

## Vigoro Corp. hires away another O.M. Scott executive

CHICAGO — Joseph L. Rocco III has been named vice president of operations for the Consumer and Professional Products Group at The Vigoro Corp., headquartered here.

Rocco, 36, reports to Kenneth Holbrook, Jr., president of the Consumer and Professional Products Group and senior vice president of The Vigoro Corp. Rocco will be based in Winter Haven, Fla., headquarters for the Consumer and Professional Products Group.

Rocco is responsible for managing the eight manufacturing facilities of the Consumer and Professional Products Group located in the U.S. and Canada. Prior to joining Vigoro, Rocco was director, Marysville Manufacturing for The

Scotts Co. of Marysville, Ohio.

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Moving to capitalize on growth opportunities in the seed industry for fertilizer retailers, The Vigoro Corp.'s agribusiness subsidiary has acquired select assets of Madison Seed Co., Inc. of London, Ohio.

Terms of the cash transaction were not disclosed.

Founded in 1968, Madison is a developer, manufacturer and marketer of wide variety of seed products, including grass seed. The privately owned company has annual revenues of \$7 million and 21 full-time employees at several locations in central Ohio.

## Zeneca moving to support 5504

WILMINGTON, Del. — Zeneca Ag Products has submitted a package of information to the U.S. Environmental Protection Agency for the registration of its promising developmental fungicide, coded 5504. The registration package covers product uses on turf and grapes.

Vern Hawkins, fungicides business leader for Zeneca, said the company would submit data for registration on many additional crops in the future. Zeneca anticipates that the fungicide could be commercially available by 1997.

Hawkins said 5504 is a broad-spectrum fungicide from a new class of fungicide chemistry, the strobilurins.

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In related Zeneca news, the firm has announced a \$16 million investment at Zeneca Ag Products' Cold Creek, Ala. site.

The investment will expand the facility to manufacture 2-cyanophenol, an intermediate product for the company's new fungicide, coded 5504. This derives from a totally new class of fungicide chemistry developed by Zeneca.

### RISE NOTEBOOK

## Langley joins RISE; MCS conference set for March 20

WASHINGTON, D.C. — Long-time DowElanco employee Fred Langley has joined the staff at RISE (Responsible Industry for a Sound Environment) as manager, State Government Relations.

Langley has 28 years of experience with DowElanco, most recently as government relations manager for the Eastern region. Previously he served as the firm's national specialty issues manager.

In his new position with RISE, the specialty chemical trade group, Langley will be responsible for tracking state legislative and regulatory issues affecting the industry, keeping members up to date on the status of these issues, developing coalitions with other industry groups, and testifying at relevant hearings.

Langley will work on a consultant basis from his New Hampshire office. He can be reached at 603-430-8907.

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RISE will hold a Multiple Chemical Sensitivity (MCS) symposium in Atlanta for member company representatives on Wednesday, March 20, from 8 a.m. to 1:30 p.m. Program features include presentations on the medical, legal and policy viewpoints of MCS, as well as a panel discussion to answer questions.

For more information on attending the symposium, contact RISE at 202-872-3860.

### YARBOROUGH JOINS TERRA

SIOUX CITY, Iowa — Terra International, Inc. has appointed Bob Yarbrough to the position of northern division professional products manager. He is now responsible for providing marketing direction for Terra's turf and ornamental business. Yarbrough has worked in the industry for 17 years, most recently as vice president, control products group, for Cleveland-based Lesco, Inc.



"We have been using ROOTS™ for a couple of years, and started the 1-2-3 Program in November 1994, spraying every three weeks since then. We have better rooting on our greens during spring transition than I have seen in years past. The 1-2-3 Program may not be entirely responsible for the enhanced rooting, but our overall turf quality has definitely improved since the initiation of this program."

John Walker, Golf Course Superintendent  
Weston Lakes Country Club

1-2-3

roots inc.

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