

Still diversifying, Toro buys Liquid Ag

BLOOMINGTON, Minn. — The Toro Co. has formed a new business organization to foster new product lines and services. Ram Kumar, vice president, new businesses, will lead the new group.

One of the new organization's first actions was the acquisition of two golf course industry firms.

Toro has signed a letter of intent to acquire Liquid Ag Systems, a Florida-based company formed in 1973 by Max Brown, PhD. Liquid Ag provides customized liquid fertilizers to commercial customers, with an emphasis on the golf industry. Liquid Ag and Brown pioneered the development of fertigation, the process of micro applications of liquid fertilizers through existing irrigation systems.

Liquid Ag products will be marketed under Toro's Bio Pro line of diagnostic systems, fertigation

products and agronomic services. Brown will become director of agronomic services for Toro.

Toro has also signed a letter of intent to acquire Integrated Control Systems and Services (ICSS) Inc., an Abilene, Texas-based information technology management firm. ICSS had managed Toro Irrigation's National Support Network (NSN).

Toro has formed a new customer service systems group (CSS) to manage NSN. Cynthia Love, EdD, founder of ICSS, will become director of the CSS group for Toro.



ACQUISITIONS

DowElanco, Mycogen sign pact

INDIANAPOLIS — DowElanco, Mycogen Corp. and The Lubrizol Corp. have signed definitive agreements for transactions through which Mycogen will acquire DowElanco's United AgriSeeds business and DowElanco will take approximately a 46 percent equity stake in Mycogen.

San Diego-based Mycogen agreed to issue about 4.5 million shares of common stock to Indianapolis-based DowElanco in exchange for United AgriSeeds and \$26.4 million in cash. In a

separate transaction, DowElanco agreed to purchase all of the 9.5 million shares of Mycogen common stock owned by Cleveland-based Lubrizol, Mycogen's largest stockholder, for \$126 million. These include 3.4 million newly issued shares resulting from Lubrizol's conversion of its 19.5 percent ownership interest in Mycogen's seed business and \$31.6 million of Mycogen preferred stock. At the completion of those transactions, DowElanco will hold approximately 14 million of the 30.4 million outstanding shares of Mycogen common stock. The agreement allows DowElanco to acquire additional Mycogen common shares.

The transactions are subject to government approvals.

United AgriSeeds and Mycogen Seeds will create an entity that had 1995 seed sales of more than \$100 million. Mycogen consolidated sales of 10 regional brands and sold all of its seed products under the Mycogen brand for the first time in 1995. United AgriSeeds markets its products under the Lynks and Keltgen brands.

