

Off The Fringe

NEWS WITH A HOOK

Business briefs

NuFarm granted EPA registration

Burr Ridge, Ill.-based Nufarm Americas said it has been granted federal EPA registration for its own unique source of imidacloprid technical material. End-use formulations are not yet approved, but the company expects federal registrations for end-use products will be soon granted. At that time, Nufarm will launch its own branded product to the agricultural and turf and ornamental markets via traditional distribution partners.

"Imidacloprid represents a very significant opportunity here in the States," said Greg Crawford, president of the company's Americas Group. "We fully expect to be regarded as an important player in the market and this product is a high priority within our global portfolio."

Deere, Bayer begin Academy

John Deere and Bayer Environmental Science have teamed up to help assistant superintendents advance in their careers. Deere and Bayer have formed the first Green Start Academy, a two-day educational and networking event that will offer assistants the opportunity to further their careers by learning about best management practices and innovative products, meeting industry experts and networking with peers.

Any assistant superintendent can apply to attend Green Start Academy by being nominated by his or her superintendent and submitting an essay, which will be judged by a panel of industry experts. Winners will attend Green Start Academy, set for Sept. 27-28 in North Carolina at the Bayer Environmental Science Training and Development Center in Clayton and at John Deere's Turf Care factory in Fuquay-Varina. For more information on entering, visit www.johndeere.com/academy.

Time on EPA's Side?

DIRECTOR OF PESTICIDE PROGRAMS SAYS AGENCY HAS SPEEDED UP REGISTRATION PROCESS

By Larry Aylward, Editor in Chief

Remember the old Tom Petty song, "The Waiting" (Is the Hardest Part)? Pesticide manufacturers do. In fact, they know the tune's every lyric.

Pesticide manufacturers can't sell their products until the Environmental Protection Agency (EPA) licenses them. In the past they were accustomed to waiting and waiting for the EPA to approve their proposals. It was the hardest part, all right.

But that was then, said Jim Jones, the director of EPA's Office of Pesticide Programs. It's not now. Jones, who spoke recently to the trade media during a Media Summit in Washington organized by BASF, said when he first came to the EPA's pesticide program 12 years ago, he often heard critics say the agency took too long to license products.

"But we have made huge progress in that area," Jones says, referring to the Pesticide Registration Improvement (PRI) Act, which became effective in 2004. "When a new chemical comes to the EPA for approval or review, we're making our decisions within two years for those compounds. Ten years ago the average



time was more than four years. Some [decisions] took longer than six years."

The PRI Act established service fees from manufacturers for pesticide registration. According to the EPA, "The goal is to create a more predictable evaluation process for affected pesticide decisions, and couple the collection of individual fees with specific decision review periods."

Jones said the EPA "has made a fair amount of progress" under the PRI Act, which established time frames under which the agency to work. With more money coming in because of the service fees, the EPA has been able to hire more people to work on registrations and speed up the process. A service fee pays about 25 percent to 30 percent of the EPA's fee to register a product.

"We're meeting 99.9 percent of the time frames that the statute mandates . . . without compromising our responsibilities," Jones said.

Off The Fringe

It Wasn't About Shutting Up Bill Rose, Scotts' Schwartz Says

By Larry Aylward, Editor in Chief

The Scotts Miracle-Gro Co.'s recent acquisition of certain brands and assets from Turf-Seed Inc. was not about silencing Turf-Seed founder Bill Rose, who has been a vocal critic of Scotts' development of Roundup Ready Creeping Bentgrass (RRCB), a genetically modified turf now under consideration for deregulation by the U.S. Department of Agriculture, said Mark Schwartz, senior vice president and general manager of grass seed for Scotts Miracle-Gro.

"This isn't about shutting up Bill," Schwartz said. "I don't feel like there's a need to [shut him up]."

Roundup Ready creeping bentgrass has sparked controversy the past few years. Rose has repeatedly voiced his concerns about the glyphosate-resistant turf cross-breeding with non-glyphosate-resistant turf.

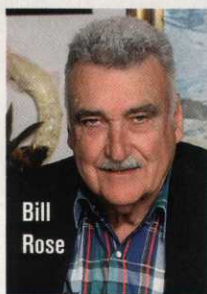
In June, Marysville, Ohio-based Scotts Miracle-Gro announced the acquisition from Hubbard, Ore.-based Turf-Seed, a producer of commercial turfgrasses for more than 35 years. The purchase price for Turf-Seed's assets and payments, under the six-year term agreements, is expected to total about \$30 million to \$35 million, according to Scotts Miracle-Gro.

Under the agreements, Scotts Miracle-Gro acquires certain assets of Turf-Seed, including its brands, turfgrass varieties and intellectual property. Scotts also enters into a multi-year collaboration, including relationships with several entities controlled by Rose. These agreements include Pure Seed Testing, Roselawn Seed and Rose Agri-Seed.

Schwartz said he didn't expect Rose, who was developing his own transgenic turfgrass called HybriGene, to sit back and watch as Scotts developed and tested RRCB a few years ago. Rose's complaints about RRCB were just "competitive instinct," Schwartz said.

"He has a point of view from a competitive point of view and an environmental impact point of view," Schwartz added. "He's certainly entitled to his point of view, and I respect it."

