By ANDREW OVERBECK

INDIANAPOLIS — With Dow AgroSciences absorbing Rohm and Haas' Agricultural Chemicals business for \$1 billion, the consolidation cycle in the agrochemicals industry has claimed another victim.

"Everyone is trying to get their businesses bigger," said John Roberts, an analyst with Merrill Lynch in New York City. "It is a business that is research and development intensive and [deals like this] spread the costs over a much larger sales base. It is an economy of scale and productivity-driven consolidation."

GETTING BIGGER

The acquisition of Rohm and Haas' agrochemicals division, which had sales of \$531 million in 2000, will boost Dow AgroScience's annual sales to \$3 billion, making it the world's fifth largest agrochemical concern. Rohm and Haas was the 15th largest firm.

Under terms of the agreement, Dow AgroSciences will acquire Rohm and Haas' fungicide, insecticide and herbicide lines, trademarks, and licenses to all agricultural uses of its biotechnology assets. Turf and ornamental products in-

cluded in the deal are Dimension, Eagle, Fore and Dithane fungicides and Goal and Kerb herbicides. The transaction is expected to close in the second quarter of 2001.

"These product lines complement our portfolio by adding high performance, brand name products for specialty crops as well as turf and ornamental businesses around the world," said A. Charles Fischer, president and CEO of Dow AgroSciences.

ROHM AND HAAS PULLS OUT

The transaction also marks the end of Rohm and Haas' 70-year run in the agrochemicals business.

"This is a strategic decision," said George Bochanski, a spokesman for Rohm and Haas. "Over the last 20 years, agrochemicals has been a growing business, but as a percentage of total sales its numbers have been slipping. On top of that we have made significant investments in other areas of chemistry, primarily electronic materials and polymers."

"We realized that we would have to make a significant investment in agrochemicals," he added. "That was an investment that we were not prepared to make."

NEW CHEMISTRY

Syngenta rolls out Touchdown Pro, takes on Roundup

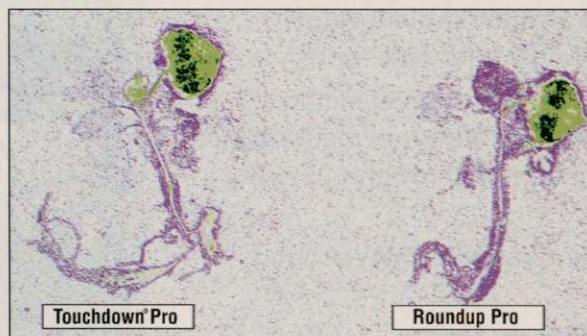
By ANDREW OVERBECK

GREENSBORO, N.C. — Syngenta has rolled out a patented new formulation of glyphosate that is aimed squarely at Monsanto's Roundup herbicide. The company claims that the non-selective, foliar systemic herbicide utilizes a diammonium salt of glyphosate that allows for faster and more complete penetration and absorption of the herbicide.

Due to previous patent restrictions, this is the first year that Syngenta has been able to sell Touchdown Pro in non-agricultural markets.

"The adjuvants in the formulation allow

for the increased effectiveness," said David Ross, Ph.D. "The adjuvants don't cause injury to the plant, allowing cells on the plant surface to fully uptake the herbicide



Touchdown Pro provides more thorough translocation.

and translocate it more effectively. With

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Parkway introduces Neo-Tec bio-nematicide

By ANDREW OVERBECK

HOUSTON — Parkway Research has introduced a bio-pesticide that provides preventive control of nematodes. Neo-Tec's active ingredient, plant extract 620, is a combination of oak, sumac, mangrove and cactus extracts. It acts as a barrier between turf roots and nematode activity.

"Whenever a plant grows it releases extracts through its roots that generate bacterial activity but also act as a signaling device for nematodes," said Neo-Tec marketing manager Derek Little. "We put these extracts together with fatty acids

and as they spread out across the soil profile it blocks the nematode, making it harder for them to find the root of the plant that you are trying to protect."

APPLICATION AND TIMING

According to Little, Neo-Tec works best as a preventive control.

"If you have an existing problem with nematodes, you will continue to have a problem," he said. "Our product is not curative, so you will need to do a knockdown to reduce the population before setting up a barrier with Neo-Tec. If used in concert

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BASF enters strobilurin fray with Insignia

By ANDREW OVERBECK

RALEIGH, N.C. — BASF has entered the strobilurin fungicide market with the introduction of Insignia. When the broad-spectrum fungicide comes to market in 2002, it will compete directly with both Bayer's Compass and Syngenta's Heritage products.

"This new class of fungicides are respiration inhibitors in fungal cells and act on a specific site of action within the fungus," said Jeff Barnes, biology project leader for turf fungicides. "The result is a fungicide that is very active at low use rates in turfgrass and is safe both to plants and animals."

Insignia will control 15 diseases including brown patch, *pythium* blight, gray leaf

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GOLF COURSE NEWS

Touchdown Pro to rival Roundup

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[traditional] glyphosate you see an effect in 10 to 14 days. With our formulation you will see effects a couple of days sooner and the consistency of control will be improved."

The corn-based surfactants assist in wetting the leaf surface and neutralizing positively charged calcium and magnesium ions that

can tie up glyphosate, rendering it unavailable for uptake into the plant. The formulation also enhances the translocation of the herbicide through the weed's vascular tissue to the shoots, roots and rhizomes. Diammonium salt also has no odor.

USE ON THE COURSE

Just like Roundup, Touchdown

Pro is most likely to be used in spot backpack applications for control of weeds and as a method of killing off areas of old turf. "The product is perfect for renovation of fairways," said Ross. "Since it has no residual activity you could come in and seed a fairway seven days after an application."

The product can also be used in the wintertime to control weeds on Bermudagrass or

zoysiagrass fairways. "You can use the product any time the plant is growing," he said. "But we have a stronger application rate that will work for getting perennial weed control during the winter."

Cost and application rates per acre will be similar to Roundup, said Ross. The product is currently registered in most states and full registration is expected this spring. ■

BASF's Insignia

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spot, summer patch and snow mold.

In addition, Insignia will have significantly more activity on certain diseases, said Barnes. "It will have improved control on *pythium* blight, gray leaf and dollar spot and it can be used at extended intervals," he said. "It can also be used curatively once disease has already appeared and has a higher level of general activity on some of these fungi compared to other products."

Insignia also offers longer periods of control and provides control at rates two to 10 times less than those for conventional fungicides.

PREVENTING RESISTANCE

Insignia will be used primarily as a preventive application.

'It will have improved control on pythium blight, gray leaf and dollar spot.'

— Jeff Barnes

"This gives the greatest amount of control," said Barnes. "Also, because strobilurins are single site inhibitors they are considered to be prone to resistance development so we have to be very careful on how we use them and how we time the application of materials to make sure we prevent resistance."

EPA AND RESEARCH

The product is currently in the registration process with the Environmental Protection Agency and is expected to clear regulatory hurdles by the end of this year.

In the meantime, BASF continues to conduct university research across the country. "We have tested it in around 40 states," said Barnes. "It will be useful on most every golf course across the range of cool and warm season grasses and will offer season-long control of turfgrass diseases from brown patch to *pythium* blight to snow mold." ■

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