

Bringing Biology back to Turfgrass Management



Golf's sustainability movement strides forward as more and more people combine their commitment and action with innovation. New solutions – from supportive programmes to innovative products – work in tandem to make a real difference.

The two organisations have come together to help raise awareness and understanding, backed by practical solutions. The Golf Environment Organization (GEO), and The Great Turf Company, both started and headquartered in Scotland, are each focused on bringing greater sustainability into golf.

GEO is a stakeholder-funded not-for-profit organization working to guide, support and motivate the global golf industry around sustainability, administering golf's international ecolabel, GEO Certified™ and delivering practical guidance and programmes that are followed to earn the distinction.

The Great Turf Company has invested a great deal into developing biological solutions for the finest turf, with a unique 'Activated

Microbial Turf Management' methodology designed to restore natural balance in turf and soil.

"Their range of turf nutrition products includes compost tea systems and naturally sourced granular and liquid feeds formulated to optimise turf health naturally, reducing chemical dependency, 'feeding the soil' and maintaining a healthy soil environment, which is key to healthy turf. Current users of these products include Open Championship golf courses and Premiership football clubs.

Strong, healthy turf is fundamental for golf and achieving this in an environmentally-friendly, safe and cost-effective way was a motivator for Machrihanish Dunes who introduced The Great Turf Company's biological approach during the time they were working toward their GEO Certified™ award.

Estonian Golf and Country Club also recently began using Great Turf Company products, adopting an outlook in which sustainability is factored into their selection of products

and maintenance practices. The Club is currently in the GEO OnCourse™ programme and working toward GEO Certified™.

Ian Morrison, MD for The Great Turf Company commented:

"We have made it our mission to advocate the benefits of good soil biology for a safer, sustainable future for turfgrass management. Without biology soil is merely dirt; but with a thriving microbial population soil becomes the complete solution to plant health.

"We share GEO's belief in golf's potential to deliver real and valued results for sustainability, and we are very proud to support GEO in growing the business of sustainable golf."

GEO Chief Executive Jonathan Smith said of The Great Turf Company:

"As a growing, forward-looking business, it says a great deal that they would support the not-for-profit work that GEO does to foster credible sustainability progress in golf clubs and developments around the world."



POPPY DAY

Allett Mowers has recruited Poppy Roe for the newly-created position of marketing executive, based at the company's manufacturing centre in Hixon, Staffordshire.

Reporting to sales director, Leigh Bowers, Poppy is now assisting with a full range of marketing activities for Allett professional and domestic cylinder mowers. These activities include liaising with and supporting Allett's appointed distributor and dealer networks, organising press releases, advertisements, promotional events and exhibitions as well as website management and digital marketing.

Poppy brings to her new position extensive experience gained within the automotive industry employing both traditional and electronic marketing techniques, skills that will be invaluable as Allett strengthens its position in existing markets and looks for additional business opportunities throughout Europe and further afield.

Poppy expressed her delight to be working for a British engineering company that designs, develops and manufactures products for distribution worldwide.

"Allett Mowers has a fantastic ethic and everyone is passionate about the business and the products they produce," she said.

Kubota Arrive in Harrogate



Harrogate Borough Council is making good use of the powerful Kubota M9540 utility tractor covering some 540 square miles in the spa town itself, home to the BIGGA Turf Management Exhibition each January.

Purchased principally to tackle mowing duties with a new Major TR1600 rotary trailed gang mower, the 95hp M9540 was delivered in time for the start of this season.

Transport Manager Alan Smith

explains: "The groundsmen have an eight-day mowing round to cover the large areas of grass in parks, playing fields and open spaces, and have to travel 20-25 miles from the depot for some jobs."

One feature of the M9540 which has met with particular approval from the operators is the 36x36 speed transmission with hydraulic shuttle, operated via a steering column mounted lever.

E-Z deal for Bromsgrove



Bromsgrove Golf Centre, situated in the heart of Worcestershire, has taken delivery of their second fleet of E-Z-GO RXV golf cars from local dealer, TH White of Redditch. E-Z-GO is a Textron Inc. company.

Adam Morris is a director of the family-owned facility, which was formed in 1993 and is home to Bromsgrove Golf Club. Commenting on the new fleet he said, "As early adopters of the new RXV back in 2009, we were probably taking a slight gamble with the new technology. However, we needn't have worried as the fleet has performed superbly and we've only had five unscheduled service calls in the

past three years.

"The build quality is excellent; we've had very little damage and the number of rounds per charge has been surprising.

"They are certainly very economical to run and have definitely made a significant contribution to the bottom line.

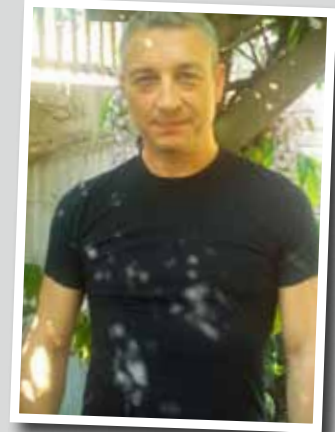
"We expected good things when we purchased the initial fleet and have not been disappointed; reliability has been excellent, the support from TH White has been of the highest order and it was an easy decision to return to them for the new fleet."

For more information visit www.ransomesjacobsen.com

What's your number?

Our regular and random profile of an industry figure continues with this month's lucky number...

Name: Barry Eagle
Company: Gripclad Limited
Position: Managing Director



How Long have you been in the industry?

Since 1989 so that's 23 years in direct Leisure Sales. I had to use a calculator for that!

How did you get into it?

I was approached by a veteran sales manager who saw my natural skill of communicating with others and suggested I should get into direct sales (no salary in those days, just commission earnings!) I have never looked back. I suppose you could say I am a people person.

What other jobs have you done?

Financial Services and Banking

What do you like about your current job?

No day is the same and that every day is a challenge, so it keeps me on my toes. My business ethic is to have an ability to offer a no-nonsense service enabling problems to be solved with the products that we offer.

What changes have you seen during your time in the industry?

Enormous changes for me personally. Back in the day I used to cover seven counties across the south and doing at least 100,000 miles a year seeing customers old and new. My business is now website based which means I can offer our products on a National footing. I'm lucky if I do 10,000 miles in a year now. Long gone are the days of "repping" but the personal service is still to be found with Gripclad Ltd.

What do you like to do in your spare time?

Sculpturing a fat free torso, or in other words I go to the Gym a lot. Charity runs, spend time with my boys, and play golf!

Where do you see yourself in 10 years time?

I don't, very simply I can't plan what will happen in the future, I live for the NOW. You never know what's round the corner!

What do you consider to be your lucky number?

24

Barry has picked Demelza Hartley of Lowe Maintenance