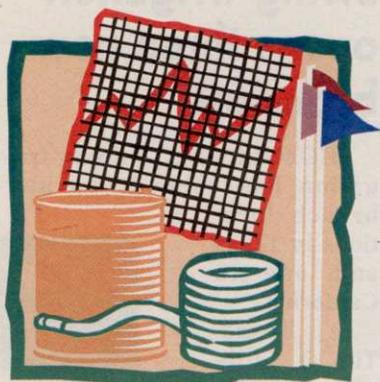


BRIEFS



WHITACRE JOINS SIMPLOT

POSTFALLS, Idaho — Bill Whitacre has been named president of Simplot Turf and Horticulture succeeding Doyle Jackson, who retired May 5. Whitacre will be responsible for business operations and financial matters. Before joining Simplot Whitacre served 24 years with Research Seeds, a St. Joseph, Mo., firm engaged in the development, production and marketing of proprietary forage and turf seed.



Bill Whitacre

TORO NAMES DANIELSON

BLOOMINGTON, Minn. — The Toro Co. has named Paul Danielson finance marketing manager for the Commercial Division where he will oversee the development and execution of all strategic and finance programs for golf and grounds customers and Toro distributors. He comes to Toro from New Holland Credit Co., where he was responsible for finance programs for more than 600 agricultural and industrial dealerships.

PTI reshuffles management deck

Higgins to focus on PTI Tour, product development

By ANDREW OVERBECK

SYLACAUGA, Ala. — In order to concentrate efforts on expanding Purcell Technologies' (PTI) ambitious PTI Tour training program, marketing director Jeff Higgins has taken the new post of director of market development. John Johnson, formerly vice president of sales for Scotts Professional Business Group, has taken over as the new marketing manager for the company.



Jeff Higgins

"Our marketing strategy is centered around the PTI Tour and I was spending the majority of my time doing it," said Higgins. "So we decided to create a new position and I have moved in to coordinate all of the tour activities and the development of new products. John has come in to take over the traditional marketing functions."



John Johnson

Johnson is excited to take the marketing reigns for PTI.

"The goal is to build POLYON to the number one brand in the U.S.," said Johnson. "All the other fertilizer companies are fighting for a share of the methylene urea market. By taking a coating technology and making it economically feasible, Purcell has carved out a niche market with POLYON."

PTI TOUR

Making customers aware of the POLYON technology is the purpose of the PTI Tour said Higgins.

"The hurdle we have for growing our business is that Polyon is so technical and we are perceived as being expensive," he said.

"The tour clears up confusion through education and takes them through

Continued on next page

BASF to amend Curalan use on sod, not golf

RESEARCH TRIANGLE PARK, N.C. — Following the tolerance reassessment of vinclozolin by the Environmental Protection Agency (EPA) under the Food Quality Protection Act, BASF Agricultural Products has announced that it will amend the listing of vinclozolin uses supported by U.S. labeling. Vinclozolin is the active ingredient in Curalan and Ronilan fungicides.

However, according to a BASF official, the label amendments will not effect the golf course use of Curalan, a broad-spectrum fungicide used on dollar spot and brown patch.

"There will be no change on use patterns on golf courses," said Jerry Minore,

market manager, fungicides, at BASF. "It will effect other uses on sod farms and food crops but that is about it."

According to Minore, in its two-year reassessment of vinclozolin, the EPA was primarily concerned about dietary exposure and risks to children.

"Since sod is used on home lawns, they decided to restrict sod use," he said. "But there is no major shift for golf."

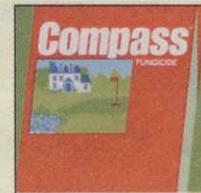
This year there will be an imposition of a 24-day pre-transplant interval for turf sod, and further refinement of turf and ornamental labeling will be released later this year.

— Andrew Overbeck

Novartis to divest FLINT, Compass

By ANDREW OVERBECK

BASEL, Switzerland — The merger between Novartis' crop protection and seeds division and AstraZeneca's agrochemicals business is pressing forward as both companies have been forced by U.S. and European regulatory agencies to divest certain product lines. While AstraZeneca plans to divest its worldwide acetochlor corn herbicide, Novartis' divestment will directly impact golf course superintendents.



