

“Lebanon Total Turf Care”

Lebanon Total Turf Care is wholly owned by Vernon Bishop, and was started as a farm fertilizer producer in 1947. By 1949 Lebanon had made an agreement with Sears Roebuck & Co. to manufacture products for resale to the homeowners. In 1952, Lebanon began working with Allied Chemical and they began production of a “Urea-Form” controlled release fertilizer developed at Penn State University.

In 1973, Lebanon acquired the Agrico Lawn and Garden Division which included a national distribution network, a plant at Danville, IL and experienced personnel for continuity and marketing experience. Frank Ross was part of this experienced team. Frank served the Chicago area Superintendents up to his retirement just a couple of years ago.

Country Club Fertilizers will mark its’ 20th year in the Golf Market in 1987. Country Club 18-5-9 and 18-4-10 were both introduced in 1967 by IMC (which was acquired by Agrico in 1971). Lebanon pioneered in the use of Methylene Urea on its’ professional product lines for the maintenance of today’s high tech turf.

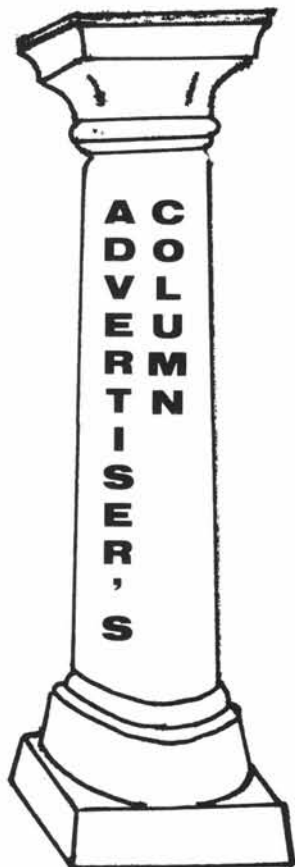
Lebanon also purchased the Eli Lilly fertilizer business, which consists of the “Greenfield” homeowner brand. The name was then changed to the “Greenview” and “Green Gold”.

Production now comes from three turf & garden plants, over twenty farm product plants, with storage at Lebanon, PA and Danville, IL. In addition to the fertilizer industry, Lebanon markets just about every turf chemical for distribution to 42 states.

Jim Walsh is the local Sales Manager for Lebanon. Randy Rogers is the Midwest Division Sales Manager. The Professional Division within Lebanon has 27 salesmen covering a 42 state area. It is our responsibility to introduce our Country Club Products and to service our Distributors. Our sales are through your local Distributors. Combining our efforts with the distributor, our sales have tripled what they were ten years ago. As research continues and a solid relationship with the superintendents, our distributors, and the universities, a constant growth is expected.

Lebanon Total Turf Care now lists 77 standard products in our “Lawn and Garden Product Label Information and Material Safety Data Manual,” from simple blends to homogeneous products and combination products.

As Paul Mengle, the National Sales Manager said, “You can’t be everything to everybody, but you can offer good and dependable products at a fair price and back it up with service.”



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