

# American suppliers see Canadian market as 'mixed bag'

By MARK LESLIE

HALIFAX, Nova Scotia, Canada — The Canadian market for golf course suppliers is a mixed bag of changing, but lucrative proportions, according to company representatives attending the 44th Canadian Turfgrass Conference and Trade Show here in December.

"Our Western distributors have been breaking records every year for years," said Jim Byrnes, advertising manager for Jacobsen Textron.

Tim MacNeil, district manager for Canadian Kawasaki Motors Inc. in Don Mills, Ontario, said sales have climbed steadily in Canada over the last three years.

"The turf market is hard to break into. But the distribution network is established now," he said.

Scott Watson, who works with his father — course architect John Watson, in Ontario — explained golf course construction boomed four or five years ago.

"It's slowed since then, but is

still more than before," he said, adding that many older courses are remodeling.

"About 40 percent of our work is renovations — contouring greens, resurfacing, rebunkering, replacing irrigation," Watson said.

That improvement work means revenue for many segments of the industry.

Gard Crow, golf sales manager for Hunter Irrigation in San Marcos, Calif., said 50 percent of his company's work in its four years in Canada has involved

redos and retrofits.

Crow said it was hard to rate the success of 1992, but it was "relatively good considering it was a very wet year," in which his distributors "lost 45 days of work."

Joe Couillard, president of Oak Creek Golf and Turf Inc. in Calgary, Alberta, said 50 percent of his sales in 1991 were to new golf courses. That dropped to 30 percent in 1992.

"Golf is on the upswing here," Couillard said.

Harry Larson, regional sales manager for Textron, said the recession in the Northeast United States "has been felt to a lesser degree up here."

"A lot of developers relied on new golf courses related to real estate. When the real-estate market went to pot, the same happened to the golf market," Larson said. "But Canadians love their golf."

Saying that Canadian sales have been good in the last decade, Larson explained: "In Canada, especially, they demand better and better playing conditions. And course superintendents have to upgrade their equipment to meet these demands."



Gard Crow,  
Hunter  
Irrigation



Even though TMI stands for Turf Merchants Inc., a lot of our customers tell us it should stand for Turf Marketing Innovators.

Why? Because over the years, we have listened to what our customers wanted. TMI has made every effort to provide the kind of grass seed varieties, service and marketing aids that help our customers be the best turf professionals. Quality is never compromised.

Here are just a few examples...

### Varieties Developed for Specific Markets

Today many grass seed companies have top rated varieties that perform well in overall turf quality. But when spring transition time comes they just keep on going. Our customers wanted varieties that offered a smoother spring

transition...This is why TMI developed varieties with less heat tolerance, and of unusually high quality, especially for Southern overseeding.

When our customers wanted turf type tall fescues with shorter stature and finer leaves, TMI was the first to introduce a true dwarf turf type tall fescue—Bonsai.

### Lowest Cost Producer

A lot of grass seed companies claim to be the largest. At Turf Merchants, our goal is not to be the largest but to be the most efficient: This enables TMI to produce and sell our high quality, top rated turf grass varieties at a price that doesn't include burdensome overhead.

### No Frills. No Surprises. Just Great Customer Service.

Our promise is not to add on anything that will add to the

cost of our seed unless you want it...special coatings, treatments and packaging are available on request. Otherwise, your order is shipped direct from the grower to you, arriving on time! Most important, TMI does not allocate customers. You know what you are getting. If you've bought it, you'll get it!

If you like the innovations mentioned here, we invite you to join our growing list of customers...turf professionals who have made our growth, progress and "innovations" possible.



33390 Tangent Loop  
Tangent, OR 97389  
(503) 926-8649  
FAX: (503) 926-4435  
Outside Oregon: 800-421-1735

## Glattly forms Twin City Seed Company out of Minneapolis

MINNEAPOLIS — John C. Glattly, a 17-year seed industry executive, has announced the formation of Twin City Seed Company. Glattly is principal stockholder and president.

Twin City Seed is a distributor and marketer of all types of seed, with primary emphasis on professional turfgrass seed sales in the Midwest. Twin City Seed also represents and sells national seed company proprietary and products to various classes of trade, including garden centers, lawn care companies, sod growers and other chains. Twin City Seed also distributes to the agricultural market.

Glattly was most recently director of NK Lawn & Garden Co.'s Medalist Turf Division, leaving that position to form Twin City Seed. He has worked for several regional and national seed companies including Whitney-Dickinson Seeds, Great Western Seed Co. and Lesco Inc.

Twin City Seed is headquartered at 7263 Washington Ave. South, Minneapolis, Minn., 55439.



John Glattly

## T U R F G R A S S V A R I E T I E S

### RYEGRASSES

PATRIOT II	NOMAD
ALLAIRE II	PENNFINE
RODEO II	MANHATTAN II (E)
AQUARIUS	STALLION
AQUARIUS II	<b>BLENDS</b>
EVENING SHADE	VIP II e
	SPECTRUM

### TALL FESCUES

BONSAI	BONSAI PLUS
TAURUS	TWILIGHT
AZTEC	SUNDANCE
ANTHEM	BRAHMA
EARTHSAVE	RECYCLER
MICRO	<b>BLENDS</b>
ADVENTURE	TURF GEM II
AVANTI	TURF GEM JR

### BLUEGRASSES

COBALT	ALLURE
CHELSEA	ABLE 1
GNOME	VIVA
GNOME II	<b>BLENDS</b>
A-34	TRUE BLUE

### SPECIALTY GRASSES

CYPRESS POA TRIVIALIS
ATTILA HARD FESCUE
ZEN ZOYSIA
CD-68 BERMUDA
CD-68-1 BERMUDA