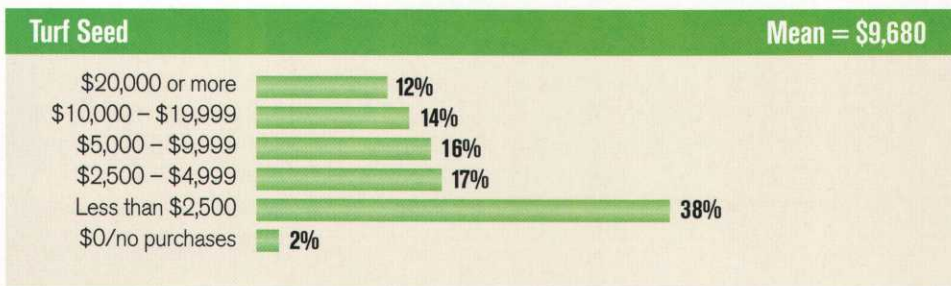




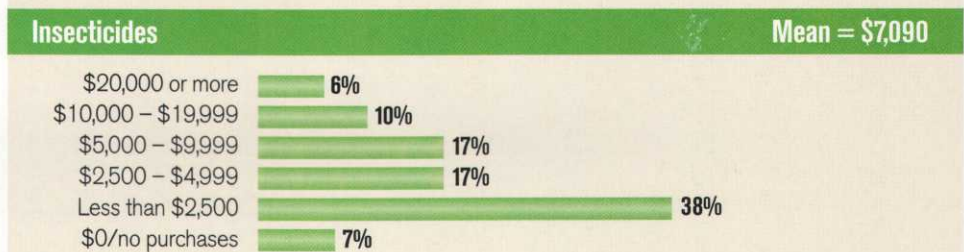
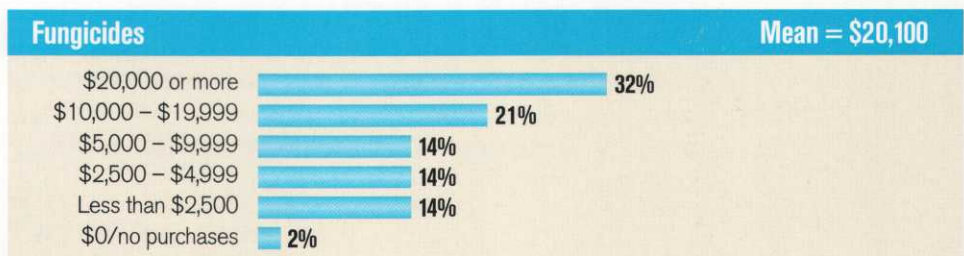
What You Spent

Here's what superintendents purchased and for how much from May 2000 through May 2001:



Seed is a no brainer. The average course spends nearly \$10,000 per year on it. Spending was highest at Eastern private clubs. Surprisingly, nearly two-thirds of respondents said they overseeded last year.

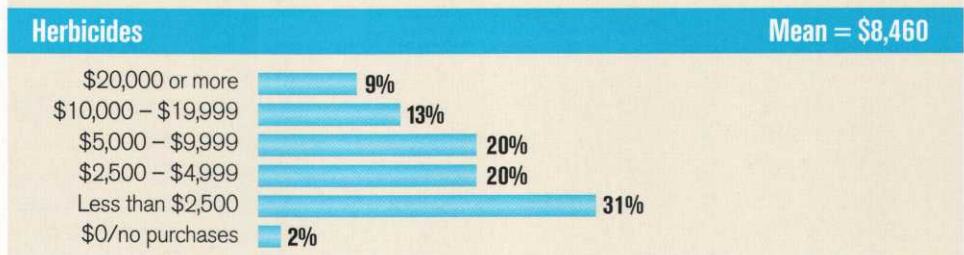
Pesticides amounted to more than \$35,000 of the roughly \$280,000 the average course spends on non-labor items. Several pesticide manufacturers we shared these numbers with thought the fungicide figure was a bit high. So a few of you who made repeated disease-control applications last year may have skewed the average up.