Schwartz will lead the combined seed business. Rose will serve as chairman of the Scotts Grass Seed Advisory Council, which will help guide the grass seed business and provide strategic direction in the area of innovations and marketing.



Quotable

"It's important to the country club that the lake gets cleaned up for people who water ski on it or have to look at it."

— Bob Senseman, the superintendent at Oswego Lake Country Club in Lake Oswego, Ore., who has stopped applying fertilizer with phosphorus to the course.
(Source: *The Oregonian*)

"Our products are vital to public health protection and property protection. And sometimes the American public tends to forget that."

— Allen James, president of the Responsible Industry for a Sound Environment, on the importance of pesticides, which have been underrated by many Americans

"I don't want to discuss politics."

— Matthew Yount, superintendent of English Turn Golf & Country Club, when asked how he thought President Bush handled the devastation brought on by Hurricane Katrina last summer.

Schwartz said he and Rose "buted heads a few times" in the past few years regarding Rose's objections over RRCB. "But to me it was never personal," Schwartz said. "It was just rhetoric."

Schwartz also said that he and Rose have formed a solid relationship. "Bill and I have become close friends over the last year, and we have already begun to partner closely in making our great business even better."

Rose could not be reached for comment.

The agreement between the two companies does not include Rose's HybriGene business. But Schwartz said, "We may or may not end up working together closely on that in the future." T-2-Green, a separate entity from Turf-Seed, is also not part of the deal. But Schwartz said: "I'd love to work with them to see if we can do some good as far as synergizing and growing the Penn bentgrass franchise and varieties."

A few weeks after the Turf-Seed deal, Scotts announced it had acquired certain brands and assets from Albany, Ore.-based Landmark Seed Co. Under the agreement, Scotts acquired certain assets of Landmark Seed, including its brands, turfgrass varieties and intellectual property.

Hold the Rain

DESPITE NO FAIRWAY IRRIGATION, NEWPORT'S REYNOLDS WAS HOPING FOR DRY WEATHER DURING THE U.S. WOMEN'S OPEN

By Anthony Pioppi, Contributing Editor

When the 1995 U.S. Amateur came to Newport Country Club, certified superintendent Bob Reynolds was praying for rain.

A long, dry spell that year burned out the course, which only features irrigation for green complexes. The drought charred the fairways and reduced the rough to wispy clumps, hardly a deterrent to any player, especially Tiger Woods, who downed Buddy Marucci Jr. for his second of three consecutive U.S. Am titles.

This year Reynolds, in his 29th year at the course and 25th as superintendent, wanted the heavens to close up so Newport would be firm and fast when the U.S. Women's Open arrived June 29 through July 2. May and June had been abnormally rainy, resulting in a layout that was uncharacteristically green, not the usual variations of tan, henna, brown and golden. It also meant that conditions were much softer than Reynolds or anyone else at Newport wanted them.

For those unfamiliar with Newport, an A.W. Tillinghast

design, it is strikingly different than the West Course at Winged Foot Golf Club, a Tillinghast design that hosted this year's U.S. Open. At Newport there is little of the green designs that feature sweeping slopes that Tillinghast used in New York. Instead he opted for more subtle movements, most likely in deference to the winds off Narraganset Bay that buffet Newport, and the subtle landforms on which the course is placed.

Reynolds cut the greens at one-eighth of an inch but was considering dropping the height when interviewed in June. The fairway height of cut was about nine-sixteenths of an inch. Fairways had been narrowed slightly for the tournament and stayed that width once the pros left.

"The members like it. They're not going to change it," Reynolds said.

In sharp contrast to Winged Foot, which featured carefully manicured bunkers for the tournament, Newport's hazards were filled with sand that can change radically from one bunker to the next, even on the same hole, something of which the USGA wholeheartedly approved.

"They like it the way it is," longtime Newport green chairman Barclay Douglas said. "It's a smorgasbord type of sand."

The biggest change for Reynolds was in his crew size; normally he has a summer staff of 12 but this year it was 14 and was augmented by about 50 volunteers for the tournament, mostly superintendents, assistants and crew members from courses in the region.



INTRODUCING: The Golf and Environment Initiative

AUDUBON BEGINS PROGRAM BASED ON COMMITMENT

Ron Dodson believes that every person and organization involved with the game of golf has a role to play in protecting the natural environment. So to help those people and organizations do just that, Dodson, the CEO of Audubon International, has created the Golf and Environment Initiative.

Through the program, Dodson said he wants to provide the environmental education, tools, assistance and incentives needed for developing industry-

wide environmental commitment, action and results. Audubon International has been managing the Audubon Cooperative Sanctuary Programs for nearly 20 years.

"With an estimated 17,000 golf courses — covering an area equivalent to the states of Delaware and Rhode Island — across the United States, there are tremendous opportunities for the golf course industry and everyone associated with golf to play important roles regarding environmental stewardship in their communities," Dodson said. "To date, the responsibilities associated with course management and therefore the environment has been

placed squarely on the backs of golf course superintendents. While many have undertaken this responsibility with gusto, the future of golf depends on others stepping up and doing their part to assure the game remains viable both economically and environmentally. This not only includes others employed in the golf course business, but it most certainly includes golfers too."

Audubon recently launched a Web site for the Golf and Environment Initiative. It can be viewed at www.golfandenvironment.org. "The purpose of this site is to serve as a clearing house of all information connected to golf and environment issues," Dodson said.