



# Talking Herbicides

Manufacturers  
discuss need for  
reduced-risk herbicides



**Russ Mitchell**, Product and Marketing Director, Quali-Pro • I would think everyone wants to use the most efficacious product that is very safe for the environment. That's a complex topic, though. Herbicides that had issues with ground water are being phased out. We can argue, that when properly used, some of these products didn't have an issue. But when you combine certain soil types, the best applicator couldn't help but have some issues with some of the old chemistries and certain conditions. Today's modern herbicides have been thoroughly tested for these types of issues and many new labels have precautions and setbacks from water to ensure that no contaminations occur.



**Todd Bunnell**, Turf and Ornamental Research Manager/Golf Market Manager, SePRO • All superintendents want to be better stewards of their golf courses and the environment, so any tools they can use to minimize active ingredient load, reduce frequency of applications, etc., while maintaining the same level of weed control will be desired.

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**Question:** Do you think most superintendents want reduced-risk herbicides from an environmental standpoint? Why or why not?

*Editor's note: In September, October and November, Golfdom features a three-part question-and-answer series on herbicide technology. In each segment, representatives from the industry's vast number of chemical companies will be asked one question in regard to herbicide technology. The representatives' answers will be listed along with their photos.*

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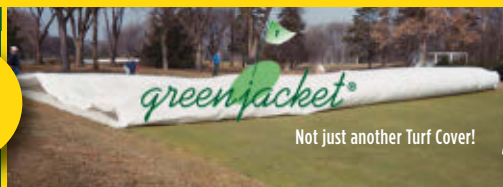
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## Talking Herbicides

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**Nancy Schwartz**, Marketing Manager of Turf and Ornamentals, DuPont Professional Products • Absolutely.

Superintendents want to be good stewards of the environment and are actively making a difference by creating more natural habitats for wildlife, conserving water, and by choosing chemistries that are environmentally favorable and have lower application rates.



**Scott Cole**, Golf Market Manager, Syngenta •

The focus on reduced-risk herbicides will likely remain one of the main drivers in pesticide development for the golf industry for many years to come. Developing products that receive the Reduced Risk classification is important, but a product has to be efficacious and deliver good value if it's to be relevant to the superintendent.

**Kyle Miller**, Senior Technical Specialist, BASF Turf & Ornamentals •

I think most superintendents would like to incorporate as many reduced-risk and environmentally friendly products as possible. However, they're concerned with maintaining turf quality at a certain level, so it's important that those products meet their expectations from a performance standpoint. Otherwise, these products may see limited use in many situations.





**Doug Houseworth**, Technical Service Manager, Arysta LifeScience North America • One-hundred percent of superintendents will say yes. However, when it comes to paying more, getting less control and having to deal with less user-friendly application techniques, they'll have a different answer. The majority of superintendents want performance at a reasonable price with flexible application conditions, and they take the position that if the EPA has approved a product for use as directed, it poses no unreasonable risk to applicators, other persons, the environment or animals.

**Adam Manwarren**, Product Manager of Turf & Ornamental, FMC Professional Solutions • Yes, superintendents are true stewards of the environment, and will continue to want reduced-risk products. This can mean the environmental profile of the product as well as overall turf safety, flexibility of use, and even how the products are packaged (i.e., less plastic, less cardboard, etc.).



"Products that are safe to the applicators and don't have any off-target effects are almost becoming mandatory."

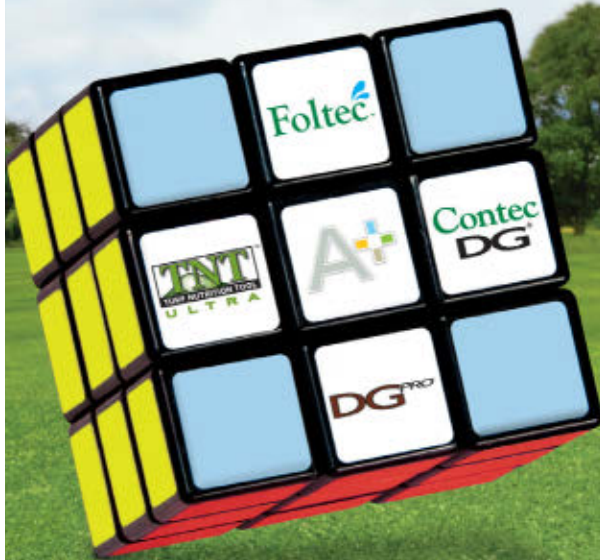
— MATT BRADLEY

**Matt Bradley**, Herbicide Marketing Manager, Bayer Environmental Science • Products that are safe to the applicators and don't have any off-target effects are almost becoming mandatory when bringing a new product to market. This can be done by introducing new active ingredients that use less active ingredient per acre or by simply changing formulations of current products that have less of an environmental and worker exposure impact.



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**Owen Towne**, President, Phoenix Environmental Care • The primary reason for using herbicides is for weed control. Performance being equal, most superintendents would choose the environmentally friendly product. Of course, the devil is in the de-



tails. Is a low-rate, persistent herbicide more environmentally friendly than a high-rate, short-lived product? And what's considered environmentally friendly in one ecosystem may be viewed as a toxic product in another ecosystem. For example, a herbicide that's viewed as environmentally friendly in Arizona may be viewed as posing unacceptable risk in Florida due to fish toxicity or mobility in water. The inconvenient truth, however, is that superintendents need to decide what product provides the combination of performance, value and environmental safety that they want for their golf courses.



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**Jason Fausey**, Regional Field Development Manager, Valent Professional Products • Yes, all superintendents

have an interest in reduced-risk pesticides and products that provide a smaller load on the environment. While the overall interest in reduced-risk herbicides tends to be less than other pesticides — especially insecticides, which generally have a higher risk associated with them — these types of products are top of mind for many superintendents. ■