

GOLF COURSE MARKETPLACE

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Jean Andrews, 207-925-1099

SEPTEMBER

12 — *Clemson University Turfgrass Research and Education Field Day.* Contact 864-656-2565

12-13 — *University of California, Riverside's Annual Turfgrass and Landscape Research Conferences and Field Day.* Contact 909-787-3575

NOVEMBER

14-16 — *The New York State Turfgrass Association's New York Turf and Grounds Exposition in Syracuse.* Contact 800-873-8873.

14-16 — *Penn State Golf Turf Conference.* Contact 814-863-3475.

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Simplot additions


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hold on to that," said Whitacre. "In Phoenix integration is beginning already. And in Kentucky, we are all around it, so that will be one that we will be developing consolidation plans for."

On the turfgrass side, Simplot T&H has picked up hot-selling L-93 creeping bentgrass, Southshore creeping bentgrass, Jamestown II chewing fescue, and Jaguar 3 turf-type tall fescue. The company now has all the distribution facilities, growing contracts, germ plasm and related genetic research for these turfgrass varieties.

These new assets are already being integrated, said Whitacre. "We were very strategic with the assets that we purchased. They are complimentary to our existing varieties," he said. "We were putting business plans together around these varieties 90 days ago."

According to Whitacre, these varieties will be available through independent seed companies and distributors as well as through Simplot Partners. "We will hit the market in a number of different channels," he said. "There are some market niches where we'll need more than one point of access." ■



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