

The Back Nine

A new column for writers and members to air and share their views on golf greenkeeping topics

Jonathan Harmer of Farmura gives us another example of why BTME is unmissable

The annual BIGGA Turf Management Exhibition is not just an opportunity for the turf industry to show Europe's practitioners their wares, it also acts as a key gathering of movers and shakers and leads to innovation and partnerships that help grow and shape the industry itself.

For example, after a chance conversation at BTME seven years ago Farmura and Aquatrols decided to join forces. As the build-up to this year's event gathers pace, Farmura's Managing Director Jonathan Harmer outlines why BTME 2013 will be another unmissable event...

As well as all the terrific educational opportunities, BTME is the place to get out and about and meet as many people as possible – and the 2006 event resulted in Farmura establishing a critically important business partnership.

That year I attended an evening dinner with dealers and manufacturers from across the world. I then bumped into Tom Malehorn from Aquatrols in America – the world leaders in water management technology.

Over a beer, Tom mentioned that they were looking to change distributors for their products, so realizing that their product range would ideally complement ours, naturally I encouraged him to consider Farmura. We had a very valuable discussion and exchanged details.

Two months later I received a phone call from Tom, saying he had various offers on the table to distribute Aquatrols water management products. At this time, the factory next to ours had come up for rent and I felt it would be ideal for us to use in partnership with them. This is how it turned out, and from that one productive discussion at BTME we officially signed the contract confirming our partnership in the October of 2007.

Many other businesses use the opportunity BTME presents to hold sales meetings, distributor gather-



ings or spend quality time with their industry colleagues.

All the major players in the turf industry are at BTME, often all in the same room at the same time. That's just impossible to achieve anywhere else at any time in the year. It almost feels as if you are looking 'behind the scenes' into the industry and that's very exciting.

If you're in the golf business you have to be there, it's as simple as that.

However, it's not just about establishing new partnerships. If you have an issue or problem, you can resolve it in person which is infinitely preferable to calling or emailing.

Our partnership with Aquatrols continues to go from strength to strength. It's been fantastic for both companies and also tremendous news for golf clubs who have benefited from the products.

I will once again be at BTME in January, along with many of my colleagues, and I hope to see as many turf professionals and greenkeepers

about the author



Farmura was established to develop the Farmura system of converting cow manure into organic fertiliser. Jonathan joined the company in 1976 as a rep and subsequently moved its offerings into the amenity market.

Farmura pioneered Liquid Iron into the European market with Ferrosol, introduced the first successful Spray Pattern Indicator and was one of the first to promote the benefits of true liquid fertilisers. The company pioneered the development of sustainable products to manage golf courses, and this year are celebrating their 40th birthday.

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there as possible. If you're a greenkeeper, you can't afford to miss out for two main reasons.

Firstly, the superb educational opportunities are not to be missed and a must for any greenkeeper who cares about being engaged, involved and informed about their career.

Secondly, it's a tremendous chance to discover and investigate new products and innovations within the industry.

Come and see us at Stand A18 in January – and over the course of the week who knows, you may also forge new business partnerships, and friendships.

The views expressed within this column are not necessarily those of Greenkeeper International