Cenex/Land O'Lakes Agronomy Co. acquired the distribution business of Terra last year. ProSource One, which combines Terra Professional Products and Terra's South Florida Specialty Crop business with Land O'Lakes East Turf and Ornamental Products, is a new marketing unit of Agro Distribution LLC (a division of Cenex/Land O'Lakes Agronomy Co). The new organization will supply fertilizer, plant protection products, seed and services to golf course industry and other industries.

ProSource One is directed by Tom Perkins.

Lesco doubles net income

Rocky River, Ohio-based Lesco reported a net income of $11.6 million last year — nearly double from 1998 — despite a small fourth-quarter loss of $1.3 million, which is typical because of the seasonality of the business.

Lesco also announced it’s realigning its business into three separate divisions — golf, lawn care and product supply — to support its long-term growth and profitability strategy and to increase the company’s focus on growing shareholder value.

Alex Antonio was named president of the golf division. Antonio, formerly of Howard Johnson’s Enterprises, was a PGA Tour player in the late 1960s.

Everything is Jake (again) at Textron

After several years of promoting the corporate "umbrella" brand, Racine, Wis.-based Textron Turf Care And Specialty Products is shifting its marketing focus back to individual product line brands. The Jacobsen, Ransomes, Cushman and Ryan brands will now be the stars in advertising and other promotion, according to senior officials at Textron’s marketing agency, Nelson & Schmidt.

“We’re going to return to emphasizing the product lines, rather than the corporate brand," says Dan Nelson, president of the Milwaukee-based agency. "That’s how customers view us, so why wouldn't we position our marketing that way? A superintendent doesn’t buy a Textron, he buys a Jake or a Cushman."