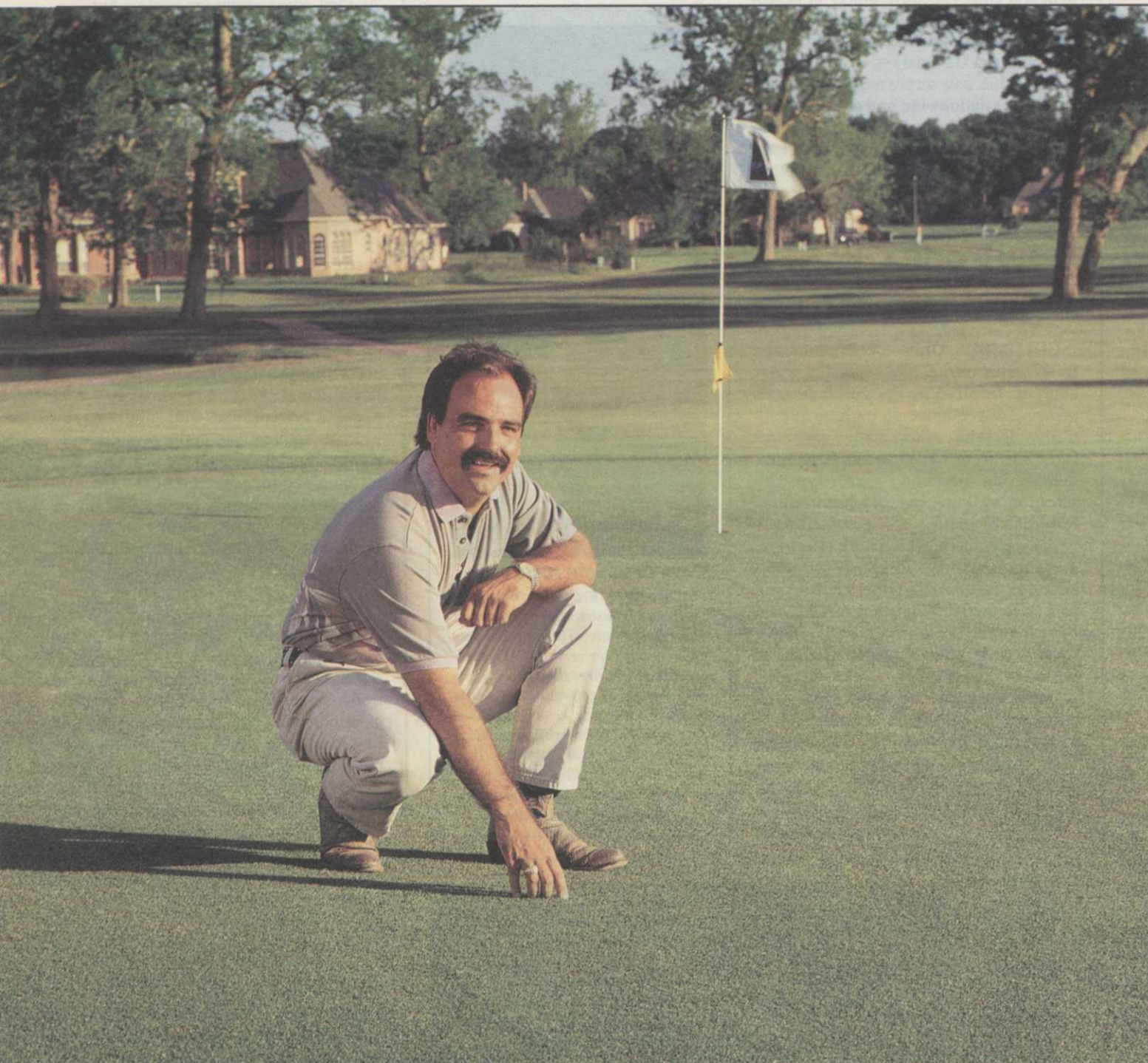
Flowtronex/Amiad

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dents, contractors and consultants started seeking our advice and encouraging us to assume a more proactive role. They specifically sought our assistance in specifying, installing, and servicing filters, as well as offering personnel training for on-going maintenance. Their inquiries brought us directly to our new agreement with Amiad."

The service commitment encompasses all operational aspects. First, Amiad will provide extensive filtration application training to all Flowtronex PSI sales and engineering personnel. Second, to meet field service requirements, Amiad will conduct service classes for Flowtronex's 100-plus FlowNet service network. As part of their annual FlowNet certification requirement, these technicians will be thoroughly schooled on all significant aspects of Amiad filtration products over the next year — making partners Amiad and Flowtronex PSI the only filter suppliers in the industry with a nationwide service chain providing local filter service capabilities.

And, according to Brockway, customer choice will be protected by the flexibility inherent in the agreement. "Any other pump manufacturer can utilize Amiad filters on their equipment," explained Brockway. "Likewise, Flowtronex PSI can put other filters on our pump stations. The difference to customers arises when both our equipment and Amiad filters are utilized in tandem, as we can then provide greater service both before and after the system hits the filed."



"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.

A Division of LISA Products Corporation
3120 Weatherford Road, Independence MO