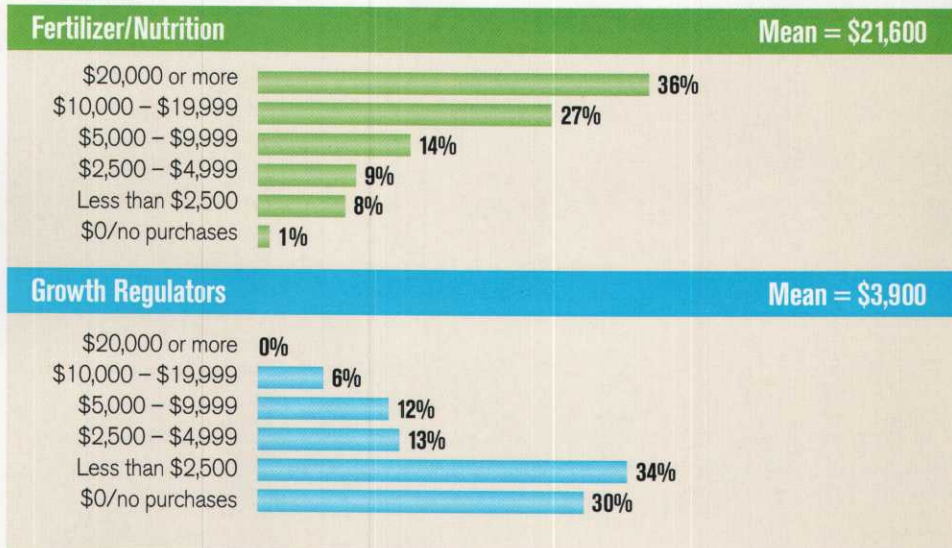


Editor's note:

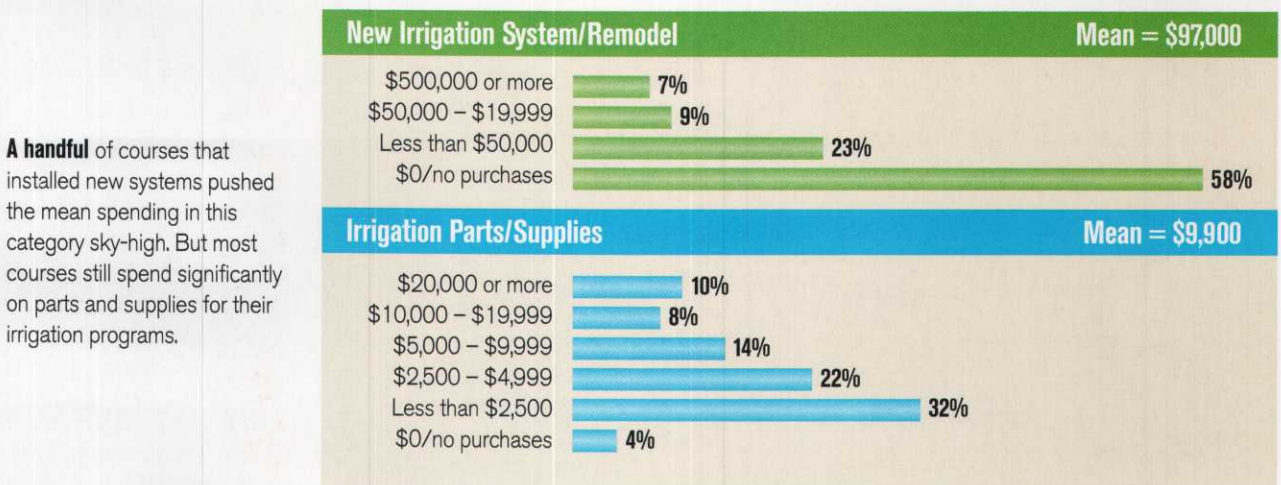
This data was collected from surveys completed by about 269 superintendents last spring. Margin for error is 5.9 percent at 95-percent confidence level.

