

# Off The Fringe

NEWS WITH A HOOK

## Business briefs

### Associations plan to launch initiative

Seven industry associations are planning to launch the Turfgrass Research Initiative to help increase funding for turfgrass research from the United States Department of Agriculture-Agricultural Research Service (USDA-ARS).

Tom Kimmell, executive director of The Irrigation Association (IA), said the associations plan to ask them to fund \$32.4 million for next year.

"Right now, the government only provides .0005 percent of their total research monies on turfgrass," Kimmell said. "We could take up a collection in this room and reach the amount they currently give us. Given our contribution to the overall economy, that's ridiculous."

Kimmell says there are 50 million acres of turfgrass in the country that is valued at \$40 billion, which is more than the value of other agricultural commodities corn, hay and wheat combined. Those three other commodities receive far more USDA-ARS funding, he adds.

The USDA-ARS will use a combination of turfgrass universities and its own network of research stations.

The associations working on the initiative include the IA, the GCSAA, the National Turfgrass Federation, the Professional Lawn Care Association of America, the Sports Turf Managers Association, Turfgrass Producers International and the USGA.

### Lebanon purchases technology

Lebanon Turf said it has acquired a patented slow-release fertilizer technology. The new products — marketed under the brand names MESA and EXPO — are designed to extend the benefits of ammonium and

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## Generics or Bust

BRIGGS: IF YOU DON'T MARKET  
POST-PATENT CHEMISTRIES,  
I DON'T KNOW HOW YOU'LL  
STAY IN BUSINESS

By Larry Aylward, Editor

**S**teve Briggs, the new director of BASF's Specialty Products Department, predicts that 90 percent of chemistries in the pesticide arena will be comprised of post-patent products or branded products past their patent expiration dates by 2006. That said, Briggs expects basic manufacturers to grasp generic products as part of their product lines. Briggs says they could be out of business if they don't.

Briggs, who oversees BASF's Professional Turf & Ornamental, Vegetation Management/Forestry, and Professional Pest Control groups, is overseeing the Specialty Products Department's expansion into the post-patent segment. Briggs, no stranger to that arena, is the former vice president of TopPro Specialties, where he directed generic product responsibilities. TopPro was a unit of the Micro Flo Co., a wholly owned subsidiary of BASF.

In June, the BASF Professional

Turf & Ornamental group finalized integration of TopPro into its existing professional turf business. BASF had been examining the strategic role that each TopPro product might add to the BASF Professional Turf portfolio since plans for the integration were first announced late last year.

As a result of the planning, the products included in the integration are Curalan fungicide, Iprodione Pro fungicide, Propiconazole Pro fungicide, Basagran herbicide, Amdro Pro fire ant bait, Permethrin Pro turf insecticide and Bifenthrin Pro insecticide.

"If you don't have a generic strategy in your long-term thinking, you'll be behind the game," Briggs said. "The whole agriculture industry is going to have to quickly adapt to the presence of post-patent chemistries. If you're not thinking about marketing post-patent chemistries in 2005-2006, I don't know

how you'll stay in business."

Briggs said BASF's Specialty Products Department will focus on customer solutions. "What a great opportunity our customers will have in choosing a portfolio of products that can solve their solutions," he said.

Even though it will offer post-patent products, BASF will continue to research and develop new products. The company plans to introduce Emerald fungicide this summer, pending EPA approval.



Steve Briggs