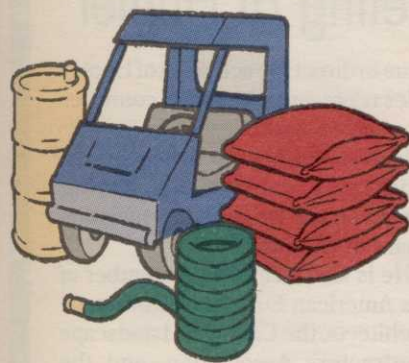


BRIEFS



KINSERVIK MOVES UP AT JACKLIN

Jacklin Seed Company recently announced the promotion of Traffic Manager Jim Kinservik to the Domestic Marketing Department. Kinservik originally joined Jacklin Seed Company in 1983, after graduating from Spokane Community College with a degree in agribusiness, with an emphasis in seed and grain. He has been traffic manager with Jacklin for four years, coordinating all aspects of domestic and international shipping arrangements.



Jim Kinservik

SEED RESEARCH HONORS SCHMELKE

Seed Research of Oregon has presented its "International Marketing Excellence" award to John Schmelke and Gordon Wing of Agrico Sales, Ltd. in Delta, British Columbia, Canada. The award recognizes innovative sales and marketing strategies, unsurpassed customer service, and a commitment to professional excellence. "Agrico is a shining example for the entire industry. They are a model of integrity and ingenuity that every company would do well to emulate," said Mike Robinson, founder and president of Seed Research of Oregon.

PRECISION APPOINTS LANCASTER

NORTHBROOK, Ill. — Precision Laboratories, Inc., has announced the appointment of Bobby N. Lancaster to the position of manager of its Wholesale Division. A graduate of North Carolina State University, Lancaster joins Precision after a successful career with IMC Fertilizer. He served in various sales and marketing positions with IMC for more than two decades and was active in many industry associations. Lancaster will be responsible for wholesale marketing and sales activities.

CRAMPTON JOINS INTERNATIONAL SEEDS

HALSEY, Ore. — Chuck Crampton has been appointed research agronomist at International Seeds Inc. He will conduct turf quality and seed yield trials along with data collection and analysis. He will also provide technical support to sales and marketing personnel. Crampton comes to International Seeds from the Oregon State University, where he worked at the Agricultural Experiment Station.



Chuck Crampton

New moniker for Ciba-Geigy: Ciba, just Ciba

GREENSBORO, N.C. — Ciba-Geigy Corporation has announced a new corporate identity — Ciba — as part of a worldwide program designed to reflect the changing face of the company.

The company's Turf and Ornamental Products department, headquartered here in Greensboro, will now be known as Ciba Turf and Ornamental Products. Use of the new name and logo — blue lettering will be phased in over the next few months.

In 1990, Ciba introduced a strategic business philosophy called Vision 2000, which outlined the company's commitment to economic growth, social responsibility and environmental protection. This new identity reflects that commitment, according to Bill Liles, director of Ciba Turf and Ornamental Products.

Liles explained the change is part of a series of key decisions made by Ciba management to position the company for future growth. Allowing greater autonomy and responsibility for business decision at the divisional level is an inherent part of the philosophy, he added.

Other changes that reflect the new philosophy include

- Responding to social and environmental concerns by meeting or exceeding regulatory standards and meeting strict internal policies. For instance, water recovery efforts at one facility reduced waste by 99 percent.

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NEW PRODUCT OF THE MONTH



The Micro-Mower from R.L. Parsons & Sons Equipment of West Jefferson, Ohio.

Micro-Mower tackles macro workload

By MARK LESLIE

WEST JEFFERSON, Ohio — It cuts. It mulches. It verticuts. Perhaps the Micro-Mower should be named the macro-mower since it was built to perform duties beyond the call.

"It sets itself apart," says R.L. Parsons & Son Equipment's marketing director, John Parsons. "My boss [Ralph Parsons] spent years designing and engineering this product."

The Micro-Mower MP340P is a three-gang "finish mower" with "high-speed, dynamically balanced, flail cutting heads" that cuts from one-half to four inches high and 13 feet wide.

The heads float so they don't scalp the ground, and the machine verticuts and mulches as it mows. A full-width

roller helps give a precise cutting height, and the cutting heads are individually controlled via key switches so that various combinations can be accomplished.

A high-speed (4,000 RPM versus 1,500 RPM) rotor shaft drives the verticut knives which, Parsons said, spin counterclockwise. Most knives spin clockwise, but the Micro-Mower's counter motion "pulls up the dead turf and mulches it."

He said one pass normally achieves the verticut and mulch operations. Untreated areas might require a second pass for mulching.

Parsons said the unit's light weight (1,150) pounds and low power

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RISE NOTEBOOK

Pre-emption movement adds four more states



U.S. Rep. Robert Smith (left) speaks during April's pesticide symposium, as Alyson Emanuel of BASF looks on. In photo above, Richard Voth of Monsanto talks with Billy McGriff of Senator Connie Mack's office.

Pre-emption legislation has passed in four states and been defeated in three so far in 1993.

