

## Toro announces strong third - quarter earnings

BLOOMINGTON, Minn. — The Toro Company reported a strong third quarter ended July 30, due to growth in its professional businesses and improved results from last year's profit improvement initiatives.

Net sales for the quarter were \$325.3 million compared to \$291.0 million for the third quarter last year, an increase of 11.8 percent. Year-to-date net sales were \$1.01 billion compared to

\$880.7 million for the same period last year, an increase of 14.6 percent.

"We are realizing the benefits of our profit-improvement program and our intensified focus on asset management. Moreover, our improved performance also allows us to pursue a greater number of strategic investments for a stronger future earnings capability," said Kendrick B. Melrose, chairman and CEO of Toro.

## Scotts/Landmark

Continued from page 39

identity.

"We asked ourselves: 'Can we continue to do business the same way?' Probably, we could have kept things the same and continued to grow incrementally every year," said Horman. "But we work in times where small growth is not good enough. We had to change and go in a differ-

ent direction."

Scotts and Landmark have pulled together an experienced sales team, with the addition of Don Woodall from Burlingham Seeds/ABT and Ray Brubakken and Orlin Reinhold, who all have established relationships with distributors. So far, Scotts has 20 distributors across the country. Distributors will now send orders through Landmark, which will ship the seed throughout the country and handle the billing and accounting.

According to Horman, the new operation will be smoother, eliminating many of the headaches that plagued his territory managers and distribution system in the past.

"What we did in the past was store seed at seven different locations around the country," said Horman. "But we would put things in the wrong warehouse and have delivery or back-order problems. This agreement helps us get away from that. There will now be a distributor in the area that has the seed that the customers need."

Landmark's expertise in handling complex distribution systems will allow Scotts to improve delivery timeliness, offer more services to its customers and better serve regional demands.

"With regional distributors, we will have a better idea of what the customer wants. If there is a greater demand for a product in Michigan, we can do that now. We can gear up and meet demands in a specific state or region very well," said Horman.

The company's 30 territory managers will continue to promote Scotts seed as before, but they will be promoting the regional distributor and the services they offer. "It allows them to push seed, but not have to deal with getting it there," said Horman.

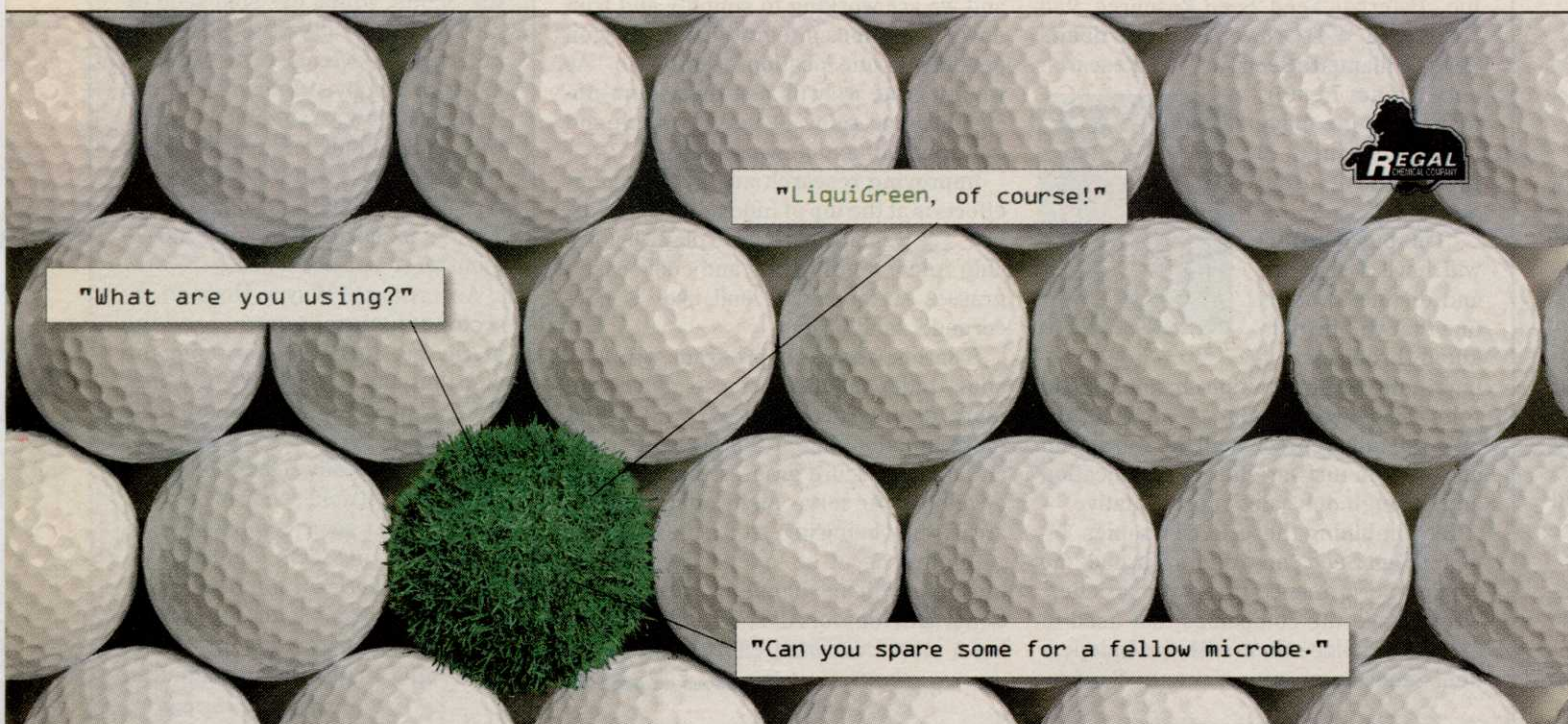
## Independent

Continued from page 39

global marketplaces," said Zajac. "With more proprietary and common varieties at our disposal, we will have a more defined international program."

Independent Seeds will be involved in contract production and production licensing agreements internationally as well as research and development internationally at existing facilities in Europe, South America, Asia and Eastern Europe.

Zajac is still working to integrate the 13 companies, a process that began in July. "We are now in a difficult period of trying to cope with the late harvest and make some of these changes," said Zajac. "It will take the majority of the fall to get going smoothly, but we will be in tune by spring."



## IT GOES FARTHER, LASTS LONGER & IT'S MORE ACCURATE THAN ANY YOU'VE TRIED BEFORE.

Ask the microbes in your soil,

they'll tell you. LiquiGreen™

is a slow release, non-burning

organic source of nitrogen that is safer

to use and delivers more consistent results.



release formula keeps a consistent

level of nitrogen in the soil, longer.

More available nitrogen in the soil

creates thicker and healthier turf.

Healthier plants stand up better in high traffic areas —

like tee boxes, greens and fairway landing areas. Plus,

LiquiGreen has a salt index that's 8-9 times less than

other nitrogen sources; you could virtually triple the

rate without burning! It also stays put. There's very

little leaching with LiquiGreen; no nitrates will be

showing up in the water table.

The end result? LiquiGreen helps you grow consis-

tently, healthier plants that benefits your course as well

Apply LiquiGreen and immediately, billions of

microbes in the soil begin to convert LiquiGreen

to available nitrogen. The slow

**LIQUI GREEN**

800.621.5208

as the environment! Ask any microbe....

THE MICROBE FERTILIZER FOR HEALTHIER PLANTS.