

# GOLF COURSE NEWS

## Bentgrass sod is

BY MARK LESLIE

Frenzied calls from golf course superintendents desperately seeking bentgrass sod for greens and tees is an annual spring rite at the American Sod Producers Association in Rolling Meadows, Ill.

ASPA Executive Director Doug Fender said, "We get frantic calls every spring for sod for greens and tees. Their (superintendents') members are screaming because the greens are in bad shape, and

their jobs are on the line if they don't correct the situation. They need bentgrass ... especially in the northern climates but in the South, too."

"Typically when they have a need it's a serious need," Fender said. "Many superintendents try to grow small supplies of their own, but oftentimes that is not enough."

ASPA has 575 to 600 sod-producer members from all points of the country, and they handle both the production and

Company	Region Served	Type Bentgrass	Type of Soil Grown In	Cost/Sq.Yd.	Refrigerated
<b>Maine Turf Co.</b> RR1, Box 103 Fryeburg, Maine Circle #290	Northern New England	Penncross	Sandy loam	N/A	No
<b>Dunn's Rock Turf Farm</b> Rt. 1, Box 292A Hannah Ford Rd. Brevard, N.C. 28712 Circle #291	Southeast	Cert. Penncross Creeping	Sand	\$6.75 FOB	Yes
Huber Ranch Sod Nursery, Inc. P.O. Box 188 Schneider, Ind. 46376 Circle # 292	Midwest	Penncross Creeping	75% sand medium	\$2.50 FOB	Yes
<b>H&amp;E Sod Nursery</b> 3900 W 167th St. Markham, Ill. 60426 Circle # 293	Eastern 2/3 of U.S.	Penncross; PennEagle	Sandy loam	\$2.50 FOB	Yes
<b>Andover Farms, Inc.</b> P.O. Box 137 Massey, Md. 21650 Circle # 294	Mid-Atlantic	Penncross Creeping	Loam	N/A	Yes
<b>Delta Bluegrass Co.</b> P.O. Box 307 Stockton, Calif. 95201 Circle # 295	California	Penncross	Sand and Peat	N/A	No
<b>Comly's Turf Farm, Inc.</b> Forest Grov Rd. Wycombe, Pa. 18980 Circle # 296	Northeast	Penncross; PennEagle	Native and sand	N/A	No
<b>Thomas Bros. Grass Co.</b> RR1, Box 86 Taft, Tenn. 38488 Circle # 297	Mid-South; Southwest	Penncross	Sand	\$5.50 FOB	No
<b>United Turf</b> Rt. 1, Box 170 Powells Point, N.C. 27966 Circle # 298	Eastern U.S.	Penncross	80-20% sterilized mix	\$10 FOB	Yes
<b>Washington County Turf Farms</b> 20 Knowles Lane West Kingston, R.I. 02892 Circle # 299	Northeast	Penncross; South Shore; Providence	Light mineral	N/A	No
<b>Winding Brook Turf Farm, Inc.</b> 240 Griswold Rd. Wethersfield, Conn. 06109 Circle # 300	New England; Eastern N.Y.; Northern N.J.	Penncross	Sandy loam	N/A	No
<b>Foster Turf Products</b> 81-750 Airport Blvd. Thermal, Calif. 92274 Circle # 301	Nationwide	Penncross	Sand	\$6.75 FOB	Yes
<b>Nauman Sod Farms</b> RR4, Box 47 Davenport, Iowa 52804 Circle # 302	Midwest	Penncross	Sand	N/A	No
<b>Turf Mountain Sod</b> Rt. 9, Box 385 Hendersonville, N.C. 28739 Circle # 303	Western N.C.; Upper S.C.	Penncross	Sandy loam	\$6.50 FOB	No
<b>Tuckahoe Turf Farms, Inc.</b> P.O. Box H Canton, Mass. 02021 Circle # 304	Northeast	Penncross	Sand or Sandy loam	\$3.33 FOB	No
<b>Kidwell Turf Farms, Inc.</b> 1925 Puddledock Rd. Petersburg, Va. 23803 Circle # 305	Mid-Atlantic;; Southeast	Penncross	USGA spec. mix	N/A	Yes
<b>Reddi-Green Turf Farms</b> RR2 Evans City, PA 16033 Circle # 306	Southwestern Pa.	Penncross	Partially modified soil	\$3.60	No

# the 'job-on-the-line' sod

marketing; no distribution chain exists like in the seed industry, Fender said.

He said about 55 percent of the nation's sod producers have 200 or fewer acres. Another 25 percent sod 500 or more acres and the remaining 20 percent are 200 to 500 acres, he said.

