**SUPPLIER BUSINESS**

**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 $331 million in 2000, will boost Dow AgroSciences’ 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 included in the deal are Dimension, Eagle, Fore and Dihane fungicides and Goul 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 and translocate it more effectively. With Touchdown Pro provides more thorough translocation.

**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, mango 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 knock down to reduce the population before setting up a barrier with Neo-Tec. If used in concert with other products, it will give you a very good bionematicide.”

**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 fungicides. “The result is a fungicide that is very active at low rates in turfgrass and is safe both to plants and animals.”

Insignia will control 15 diseases including brown patch, pythium blight, gray leaf spot, and pythium root rot. BASF has also added a Rally performance to increase the effectiveness of the product.

**Continued on page 34**
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

Continued from page 32

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."

WHERE YOU CAN’T COVER UP POOR PRE-STRESS CONDITIONING

Prevent moisture stress before it starts with Cascade™ Plus

Are you painting yourself into a corner with inadequate pre-stress conditioning? Then use Cascade Plus and keep moisture stress from undoing all of your hard work. Cascade Plus moves water deeper and faster into the soil profile for a longer period of time, resulting in larger, healthier root systems that are better able to survive seasonal stress conditions. In fact, independent university research showed that untreated hydrophobic soils required more than twice as much irrigation to reach comparable volumetric water content levels as Cascade Plus treated soil. And a single application regime of Cascade Plus has been proven to reduce the effects of Localized Dry Spot for 4 to 6 months.

Use Cascade Plus and get longer lasting improvements in turf color, quality and stress tolerance. And that means you’ll have nothing to cover up.

Call 800-323-6280 for more information, or for a Cascade Plus distributor near you.

Cascade Plus®

Longer Lasting Water Affiliation

www.precisionlab.com

©2000 Precision Laboratories, Inc.

Cascade Plus® is a trademark of Precision Laboratories, Inc.

Call 800-323-6280 for more information, or for a Cascade Plus distributor near you.