

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.