As a preliminary step in its planned merger to create Syngenta, Novartis Agribusiness has put its worldwide FLINT business up for sale. The decision was based on Federal Trade Commission (FTC) concerns that the combined companies would have a monopoly on the market for strobilurin fungicides.

FLINT, which is also known as Compass, has been commercially available in Switzerland, South Africa, Norway and the United States since 1999 and entered the market in Great Britain, Germany and Belgium earlier this year. FLINT is a second-generation strobilurin with broad spectrum control and is used widely in the golf, lawn, landscape and ornamental markets.

"At the moment there are only two or three strobilurin products on the market," said Novartis spokesman

Continued on page 25

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The first John Deere Gator rolls off the line in Virginia.

Virginia facility produces first Gator

WILLIAMSBURG, Va. — The John Deere Worldwide Commercial and Consumer Equipment Division recently celebrated the production of the first Gator utility vehicle at the company's newest facility here. John Deere built the \$30 million complex in response to the overwhelming success of its utility vehicle line. The 300,000-square-foot facility houses all Utility Vehicle Group operations — from engi-

neering, design and manufacturing to sales, marketing and distribution.

"Since the first Gator was designed in 1992, we have seen an explosion in the demand for these utility vehicles," said David Larson, general manager of the new facility. "This facility, dedicated to the Gator line, was a necessity."

When fully operational, the facility will employ approximately 300 people.

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Dow, Carbide merger will not affect turf market

INDIANAPOLIS — The proposed merger between Dow Chemical and Union Carbide that is expected to close in the third quarter will not affect Dow's AgroSciences arm according to a company spokesperson.

"I don't think it will have a major impact," said Sue Breach, global media relations manager. "The whole point of the merger is to enhance the existing applications that we have."

The deal, which was announced last August, is intended to broaden Dow's geography and its product portfolio, said Breach.

— Staff report

Ewing Irrigation opens three new branches

PHOENIX, Ariz. — Ewing Irrigation has opened two new branch locations in Texas and one in California.

In Texas, Tim O. Little will manage the company's Abilene branch and Billy Penton will manage the Amarillo branch. Ewing now has 14 locations in Texas. Billy Penton will manage the new Chico, Calif., branch.



Higgins to focus on products, PTI Tour

Continued from page 23

the economics of the product."

Since the PTI Tour was launched in February, the company has brought in nearly 200 superintendents to learn about PTI's POLYON fertilizer line.

"We have brought in roughly half non-users and half users to tell them about the product and we have an open forum to get feedback," said Higgins.

Higgins hopes to take that feedback right to the bank. PTI is tracking sales history of the superintendents that it has brought in 12 months prior to, and after their visits. So far the improvements in sales numbers have been significant said Higgins.

NEW PRODUCTS

Higgins is also working to bring POLYON technology to the pesticide and insecticide markets.

PTI, in conjunction with Memphis, Tenn.-based TopPro Specialties, is work-

ing on a business plan for a polymer-coated acephate (Orthene) product.

"The Environmental Protection Agency (EPA) is concerned with chronic exposure. So if we polymer coat acephate and make a granular out of it, then the polymer takes away any exposure to the chemical," said Higgins.

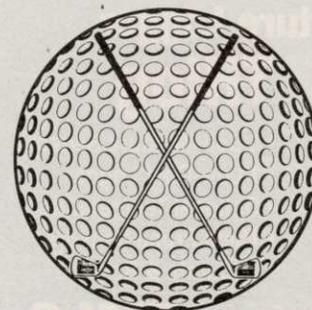
Initial studies show that the polymer-coated acephate product offers longer control, better activity and is odor-free. The product is also provides 17 percent nitrogen.

"We are in conversations right now with the EPA and since 90 percent of the active ingredients are registered we are going for a formulator exempt registration," said Higgins, who expects to have the product approved and ready by early 2001.

PTI is also talking with Bayer, Zeneca and Valent about the possible polymer applications with their individual product lines.

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