

Bayer's sales top \$10 billion

PITTSBURGH — Bayer Corporation's sales climbed 13.6 percent in 2000, topping the \$10 billion mark for the first time. The growth is a result of the successful integration of recent acquisitions and the added capacity and efficiencies Bayer is realizing through its 10-year capital investment initiative. Among last year's acquisitions was Bayer's purchase of Compass, a strobilurin turfgrass fungicide, from Syngenta.

"Our cost savings efforts and our capital investment program paid strong dividends in 2000, helping us increase sales and remain profitable despite rising energy and raw materials costs," said Helge H. Wehmeier, president and CEO. "Bayer is also harnessing e-commerce to lower its procurement costs, streamline order processing and customer service and better manage customer relationships."

Bayer's share of the agrochemicals market is around \$2.3 billion making it the sixth-largest player in the industry.

— Staff reports

Howard Fertilizer develops alternative mole cricket control

ORLANDO, Fla. — Howard Fertilizer, one of the Southeast's largest manufacturers of custom-blended fertilizers, has developed Turf Pride Delta GC Plus Fertilizer as an alternative insecticide for controlling mole crickets.

Turf Pride Delta GC Plus Fertilizer is a combination fertilizer with insecticide for golf courses and

sod farms. Unlike other mole cricket treatments, it's an environmentally safe alternative. Created by Aventis Environmental Science, Delta GC is a pyrethroid, a synthetic version of pyrethrum. Pyrethrum is a naturally occurring insecticide produced by chrysanthemum plants. Not only is it effective in controlling mole crickets,

it also controls numerous other insects, such as sod webworms, ants and chinch bugs.

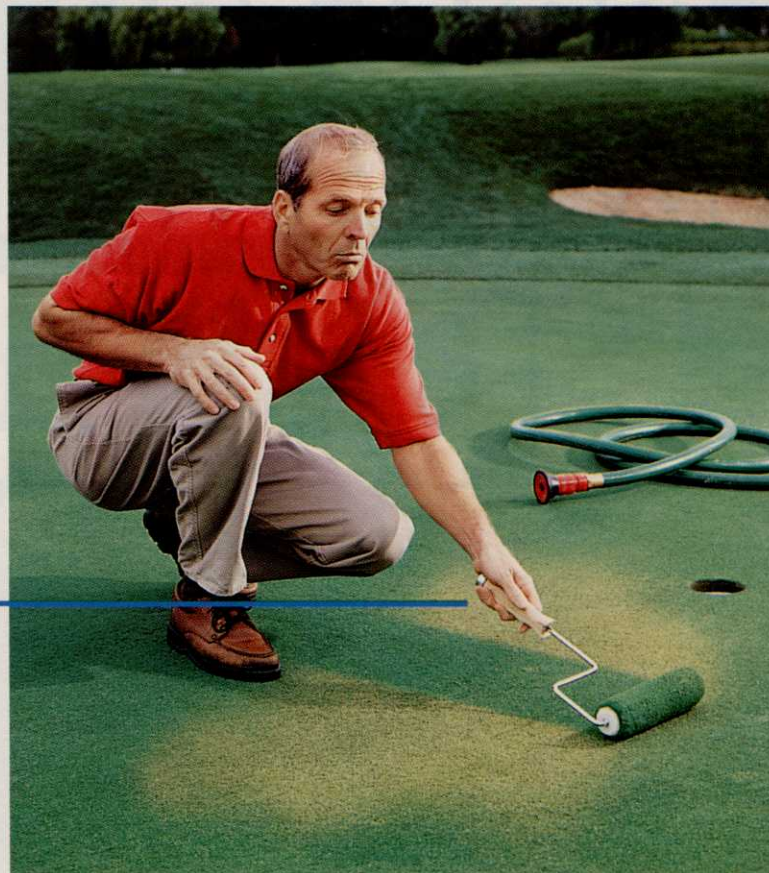
The product is less expensive than other treatments, works effectively in low doses and does not smell or stain. Its irregularly shaped granules dissolve quickly, leaving almost no particles to be picked up by birds

and other species.

"Howard Fertilizer wanted to offer an insecticide and fertilizer that helps golf courses control mole crickets and be more environmentally safe," said James Brown, president of Howard Fertilizer. "We also wanted to offer a treatment to golf courses that could save them time and money."

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Neo-Tec

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with traditional nematode controls it will reduce the possibility that nematodes become resistant to traditional nematicides."

Timing is also critical when applying Neo-Tec.

"Plants are most vulnerable when they undergo periods of rapid growth," said Little. "For example, it should be applied before grass comes out of dormancy, before fertilizing with a phosphorous fertilizer or before aerating. Depending upon cultural practices, it should be applied every eight weeks."

PRODUCT DEVELOPMENT

Neo-Tec was developed from a biostimulant that was sold into agricultural markets in South and Central America. The plant extracts were used to build up soil structure because they cause cell division in certain beneficial bacteria in the soil, increasing the plant's ability to absorb nutrients from the root zone.

"We found that the extracts also had an effect on nematodes and that if we added a fatty acid as a surfactant it would act as a nematode-control product," said Little.

Since this is the first time the product has been used in the United States, Parkway is continuing to do turf research with the product. "We are building the research right now," Little said. "But we are treating nematodes, not plants, so we are confident that it will work just as well on turf as it does on bananas." ■