

## Off The Fringe

# Active Ingredients and the Environment

DOW'S URBANOWSKI DISCUSSES ROLE ENVIRONMENT PLAYS IN THE DEVELOPMENT OF NEW TECHNOLOGY



Mark Urbanowski

**"GOLF AND THE ENVIRONMENT."** You definitely hear those two subjects together in the same sentence more today than you did 20 years ago. And you'll continue to hear them even more in coming years.

Pesticide manufacturers and marketers are obviously playing close attention to the latest environmental rules and regulations. *Golfdom* Editor in Chief Larry Aylward recently spent time with Mark Urbanowski, the senior marketing specialist for turf and ornamental and technical products at Dow AgroSciences, and discussed the role the environment plays in the development of new active ingredients in the turfgrass industry. Dow AgroSciences recently announced the registration of penoxsulam, which was accepted for review and registration and the Environmental Protection Agency's Reduced Risk Pesticide Initiative.

**What does it take for a company to bring a new active ingredient to market under the Reduced Risk Pesticide Initiative? And what would be the motivation for a company like Dow AgroSciences to do so?**

We work a lot on bringing new solutions to the marketplaces we participate in. The Reduced Risk Pesticide Initiative was issued by the EPA as a challenge to manufacturers to come up with new solutions that might offer lower risk offerings. We have taken that on as part of our challenge at Dow AgroSciences.

**A buzz phrase these days when one is talking about pesticides is "low use rates." How vital are low use-rate pesticides to people who work in the golf industry?**

Low use rates tend to equate to lower-sensitive or safer products. But even products that have higher use rates can offer more safety than a low-use-rate product. Low use rate offers us the ability to package and ship products in much smaller containers. By lowering costs throughout the channel, it actually will make a more economical product for the end-user.

**Dow AgroSciences recently introduced its EcoZome technology, a formulation system consisting of very small droplets of active ingredient dispersed in water and stabilized by a lamellar liquid crystal coating. This alternative formulation is environmentally friendly in that it reduces the use of aromatic solvents. I understand the company is willing to license this technology to other pesticide manufacturers. What environmental**

## Quotable

**"It's still a bloody five-hour round. An outing on a golf course should not be an all-day affair."**

— Jeff Shelley, editorial director for *Cybergolf* and *Golfconstructionnews.com*, on golf's time problem.

**"That's unbelievable. Who comes out here and kills the state bird? Only me."**

— Actor Rob Lowe, golfing at Glen Oaks Country Club in West Des Moines, Iowa, after striking a goldfinch in mid-flight with his approach shot to the fourth hole. (*Parade Magazine*)

**"I started working on a golf course when I was about 12 or 13. I don't think I was even old enough to have a work permit."**

— Allan Clemans, executive director of the Oregon Golf Course Superintendents Association.

**impact could the EcoZome technology have on the golf industry?**

The EcoZome technology reduces many of the solvents that can cause higher caution, warning or danger risk phrasing because it replaces those solvents with water. We think this new technology will lend itself well, not only to our active ingredients but to other active ingredients, and that's the purpose of offering it to other companies.

**Does it bother you that there are politicians who want to get rid of pesticides, yet these pesticides have been proved safe by those politicians' peers who are the people making up the Environmental Protection Agency?**

We find that based on education, as people understand what the EPA stands for and what an EPA registration stands for, they begin to understand the registration process. We're required to do some 200-plus tests. It can take eight to 10 years worth of work and more than \$200 million in researching every compound we sell in the marketplace. As politicians get more education on what it takes to bring a product to market, they tend to understand that and are a little more accepting of what our products bring to the market. ■

To listen to a short podcast of a similar interview with Urbanowski, visit [www.golfdom.com/podcasts](http://www.golfdom.com/podcasts).