

# TOP 10

COMPANIES THAT DO AN EFFECTIVE JOB  
MARKETING AND ADVERTISING TO THE INDUSTRY.

- 1 **Toro**
- 2 Syngenta
- 3 Bayer
- 4 Par Aide
- 5 Standard Golf
- 6 John Deere Golf
- 7 BASF
- 8 Rain Bird Golf
- 9 Andersons Golf
- 10 Turfco

Which ONE chemical company does the best job of serving your specific agronomic needs?

RANK	COMPANY
1	<b>Syngenta</b>
2	Bayer
3	Agrium
4	Andersons Golf
5	BASF
6	Quali-Pro
7	PBI Gordon
8	Sipcam/Advan
9	Phoenix
10	Lebanon Turf

Which ONE chemical company best supports your professional and management needs?

RANK	COMPANY
1	<b>Syngenta</b>
2	Bayer
3	Andersons Golf
4	Agrium
5	BASF
6	Quali-Pro
7	PBI Gordon
8	Phoenix
9	DuPont
10	Sipcam/Advan

Which ONE chemical company offers the best combination of value and products?

RANK	COMPANY
1	<b>Syngenta</b>
2	Quali-Pro
3	Bayer
4	BASF
5	Agrium
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## Syngenta responds...



Reasons

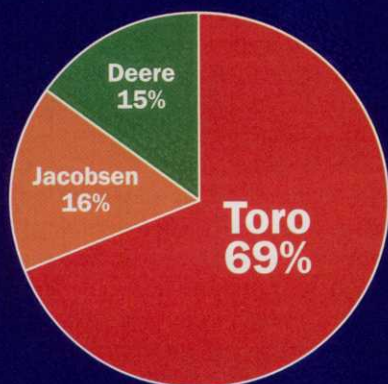
**P**roviding our customers with the highest quality of service and products has been our No. 1 goal for decades. We remain a global leader in the manufacturing of quality plant protection products for the golf industry with a never-ending commitment to our customers and to the innovations they desire. The widespread acknowledgement by survey respondents to that fact further validates our belief that our efforts to deliver the best overall value and reliability to superintendents help retain our industry leading position.

Our commitment to our customers goes far deeper than the integrated product solutions we provide. Syngenta product purchases give superintendents access to agronomic technical support that is "second-to-none,"

as mentioned in the survey. Syngenta also strives to understand the superintendents' non-agronomic needs. As such, we partnered with the Wake Forest University School of Business in 2009 to develop the Syngenta Business Institute – an intensive, two-day educational event designed for and by superintendents. We are energized by the results in this survey and will continue working to maintain the trust and confidence of our superintendent customers. Syngenta will continue to listen to the needs of our customers and dedicate the necessary resources to provide innovative solutions today and into the future.

— Scott Reasons, Head, Syngenta Turf & Landscape North America

Which ONE major mowing equipment company produces the best quality cutting products for your needs?



## Toro responds...

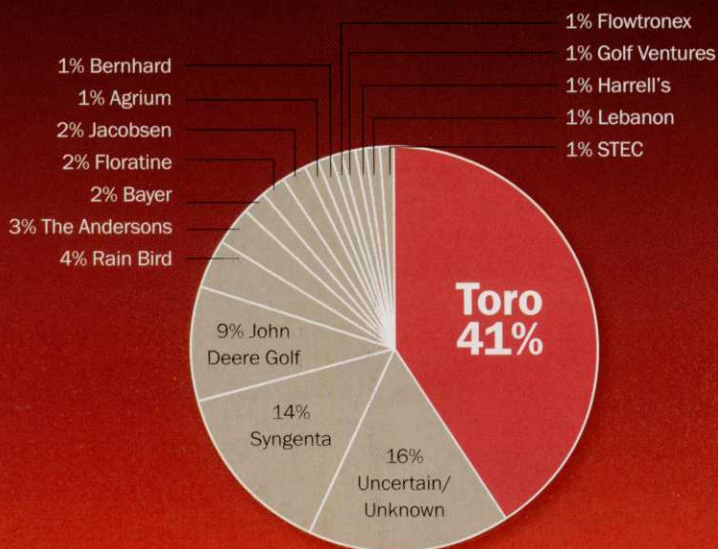
**T**oro and our distributor partners worldwide consider it a privilege to serve and support the golf industry. We are both honored and humbled to be recognized by our customers as an admired and trusted company. While this trust is earned over time, the company's ongoing approach to doing business and serving customers is best summed up by one of its key people values that simply states: Do what we say we will do. We try to make this mentality transcend everything we do – from product development and quality to customer service and our relationships. These survey results validate one of the core values of our company; that is the deep respect we have for customer relationships. Recognized as a leader in the industry, Toro continues its commitment to investing in customer relationships, differentiated products, channel development and the ongoing health of the golf industry.



Redetzke

— Darren Redetzke, vice president,  
Toro Commercial Business

Which ONE industry company would you love to work for if you could and why?



## TOP COMPANY TO WORK FOR

**S**o why would so many golf course superintendents, if they had the chance to give up turf, would work for Toro? Here is a sampling of some of the typical answers they gave...

- Toro is a professional company with a product to be proud of one they stand behind.
- It's a very diverse company that makes quality products, is very active in the industry, big market that includes residential and lawn care
- Work for the best
- Good products sell themselves.
- I'd like to help innovate new equipment products for the best use on golf courses.
- Toro. Seems that it would be fun and rewarding to sell a product that you have a ton of experience with and has quality to back it up.
- Toro...I am a second generation golf course superintendent and in 90 percent of my career I have used Toro irrigation and equipment. I believe in Toro and as I tell my Toro reps, "I bleed Toro Red." They have treated me and my clubs the best of any company in the industry.

But what was also intriguing was that "Uncertain/Unknown was the runner up to Toro. Here's what some superintendents had to say to those responses...

- I couldn't sell if I tried.
- I love what I do as a golf course superintendent, if I had to do something else it would have to be something that improved the environment.
- I prefer to remain a superintendent and not work on that side of the industry.
- I would never want to change to the "other side."
- None (of those companies) are golf courses, so I will stay put, but if had to work for one, which ever paid the most!
- None of them - I fully expect to retire as a golf course superintendent.
- None... but I would like to own Toro.
- I'll pass.
- I really don't know ?!
- Sorry, I am not a good sales person, so it would be best if I stayed at the user end.

Maybe for some superintendents the grass isn't greener on the other side? GCI