

Many firms cashing in on lucrative European market

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ket." Rose called the Euromarket "extremely restrictive," but sees a good future if his product continues to get on the approved list. To make the list, each country being wooed requires a fee ranging from \$500 to \$3,000. Every few years the license is subject to renewal.

Robinson noted that while Holland may dominate the market, there are countries, such as the Scandinavian, that do not wish to be dominated by another nation. They may ease the marketing process.

Seed Research has been involved in the Euromarket for eight years. "While the boom has peaked," Robinson said, "the popularity of golf in Europe is just taking off, resort and resident courses alike." His company has test plots of its SR 10/20 and SR 10/19 bentgrasses in a half-dozen countries.

Rose mentioned that European interests have bought American seed companies Northrup-King and Ferry Morse. His concern is that government subsidies in the overseas market will place American seedsmen in a non-competitive situation. He feels that, long term, the former communist countries may be one of the best markets.

Steve Garske, president of Par Aide which does business in nine European countries, said: "The European market will



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— Mike Robinson
Seed Research of Oregon

continue to grow. We're going to see a settling down and tapering off. The boom growth has settled, and may have already peaked."

Garske feels Sweden and Germany hold the greatest potential for Par Aide.

The maker of cups, flagsticks and washers, among other products, has worked through dealers since entering the Euromarket in the 1960s. Garske feels his products get a boost through recognition by Europeans playing golf in this country.

"We're pleased with what we've seen. We've done quite well against local manufacturers," Garske said.

Tim Young is director of sales and marketing for Rainbird International. Rainbird has been in Europe for two decades. He

said, "France is the hottest in a cooling market."

Young's focus appears to be on Berlin, an area he sees with the potential of burgeoning golf. Now that East and West are one, the region, and what once was "no man's land," offer land and populace to expand golf. Germany, he said, has the best chance to jump-start itself forward.

Rainbird's regional managers and staffs are natives to the countries in which they work — a Spaniard in Spain, a German in Germany and so on. Young feels this produces not only market savvy personnel, but people who are broad-based and culturally and linguistically sensitive to their markets.

O M. Scott of Marysville, Ohio, markets about 20 pro-turf fertilizers and a commercial spreader line in Europe. International business manager Korbin Riley found France and Germany the greatest potential golf markets.

Pursuing business in the 13 West European countries, he said company involvement in the former Eastern Bloc countries is "not something we are rushing."

Riley's sense of the European market is that it is still growing rapidly but, put in perspective, should not be overstated. There were many years, he said, when nothing happened.

He acknowledges a steady growth in business for his company. He also is "very

optimistic" about the coming former East German market. "We are going to continue to place a focus there, looking for good things in the future."

Owen Towne of Ciba-Geigy said the Europeans, particularly the French, do not pursue high maintenance turf chemicals. His company, reputedly the world's largest in agricultural chemicals, has had some frustration in this regard.

He cited France as a country heavily into ornamental plantings, without a lot of emphasis on turf. He stated: "Europe is going through a growth phase as we did years ago. We're trying to convince them to get into the turf market, so far without much success."

Definite optimism for the future of the European golf market was tempered somewhat by the two seed companies. They see the subsidizing of Dutch growers and restrictive "approved lists" as a hindrance to doing business.

And while France and Germany may be the current darlings in the expanding golf arena, the Mediterranean countries, including Turkey, are not being overlooked by American business.

And, the once-isolated "communist" nations in Eastern Europe, perhaps after drifting into a capitalist economy, present another market opportunity.

A trade show in Warsaw or Belgrade? In golfdom, anything is possible.

Biosys, Archer Daniels reach mfg. agreement

PALO ALTO, Calif. — Biosys, a manufacturer of environmentally safe biological pesticide products, has reached manufacturing agreement with Archer Daniels Midland Co.'s (ADM's) biochem products division.

The companies will mass-produce nematodes, insect-killing biological pesticides, at ADM's newly constructed biochemical facility in Decatur, Ill.

ADM will provide facilities and operation personnel, Biosys on-site technical staffing and expertise in nematode production technology.

Nematodes, microscopic organisms that kill a host of insect pests, are the active component in Biosys' family of biological insecticide products. Harmless to humans, plants and animals, they leave no harmful residue in soil or groundwater, and as such are exempt from EPA registration requirements.

ADM is an \$8-billion producer of food and feed ingredients.

MAXI

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ET concept, database computing and entering, and advanced schedule writing and sensor functions. Level 3 covers flow management table structure. Detailed implementation of databases, such as acquisition and creation of flow zone and branch zone data, is included.

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For more information, contact Cozz Regele at Rain Bird Golf Sales, Inc., 145 North Grand Ave., Glendora, Calif. 91740 or call 818-852-7353.

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