"There are real market geography-limiting factors that make the market what it is: a large number of sod producers serving small areas," Fender said. Those factors are a short "shelf life" and high cost of transport.

He said 200 miles is "the peak-end average of how far sod can be shipped.

"Some companies will ship it further but the combination of cost (because of the weight) and that it starts to decay ... limits this option."

After the sod is harvested, you have 12 to 48 hours to laying it in the ground.

The distance factor can be beat if the sod producer can hire refrigerated trucks.

Foster Turf of La Quinta, Calif., shipped 130,000 square feet (about three acres) of bentgrass aboard 18 refrigerated trailer trucks to the Tanglewood Park course in Clemens, N.C. — a three-day trip.

Jeff Cole, Foster's marketing director, said the trucks are normally used to transport

produce and therefore were equipped with vacuum chambers that can reduce the temperature of the product to basically whatever you desire.

"We wanted the sod at 40 degrees," Cole said. "Our ground temperature is 80-85 degrees. If we harvest that, it's still going to take a long time for the sod to go down in temperature, so it isn't nearly as fresh using a truck that's only refrigerated as it is if you put it in a vacuum chamber."

"We're seeing more and more mixtures and blends (of different types of grasses) in sod," said ASPA's Fender. "People are also experimenting broadly with all kinds of mediums for planting grass. An outfit in

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## ASPA will direct sod inquiries

The American Sod Producers Association has agreed that readers may write (no calls, please) and request the names and contact persons of sod growers by state or states and ASPA will send them a computer list of those producers.

"Some superintendents will be knowledgeable enough to not only say 'I want bluegrass' but to say 'I want "X" brand of bluegrass.' We know only the types of grass a producer grows, not the brand within that variety. But we will provide contact information," said ASPA's Doug Fender.

ASPA's address is 1855-A Hicks Road, Rolling Meadows, Ill. 60008.

Contact Person	Phone
Tom Albert	207-697-3555
Steve Okula	704-884-4290
John Huber	219-552-0552
Dale Habenicht	815-472-2364
Chris Adkins	301-928-3253
Edward Zuckerman	209-646-8355
Rich Morrison	215-598-7155
Mark Thomas	615-433-0016
Gary Lucks	919-491-8561
David Wallace	401-789-8177
Alan Anderson	203-529-6869
Jeff Cole	619-399-1222
Tom Nauman	319-386-5775
Fred Pittillo	704-685-3642
Skip Deubel	800-243-7582
Jack Kidwell	804-733-7170
Ted Thompson	412-961-0238

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# Hyundai

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a utility vehicle it hopes to introduce at the end of 1990.

Finding a distributor is a key to Hyundai's future in the United States.

"Our dealership is open to anybody," Um said. "We don't have any specific agreement with John Deere or anyone else." But he said no dealers have been ruled out either.

He did, however, nix the idea of using Hyundai auto dealerships to sell the golf car. The golf community and car dealers are too different," he said. "They're quite distinguishable. It wouldn't work."

A Hyundai official in New Jersey mistakenly reported in January that the car

would be introduced in the second quarter of this year. The company's Chicago officials in February moved that date to the third quarter of the year, but reported that the car already was being sold in Korea.

A senior manager in the Chicago office said Hyundai would concentrate on selling in Korea until it was ready to distribute in the United States.

Now Um says sales in Korea are going "pretty well."

"Actually in Korea the situation is quite different," he said. "They haven't had any golf cars; they've used personal caddies."

Hyundai's golf cars, then, came onto the marketplace at a good time, he said.

He said that for the car, which for the foreseeable future will be built in Seoul, Korea, is a source of pride for his company.

"We took the most advantage of things from other golf cars and put them into ours," he said. "We are very proud of our design interior and appearance, and we're proud of its comfort, its smooth ride."

He said the Hyundai car is quiet, has good "climability" and will be competitively priced.

"We'll start advertising it probably in October," he said.

Ron Rogginger, vice president of Backer, Spielvogel, Bates Inc. in Irvine, Calif., said his firm has a verbal commitment to handle advertising for Hyundai Precision.

## Bentgrass sod

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France is using wood fiber. Others have tried peanut shells.

"Several guys are experimenting to grow it faster, and with containerized growing. Those are beyond the experimental stages but not in wholesale distribution."

Fender said only about 20% of the country's sod growers lay their product, and those that do "may not want to take on a golf course—it's so big."

"Eighty percent is sold to landscape contractors who install it, and most sod growers feel they would be competing with their best customers (if they laid it)," he said. "Some, however, are making installation an option in the bidding process."

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