

SUSTAINABLE LAWN CARE

continued from page 26

through the brochures and playing with the controls in order to maximize what I've invested in. It's similar to all the new pesticides coming out on the market. They're more technically evolved and in order to maximize the ROI for buying these things, you have to make sure you know what the capability is and how to extract that benefit. Take time to read through the company information on a product and make sure you understand it and how to apply it. Products are really expensive, and you can't afford to waste what you're buying."

Passing that information to technicians is also critical. Matthew Bradley, lawn & landscape market lead/herbicide marketing product manager with Bayer Environmental Science, recommends a hands-on approach. "It is important for lawn care business owners to train their technicians by actively engaging them in the daily business practices and making them feel they



"We stand by the 4R's set forth by the 4R Nutrient Stewardship... **right source, right rate, right time, and right place.**"

CARRIE DOZA AGROTAIN International

are part of the overall company," Bradley says. "For example, owners should encourage technicians to participate in CEU programs or invite them to seminars the owners are attending. Taking the technicians out of the field for a day to learn the ins and outs of the business, and see why it is important to use the products properly, and to be stewards for their companies can encourage technicians to properly use the products." LM

Payton is a freelance writer with six years of experience covering landscaping.



LAWN CARE INNOVATOR PROFILES //

A quick look at top products and some timely advice from some of the most experienced suppliers in the Green Industry.

AGRIUM ADVANCED TECHNOLOGIES

HEADQUARTERS: Loveland, CO

TOP BRANDS:

1. Spread it & Forget it DRIVEN BY DURATION CR Controlled-Release Fertilizer
2. POLYON Controlled-Release Fertilizer
3. XCU Slow-Release Fertilizer

BUSINESS ADVICE FOR LCOs THIS YEAR:

"Become more efficient. Fuel prices are continuing to rise with no end in sight. As you know, overhead costs make up the largest portion of any LCO's budget and fuel plays heavily into these costs. LCOs need to try and find greater efficiencies in their day-to-day operations. From route mapping and maximizing each visit to researching

and properly applying the most effective products and, overall, reducing the number of times needed to visit a specific site for routine landscape maintenance.

— Alan Whitney, marketing services manager



AGROTAIN INTERNATIONAL

HEADQUARTERS: St. Louis, MO

TOP BRANDS:

1. UFLEXX
2. UMAXX
3. HYDREXX

BUSINESS ADVICE FOR LCOs THIS YEAR:

Choose products based on economic, environmental and agronomic value, not just price. Do your research, talk to your distributor representative, manufacturer representative, university researchers, and don't forget to ask your colleagues. There are many online resources and forums to interact with other lawn care operators throughout the country. This is a great way to learn about firsthand experiences regarding use of different products or share your own experience. Utilize all of these resources to choose the right product for you.

— Carrie Doza, senior manager marketing and communications



ARYSTA LIFESCIENCE CORP.

HEADQUARTERS: Cary, NC

TOP BRANDS:

1. ALOFT insecticide (four different formulations)
2. DISARM fungicide (four different formulations)

BUSINESS ADVICE FOR LCOs THIS YEAR:

Watch what the competition is doing and stay ahead of them. Make sure you look at the latest technology and be aware of what it may be able to do for you.

— Dr. Doug Houseworth, technical service manager



continued on page 30

SUSTAINABLE LAWN CARE

BASF PROFESSIONAL TURF & ORNAMENTALS

HEADQUARTERS: Research Triangle Park, NC

TOP BRANDS:

1. Onetime herbicide
2. Drive XLR8 herbicide
3. FreeHand 1.75G herbicide

BUSINESS ADVICE FOR LCOs THIS YEAR:

Position yourself for growth and diversify yourself to minimize any setbacks by finding additional service offerings for your customers that don't stray too far from your core competencies while providing additional value and revenue.

— Brian Lish, business manager



BAYER ENVIRONMENTAL SCIENCE

HEADQUARTERS: Research Triangle Park, NC

TOP BRANDS:

1. Specticle – herbicide
2. Celsius – herbicide
3. TopChoice – insecticide

BUSINESS ADVICE FOR LCOs THIS YEAR:

The most important business advice for a lawn care operator this year is to continue to provide a high level of service in order to retain current and attract new customers. The economy will make it difficult for many customers and lawn care operators need to show their value and what they've accomplished over the past few years to help them grow their business.

— Matthew Bradley, lawn & landscape market lead/ herbicide marketing product manager

Celsius™

CLEARY CHEMICAL CORP.

HEADQUARTERS: Dayton, NJ

TOP BRANDS:

1. 3336
2. Protect
3. Affirm

BUSINESS ADVICE FOR LCOs THIS YEAR:

You need to focus on customer attention and provide a service that keeps the customer interested. To do that, look for new things and new ways of doing what you've already been doing.

— Bill Bewlay, CEO of Cleary Chemical Corp.

