

Elanco starts new business unit

The Plant Science Division of Elanco Products Limited has announced the appointment of Mr. Steven Frost to the new position of Business Manager, Professional and Environmental Speciality Products.

Previously Steve was manager of New Product Planning and Licensing, Europe, before which he was manager of Agricultural Science and Product Registration for Europe based at the Lilly Research Centre in Windlesham, Surrey.

In his new position Steve will be responsible for developing a new business unit which will concentrate on the UK opportunities for Elanco's extensive range of speciality products in non-agricultural markets. This follows the company's success in these business sectors in the US where sales approaching \$50million per annum are being achieved from the wide range of products in turf, ornamentals, aquatic and horticultural markets. Commenting on his new position Steve Frost said: "Elanco already has several products which are currently being sold into non-agricultural markets in Europe. The new business unit will develop and expand these markets in the UK and enter new markets with the launch of unique new products."

British dairy farmer turns to golf

A £15 million, 180-acre golf and leisure complex to rival the best in Europe is being constructed at Portal, Tarporley, in the heart of the Cheshire plain by entrepreneur farmer and developer John Lilley.

Included in the project will be a new 150-bedroomed luxury hotel, set amidst some of the most beautiful gardens in the country and complete with three restaurants, a swimming pool, sauna, squash, tennis, snooker, jogging facilities and trout pool. The 18-hole championship course currently under construction by the Brian Pierson organisation has been designed by Donald Steel.

Although work on the course is expected to be completed this autumn, it is unlikely to be open for play until the summer of 1991. "Our aim is to allow the course to mature and really become established long before people play on it," says John Lilley. The entire playing area has been treated with round-up and is to be reseeded to a high specification. Fairways and tees will be sown with a mixture based on Hunters of Chester's Sports Supreme mixture and containing Agram, Wintergreen and Lustre chewings fescues, Baron smooth stalked meadow grass and Highland Brown Top. Roughs will be sown with Hunter's Sports Sovereign - Lustre/Wintergreen chewings fescues, Boreal creeping red fescue, Baron SSMG and Highland Browntop - while greens are to be turfed.

The course will be open to everyone on a pay-as-you-play basis and the new clubhouse will cater exclusively for golfers. A second course is already being planned and, when completed, it is likely that membership will be considered.

It is estimated that more than 50 per cent of Britain's dairy farmers are looking for alternative uses for their land and in John Lilley's case he believes his solution is ideal, through his newly installed embryo transplant unit and turning over land to leisure and sports facilities.

Iseki UK expands to Cambridgeshire

Iseki UK has opened the doors of Britain's first specialist compact tractor centre based in Cambridgeshire.

The move to the new three and half acre site at Bourn, adjacent to the A45 Cambridge - Bedford road, comes just two and a half years after the companies formation in Great Britain and mirrors Iseki's growth in the market place to offer some of the best facilities in the business. Speaking at the opening of these spacious new premises, Iseki's managing director John Hawkins said, "since our formation we have consistently wanted to increase the facilities offered to our dealers and professional turf users. The move to Bourn provides us with more room for our increasing parts and service area and for training, whilst outside we hope to establish the best in demonstration areas too."

The new Iseki premises comprise some 20,000 sq.ft under cover, a new modern office and administration block, an assembly hall and containerised storage for products recently arrived from Iseki's parent company in Japan.

Iseki's approach to the compact tractor and professional market is to supply a total package for the end user. The range of products distributed now includes not only the Iseki range of tractors, but also the Greencare range of Coremasters, Turfblazer out front mowers and the Mura-tori, Sitrex and associated brands of loaders/backhoes and attachments.

The opening of Britain's first compact tractor centre is an important milestone for Iseki UK. "We now have the facilities to match our growing share in the market."



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