

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

OUCH!

Gas prices have soared the past few months. We asked superintendents: How has the price increase in gas affected your maintenance operation?

Big time. My maintenance budget is in flux **7%**

It's hurting us. We've had to cut back in other areas **18%**

Somewhat, but we're getting by **55%**

Not at all. The price can rise to \$3 a gallon for all I care. **20%**

Based on 137 responses

Golfdom

DAN BEEDY

Ready for Roundup Ready

Specialty Products Consultants LLC of Mendham, N.J., recently completed a market research study of the professional turf and ornamental pesticide market in the United States. More than 1,000 superintendents, lawn care operators and ornamental plant producers were surveyed for the report, which revealed the following about The Scotts Co.'s Roundup Ready Creeping Bentgrass:

- Nationwide, four of five superintendents were aware of new technologies like transgenic turfgrass (such as Roundup Ready Creeping Bentgrass).
- In regions with cool-season turfgrass, about half of the superintendents interviewed said they were "somewhat likely" to "highly likely" to convert their course to this type of turfgrass.
- Based on the adoption rate assessed in this survey and the acreage superintendents said they would convert, it is estimated that the potential value of Roundup Ready Creeping Bentgrass could exceed \$1.5 billion.

Editor's note: Roundup Ready Creeping Bentgrass is pending approval by the U. S. Department of Agriculture.

Golf Rounds Played

The percentages below represent the difference in number of rounds played in the month of March 2004 compared to the number of rounds played during March 2003.

REGION	MARCH	Y.T.D.
New England ME, VT, NH, MA, RI, CT	34.1%	50.8%
Middle Atlantic NY, PA, NJ	9.7%	16.2%
East North Central MI, OH, IN, IL, WI	6.6%	10%
West North Central ND, MN, SD, NE, KS, IA, MO	-8.6%	-8.5%
South Atlantic WV, DE, MD, VA, NC, SC, GA	11.3%	7.3%
Florida	9.2%	5.6%
East South Central KY, TN, AL, MS	.7%	5.3%
West South Central OK, AR, LA	-.7%	2.7%
Texas	-1.4%	3.5%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	8.4%	2.7%
Pacific WA, OR, AK, HI	5.1%	-1.3%
California	.4%	-2.9%
TOTAL UNITED STATES	6.5%	4%

GOLF DATATECH

Watch Out for the Sizzling Sun

That summer sun feels good, doesn't it? But remember: No matter where you tend turf – from Washington to Florida – make sure to lather on the sunscreen to help prevent skin cancer time.



The May issue of the *Mayo Clinic Health Letter* offers tips on sunscreen use:

- Buy adequate protection – Choose a sunscreen with a sun protection factor (SPF) of at least 15. Many dermatologists recommend an SPF of 30.
- Be sure it protects against ultraviolet (UV) A and B rays.
- Prepare – Apply sunscreen 30 minutes before you go outside. Use it even on cloudy days. UV rays can penetrate cloud cover.
- Apply thickly and thoroughly to all exposed skin.

ARTVILLE

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