DOW AGROSCIENCES LLC

HEADQUARTERS: Indianapolis, IN

TOP BRANDS:

1. Dimension specialty herbicide
2. Snapshot specialty herbicide
3. LockUp specialty herbicide

BUSINESS ADVICE FOR LCOs THIS YEAR:

My best business advice would be to look at ways to expand their service offering. Add services like weed

control in plant beds to reduce the need for hand weeding. It takes twice as much energy and resources to land a new customer than it does to keep an existing customer, so look for growth opportunities with current customers.

— Patrick Bell, product manager



FMC PROFESSIONAL SOLUTIONS

HEADQUARTERS: Philadelphia, PA

TOP BRANDS:

1. Talstar
2. Dismiss
3. Solitare

BUSINESS ADVICE FOR LCOs THIS YEAR:

There are a number of new products (new actives and new combinations) available that will change the weed/insect control spectrum, increase the speed of control, and save time and money. Hence, LCOs need to try new products and evaluate how they can improve their business' bottom line.

— Adam Manwarren, turf & ornamental product manager



LEBANON SEABOARD CORP.

HEADQUARTERS: Lebanon, PA

TOP BRANDS:

1. ProScape
2. LebPro
3. Woodace

BUSINESS ADVICE FOR LCOs THIS YEAR:

Differentiate and communicate. Make it easy for end users to see what's different about your offering.

— Dave Heegard, GM professional business



continued on page 32

SUSTAINABLE LAWN CARE

MONSANTO CO.

HEADQUARTERS: St. Louis, MO

TOP BRANDS:

1. Roundup ProMAX
2. QuickPro herbicide
3. Certainty Turf herbicide

BUSINESS ADVICE FOR LCOs THIS YEAR:

From a manufacturer's perspective, we recommend operators choose herbicide products that have shown consistent quality and professional performance, and have the highest quality ingredients. It's also important that after the purchase, operators have support from, and access to, experienced experts in the business.

— Brent Renfrow, marketing manager



NUFARM

HEADQUARTERS: Burr Ridge, IL; Melbourne, Australia

TOP BRANDS:

1. Millennium Ultra 2
2. Escalade 2
3. 4-Speed/4-Speed XT

BUSINESS ADVICE FOR LCOs THIS YEAR:

In this still-recovering economy, LCOs need to be looking for any edge they can get in



providing the same or better performance for less investment. Whether it's restructuring routes to cut fuel costs or looking at post-patent chemistry to reduce herbicide costs, no factor is too small to overlook.

— Brian Rund, director, branding & marketing services

PETRO-CANADA LUBRICANTS INC.

HEADQUARTERS: Mississauga, Ontario, Canada

TOP BRANDS:

1. Clear Choice – Lawn Selective Herbicide
2. CIVITAS – Turf/Golf Course Fungicide
3. Pure Spray Green – Horticultural Insecticide and Fungicide



BUSINESS ADVICE FOR LCOs THIS YEAR:

Find a way to differentiate yourself from your competitors. In this industry, many of your competitors utilize the same control products that you use. You either need to differentiate on your service or provide new products or offerings that are going to set you apart from the competition.

— Reinie Drygala, manager, lawn care and agriculture sales



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QUALI-PRO

HEADQUARTERS: Raleigh, NC

TOP BRANDS:

1. Prodiamine 65 WDG
2. Imidacloprid 2F
3. Dithiopyr 40 WSB

BUSINESS ADVICE FOR LCOs THIS YEAR: Do good work for a fair price and never forget the power of word of mouth advertizing within your area of influence from satisfied customers. Make sure you set realistic expectations up front with your customers so you are not setting yourself up to fail.

— Russ Mitchell,
marketing director



SEPRO CORP.

HEADQUARTERS: Carmel, IN

TOP BRANDS:

1. Cutless Granular Landscape Growth Regulator
2. Octane Herbicide
3. Pentathlon Fungicide

BUSINESS ADVICE FOR LCOs THIS YEAR:

Labor is the highest input cost for most landscape/lawn care contracted work. There are products (example: Cutless Granular Landscape Growth Regulator) that will reduce labor costs and provide the opportunity to gain more efficient use of the available labor. The result should be reallocation of existing labor to other jobs, resulting in more profit per man-hour.

— Roger Storey, vice president,
turf and ornamentals



SYNGENTA

HEADQUARTERS: Global- Basel, Switzerland; USA- Greensboro, NC

TOP BRANDS:

1. Barricade
2. Heritage
3. Meridian

BUSINESS ADVICE FOR LCOs THIS YEAR:

My advice to LCOs is to maintain their strategic direction in 2011. It's important as a business to establish a long-term plan and a path to achieving key objectives. It's then very important to be disciplined enough to follow that plan in spite of what challenges come. Maintaining the strategic direction for your organization will allow more long-term goals to be met.

— Dan Steltz,
market manager,
lawn & landscape



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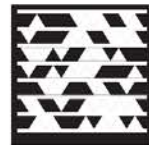


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