

AgrEvo awards Nutralene contract to Nu-Gro Corp.

WILMINGTON, Del. — AgrEvo USA Company and The Nu-Gro Corp. of Woodstock, Ontario, Canada, have announced they have signed a letter of intent to transfer AgrEvo's North American controlled-release nitrogen fertilizer business to The Nu-Gro Corp.

Under the new agreement, Nu-Gro will manufacture the products marketed under the brand names Nitroform and Nutralene. These products — formerly manufactured by the Slatersville, R.I.-based Homestead Nitrogen Corp. (see story at right) — enjoy wide distribution throughout North America in the golf

course and other specialty markets because of their exceptionally high quality.

The business transfer to Nu-Gro was expected to be completed by June 1, 1996.

In November of 1995, Nu-Gro acquired Omnicology, Inc. in Gloversville, N.Y., which also produces similar fertilizer products. This upcoming acquisition will establish Nu-Gro as a dominant player in the controlled release nitrogen business in North America.

This fertilizer divestiture affirms AgrEvo's strategy to focus core agricultural plant protection and turf products. For more information, contact AgrEvo's Wayne Surles at 302-892-3075.

New distribution for Homestead

SLATERSVILLE, R.I. — The Homestead Nitrogen Corp., headquartered here, has announced that Stamford, Conn.-based H.J. Baker & Bros., Inc. will serve as sole agent for its bulk controlled-release nitrogen products. Baker, established in 1850, has six domestic branch offices as well as Canadian representation.

Homestead's methylene urea, formerly sold under the trade name Nutralene and marketed by AgrEvo USA, is one of the most widely used nitrogen products on the market. However,

Homestead severed its marketing partnership with AgrEvo, effective May 1.

The Homestead controlled-release nitrogen product will now be sold under the name Meth-X-40. Baker will handle bulk sales while Lebanon Products will distribute the granular and chipped variety. Homestead officials stressed there will be no interruption in the availability of its products or services.

Don Cherry at Baker & Bros., can be reached for additional information at 203-328-9200.

AgrEvo's Maske elected to Musser Foundation board

WILMINGTON, Del. — Don Maske of AgrEvo USA Specialty Products has been elected to the board of directors of the Musser International Turfgrass Foundation. Maske was one of four new members appointed to the board which is composed of nationally respected turf professionals who volunteer their time and effort to promote turfgrass research and education.

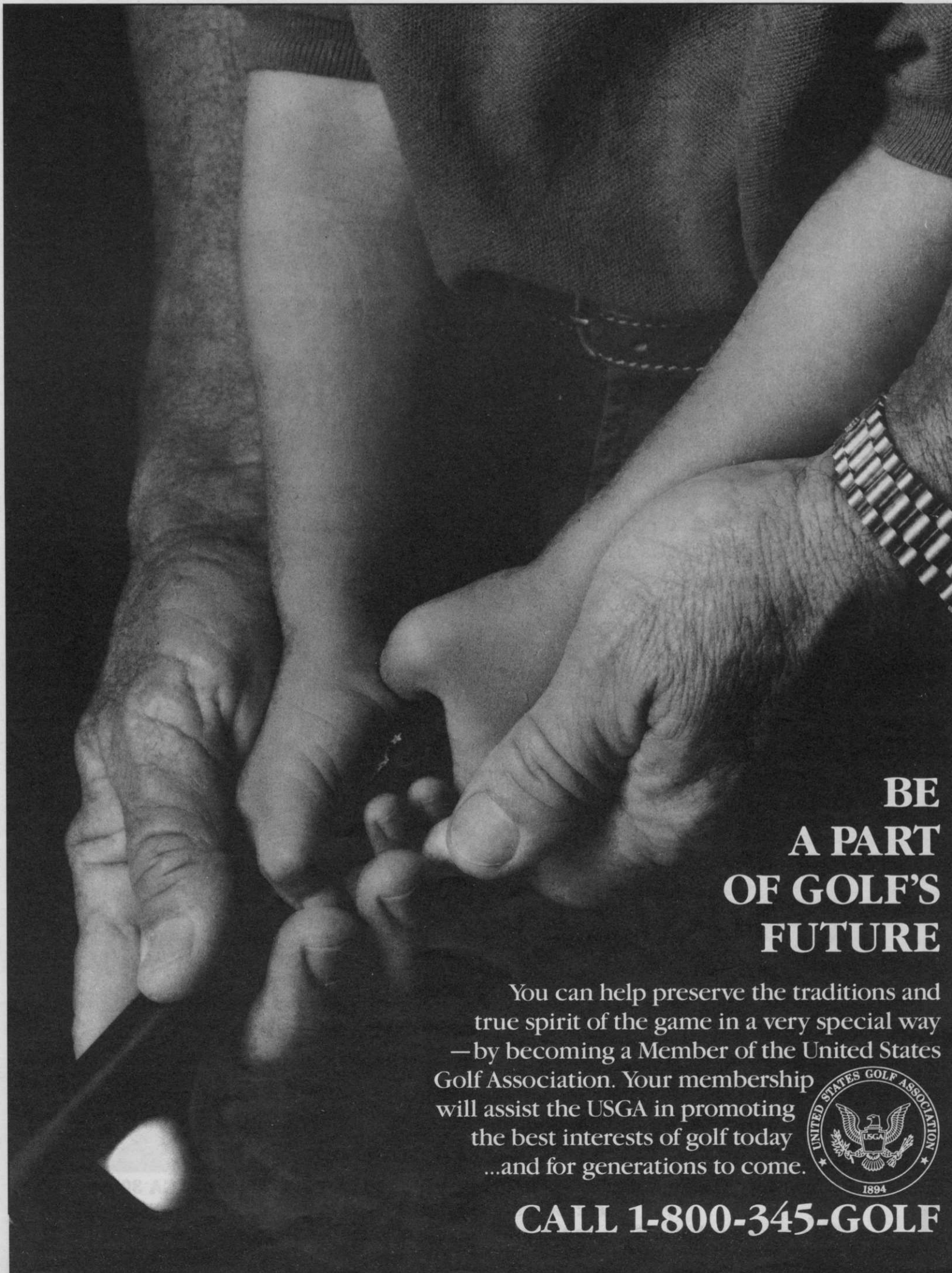
"Don has been involved in the industry for a long time and is well-known," said Frank Dobie, president of the foundation. "He has an extremely high degree of integrity and no matter what he sets his mind to do, he works persistently to accomplish his goal. He will certainly be an asset as a board member."

The Musser International Turf Foundation was established in honor of the late H.B. Musser, a professor at Penn State University, for the purpose of awarding scholarships to turfgrass graduate students. Musser Foundation grants support basic turfgrass research nationwide and help preserve the future of the industry. For more information on the foundation, contact Dobie at 330-239-2458.

JAKE'S NEWSREEL HONORED

RACINE, Wis. — *NewsReel*, a multi-page, full-color newsletter produced by Jacobsen Division of Textron, has won a "Best of Division" Bell Award, presented by the Business Marketing Association (BMA) of Milwaukee. The BMA Bell Awards — named for the engraved brass bell received by the "best of division" winners — is an annual event recognizing excellence in marketing communications. Entries from throughout the state are judged in 25 different divisions including advertising, corporate identification, product literature, direct mail, multi-media and others. Jacobsen's *NewsReel*, which is circulated to 22,000 golf course superintendents worldwide, also received a "Certificate of Merit" in the recent Addy Awards competition in Racine.

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