

Rohm & Haas acquires rights to Dimension

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terms were disclosed.

The bid procedure was essentially blind, as suitors lined up and made Monsanto their best offers.

"We had a high level of confidence, but we didn't know we had won until they called and said so," explained Bob Gordon, product manager for Turf & Ornamental at Rohm and Haas. "It's an excellent fit for us. That's why we pursued it so aggressively. We're very excited."

Dimension is currently sold commercially for weed control in turf markets in the United States, Canada, Japan and Australia. Golf course superintendents use it for both post-emergent and pre-emergent control of crabgrass, goosegrass, fox-tail, spurge and oxalis.

Other products involved in the sale include thiazopyr, a new herbicide used for control of weeds in orchards and olive groves in Spain and for tree fruit and forestry uses in South Africa; and thifluzamide, a fungicide in development for use in a number of crops.

"Monsanto's difficult decision to divest itself of this chemistry is based on the desire to focus on products that have technical fits in key agricultural crops such as corn, soybeans and wheat," said Budzynski. "Monsanto will develop these agricultural products aggressively in the turf and ornamental markets, as well as where they have a technical fit."

Gordon explained the acquisition of Dimension is merely one aspect of a strategic purchase.

"We didn't just buy a turf product," he said. "We bought a chemistry which has many other applications."

"We don't compete in the row crop marketplace. We're niche marketers. We go after specialty markets. That's why I believe this is such a good fit for Rohm and Haas."

Ransomes shake-up

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any joint efforts. The staff reduction program has been underway since Dec. 1, Wilson said. Several new people have joined the firm, including Ransomes PLC Chairman of the Board John Clements, former chairman of several large British firms.

Scotts funds S&R internship program

LAWRENCE, Kan. — Students from around the United States will have an opportunity to earn while they learn, thanks to a new program created by a partnership between the O.M. Scott & Sons Co. and the Golf Course Superintendents Association of America (GCSAA) Scholarship & Research (S&R).

The O.M. Scotts Scholarship Program will offer students summer internships with Scotts corporate and field sales staff and on golf courses throughout the country. Students who successfully

complete their internships will then be eligible for special Scotts/GCSAA collegiate scholarship.

To fund the program, Scotts will provide grants totaling more than \$150,000 over the next three years. The gift is the largest ever made to GCSAA S&R by a corporation.

To find out more about the new O.M. Scotts Scholarship Program call GCSAA's development department at 913/841-2240.

Complete details and applications will be available in early spring.



The Cochise Course at Desert Mountain, site of The Tradition.

SCOTTS TO SPONSOR TRADITION

SCOTTSDALE, Ariz. — The Scotts Company has been named the presenting sponsor of The Tradition, one of the four major tournaments on the Senior PGA Tour. The Tradition will be held March 28-April 3, and will be broadcast nationally on ESPN. While it has long supplied product to golf course superintendents, Scotts also sees the dual opportunity to address the home lawn-care market. "We view this as an excellent opportunity to reach millions of consumers during spring buying season," explained Theodore J. Host, Scotts president and CEO.

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Bill Womac
Superintendent
Dunwoody Country Club
Dunwoody, Georgia

"Barricade's extra length of control is an advantage to us in the South, especially with our long, hot growing season. Overall, Barricade has proven to be more cost-effective for us than other preemergence herbicides we've tried. We plan to use more next year."

Steve Carr
Superintendent
Pocasset Golf Club
Pocasset, Massachusetts

"Barricade makes it easy for us to fine tune our control program, as the length of control is determined by the rate used. We've found that one application is all it takes to keep us crabgrass free until the start of cold weather."

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