Source: Readex/Golfdom, 2001

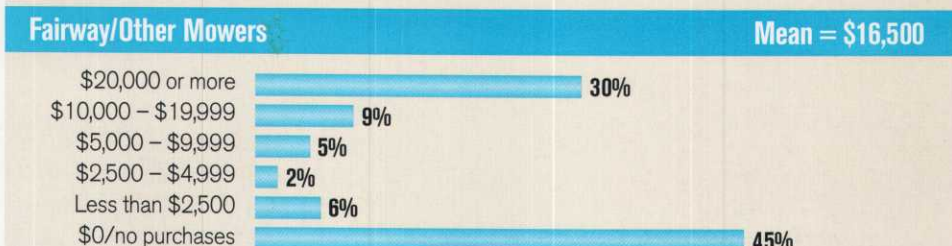
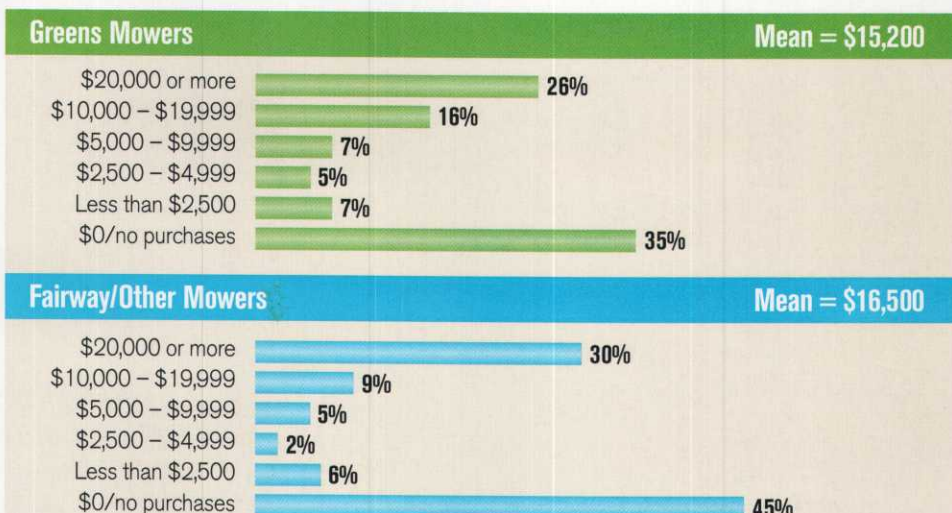
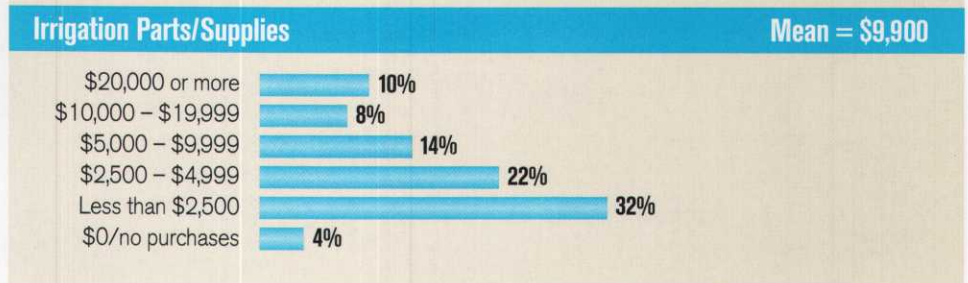
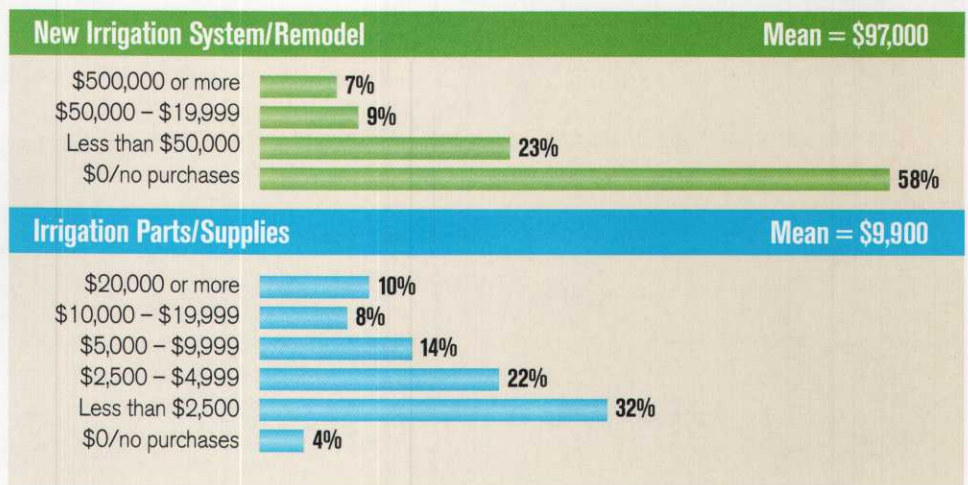




Fertilizer and other plant-nutrition sources remain one of the largest line items on any golf course maintenance budget. Growth regulators are a growing part of the market, but most courses still aren't investing heavily in them.



A handful of courses that installed new systems pushed the mean spending in this category sky-high. But most courses still spend significantly on parts and supplies for their irrigation programs.



Iron accounts for more than \$36,000 annually in that mythical average budget. Between one-third and one-half of courses don't buy any new mowing/cultivation equipment in a given year — but the ones who do tend to spend plenty.

