



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

SIMPLIOT 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

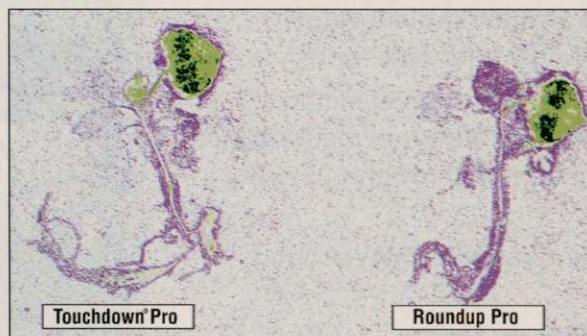
By ANDREW OVERBECK

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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Griffin unveils new Concorde formulation

VALDOSTA, Ga. — Griffin has received registration for a dry flowable formulation of its chlorothalonil fungicide, utilizing spray dried technology. Concorde DF can be applied to virtually all turf grass species and varieties, plus over 75 ornamental plants.

Griffin has long been a leader in spray dried technology, developing the technique for the crop protection market 10 years ago, with the introduction of Kocide DF copper fungicide. Using this technology, Griffin has developed Concorde DF, which has quicker dispersion, better blooming and improved suspension characteristics.

"The mixing and handling characteristics of Concorde DF are improved," said Owen Towne, global business director for fungicides.

Concorde DF contains uniform and evenly distributed granules as a result of the processing technology. During the manufacturing, a slurry of the active ingredient and specially selected formulation ingredients is prepared and dried in a tower spray drier. The resulting product pours dust-free.

In field turf and ornamental trials, Concorde DF has demonstrated disease control characteristics that are equal to, and in many cases better than, existing brands of chlorothalonil, under a variety of growing conditions, said Towne.

As a contact fungicide, Concorde DF can be applied all season to control 14 fungal turf diseases, including brown patch, dollar spot, leaf spot, melting out, anthracnose, rust and red thread. Concorde DF also controls algae and can be tank mixed with systemic fungicides. It has a multi-site mode-of-action that doesn't encourage fungicide resistance, making it ideal for all turf disease programs.

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

Bayer's sales top \$10 billion

PITTSBURGH — Bayer Corporation's sales climbed 13.6 percent in 2000, topping the \$10 billion mark for the first time. The growth is a result of the successful integration of recent acquisitions and the added capacity and efficiencies Bayer is realizing through its 10-year capital investment initiative. Among last year's acquisitions was Bayer's purchase of Compass, a strobilurin turfgrass fungicide, from Syngenta.

"Our cost savings efforts and our capital investment program paid strong dividends in 2000, helping us increase sales and remain profitable despite rising energy and raw materials costs," said Helge H. Wehmeier, president and CEO. "Bayer is also harnessing e-commerce to lower its procurement costs, streamline order processing and customer service and better manage customer relationships."

Bayer's share of the agrochemicals market is around \$2.3 billion making it the sixth-largest player in the industry.

— Staff reports

Neo-Tec

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with traditional nematode controls it will reduce the possibility that nematodes become resistant to traditional nematicides."

Timing is also critical when applying Neo-Tec.

"Plants are most vulnerable when they undergo periods of rapid growth," said Little. "For example, it should be applied before grass comes out of dormancy, before fertilizing with a phosphorous fertilizer or before aerating. Depending upon cultural practices, it should be applied every eight weeks."

PRODUCT DEVELOPMENT

Neo-Tec was developed from a biostimulant that was sold into agricultural markets in South and Central America. The plant extracts were used to build up soil structure because they cause cell division in certain beneficial bacteria in the soil, increasing the plant's ability to absorb nutrients from the root zone.

"We found that the extracts also had an effect on nematodes and that if we added a fatty acid as a surfactant it would act as a nematode-control product," said Little.

Since this is the first time the product has been used in the United States, Parkway is continuing to do turf research with the product. "We are building the research right now," Little said. "But we are treating nematodes, not plants, so we are confident that it will work just as well on turf as it does on bananas." ■

Howard Fertilizer develops alternative mole cricket control

ORLANDO, Fla. — Howard Fertilizer, one of the Southeast's largest manufacturers of custom-blended fertilizers, has developed Turf Pride Delta GC Plus Fertilizer as an alternative insecticide for controlling mole crickets.

Turf Pride Delta GC Plus Fertilizer is a combination fertilizer with insecticide for golf courses and

sod farms. Unlike other mole cricket treatments, it's an environmentally safe alternative. Created by Aventis Environmental Science, Delta GC is a pyrethroid, a synthetic version of pyrethrum. Pyrethrum is a naturally occurring insecticide produced by chrysanthemum plants. Not only is it effective in controlling mole crickets,

it also controls numerous other insects, such as sod webworms, ants and chinch bugs.

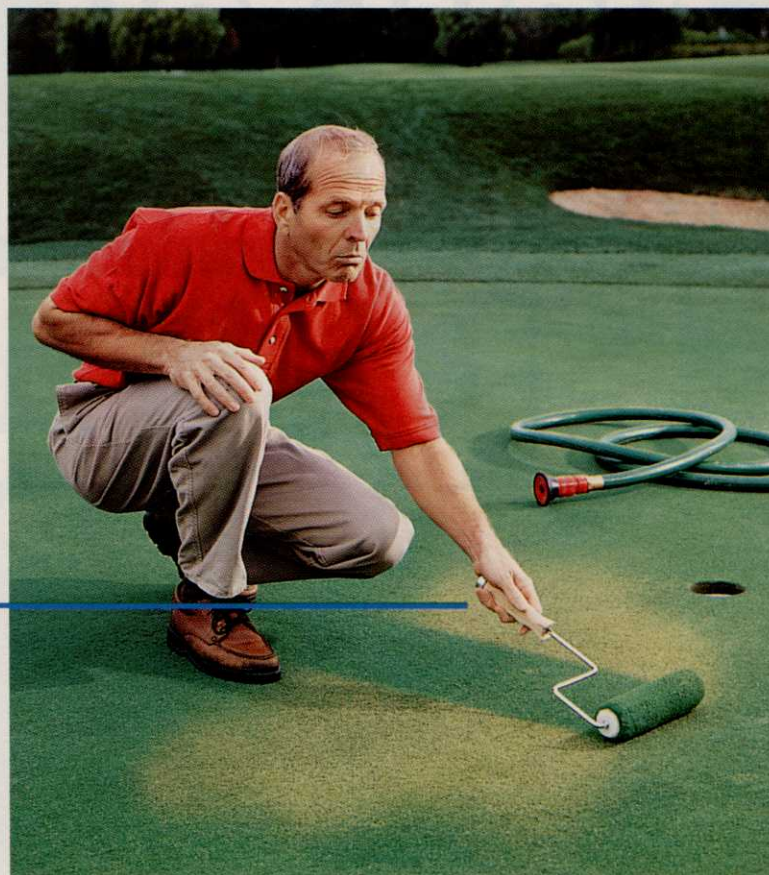
The product is less expensive than other treatments, works effectively in low doses and does not smell or stain. Its irregularly shaped granules dissolve quickly, leaving almost no particles to be picked up by birds

and other species.

"Howard Fertilizer wanted to offer an insecticide and fertilizer that helps golf courses control mole crickets and be more environmentally safe," said James Brown, president of Howard Fertilizer. "We also wanted to offer a treatment to golf courses that could save them time and money."

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