Voters in Arkansas, Montana, Nebraska and North Dakota all passed pre-emption statutes, which limit a state's ability to override rulings handed down by the federal Environmental Protection Agency. Voters in Hawaii, Maryland and Wyoming said no.

Thirty-three states now have pre-emption statutes, and 11 more have pending bills.

A bill that would create a federal pre-emption statute is expected to be entered into the House of Representatives shortly. Sponsors will likely be Rep. Robert F. Smith

(R-Ore.) and Rep. Harold L. Volkmer (D-Mo.).

More than 30 U.S. congressional aides and representatives of the federal EPA and the U.S. Department of Agriculture attended a half-day "Specialty Pesticide Federal Symposium," jointly sponsored by RISE (Responsible Industry for a Sound Environment) and the Chemical Producers and Distributors Association.

The presentation, held in Washington, D.C., in late April, aimed to educate audience members about the value and benefits of pesticides used for specialty purposes. The panel of speakers included

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DuPont pulls plug on Tersan 1991, Manzate 200

By HAL PHILLIPS

WILMINGTON, Del. — Add DuPont fungicides Tersan 1991 and Manzate 200 to the growing list of chemicals whose reregistration with EPA cannot be justified by the manufacturer.

When the U.S. Congress ratified the Federal Insecticide, Fungicide and Rodenticide Act in 1988 — mandating that all chemicals registered with the Environmental Protection Agency before 1983 reregister by 1997 — there were 45,000 chemicals on the market.

There are now less than 20,000, according to the EPA's Al Heier.

And this just in: The EPA has asked the registrants of five pesticides for voluntary interim risk-reduction measures that could be put into place in time for the 1994 growing season.

These five pesticides — adicarb (Rhone-Poulenc), azinphos-methyl (Miles, Makhteshim Agan, and Gowan), methamidophos (Valent and Miles), methomyl (DuPont) and mevinphos (Amvac) — are considered by EPA as being of the most immediate concern among 83 pesticides with the agency recently reviewed for their potential to pose acute risks to applicators.

biosys secures marketing pacts with Ciba, SDS Biotech

PALO ALTO, Calif. — biosys, a manufacturer of biological insecticides, has signed a multi-year contract manufacturing agreement with Ciba Corporation under which biosys will produce a variety of strains of Bt. (*Bacillus thuringiensis*), the active ingredient in the Ciba Plan Protection Division's biopesticide product line. The agreement underscores biosys' strategy to leverage its strengths in fermentation and formulation technologies by developing manufacturing relationships with third parties.

Ciba and biosys bring complementary strengths to this partnership," explained John Barnett, vice president of Ciba's Insect Control Business Unit. "Our customers will ultimately benefit through better products."

The agreement grants biosys exclusive rights to product B.t. for Ciba's U.S. needs. International product requirements are also expected to be produced by biosys under this pact.

•••

biosys has also signed agreement with SDS Biotech K.K., granting SDS exclusive rights to market and distribute biosys' nematode-based products to the commercial turf market in Japan.

SDS is a joint venture company of Sandoz Ltd., Switzerland, and Showa Denko K.K., and is a premier pesticide company in Japan.

A registration package has been presented to the Japanese Regulatory Authorities and product sales will begin upon the final Ministry approval.

biosys' products will be distributed by SDS under the brand name BioSafe and are based upon the naturally occurring organisms, beneficial nematodes. These are microscopic worm-like organisms that have the ability to seek out and kill insects in the soil, i.e. armyworms, cutworms, and billbugs without contaminating ground water, and without jeopardy to humans, pets, animals, or

aquatic life.

Because the nematode is deemed to be safe to the environment, biosys products are currently exempt from registration requirements by the U.S. Environmental Protection Agency, as well as in several European countries. biosys currently markets nematode-based products throughout Europe and the U.S. through major distribution partners.

Huston to direct sales & marketing at Hunter

CARLSBAD, Calif. — Charles Huston has been named to the newly-created position of director of sales and marketing at Hunter Industries.

Huston, who has supervised the Hunter sales department since 1983, will now be responsible for all marketing functions, including the development and introduction of new products, and all corporate communications.

As head of the Hunter sales staff, he will con-



Charles Huston

tinue to direct the activities of Hunter sales representatives in 35 countries around the world.

Huston has been active in several industry organizations, having served on the Irrigation Association Board of Directors.

He is also a corporate member of the American Society of Landscape Architects, the California Landscape Contractors Association, and the American Society of Irrigation Consultants.



Ciba, just Ciba

Continued from page 35

- More open communication with employees, customers, shareholders, communities where Ciba has operations, and the news media. For example, in 1992, the company started releasing regular earnings and performance statements.

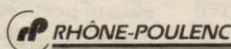
- Greater emphasis on Ciba's contributions to society and education through programs such as "The Chemistry Institute" and "Science Teacher Update Seminars."

The legal name for the U.S. company will remain Ciba-Geigy Corp., with headquarters in Ardsley, N.Y. The parent company, Ciba-Geigy Ltd., is headquartered in Basle, Switzerland.

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