

Off The Fringe

BASF Summit Offers Future of Plant Health

PLANT HEALTH LABEL WILL SOON EXPAND BEYOND FUNGICIDES. BY WILL NEPPER, CONTRIBUTING EDITOR

BASF's plant health family is about to get bigger. The 2012 BASF Agricultural Solutions Media Summit, conducted recently in Chicago, announced new additions to the company's family of Intrinsic plant health fungicides. The new products are part of BASF Specialty Products' heralded "path to sustainability" efforts, which they say address and encourage sustainability in the golf course, sports turf and lawn management industries.

BASF's Intrinsic Plant Health line, launched in 2010, utilizes pyraclostrobin as its active ingredient and carries EPA-approved plant health language on its product labels. Currently available products from the product group are positioned to maintain disease control and plant health in turfgrass. BASF

"You have to figure out how much you want to invest in the future (and) we really want to invest in the future," Jan Buberl, director of BASF's specialty products, told *Golfdom*. "We have 10-year planning cycles. We know what key customer needs we want to address today and tomorrow. If we want to solve tomorrow's problem, we have to start working on that problem today."

defines plant health as increased growth efficiency and tolerance to stress.

BASF Specialty Products' Pillar G fungicide, which was originally launched in the fall of last year, will become an Intrinsic brand product with a plant health label later this year.

Intrinsic-brand Xemium fungicide — registered for crop use earlier this year — is slated to be formulated for turf and ornamental use in 2014 as

Lexicon Intrinsic brand fungicide, with claims of continuous disease protection, proven plant health benefits and increased tolerance to stress, such as moisture and temperature extremes.

Because sustainability was a central focus of the Chicago conference, Tom Hill, the company's communications manager, provided BASF's definition of sustainability.

"We want to balance economic success with environmental protection and social responsibility," Hill said.

The BASF Agricultural Solutions Media Summit, held every two years, draws industry media outlets and product end users for updates on BASF Specialty Products and related research. This year's event was held at Chicago's Trump International Hotel and Tower.

The 2012 BASF Agricultural Solutions Media Summit included talks from some of BASF's top brass, including Harold Lauke, president of BASF biological and effect systems research; Markus Heldt, president of BASF crop protection; and Peter Eckes, president of BASF plant science.



We Want to Take You to the Movies

Rain Bird and *Golfdom* partner to take two to Los Angeles for IUOW film screenings

Whether you're a fan of the old classics ("Citizen Kane," "Casablanca," "Doctor Zhivago") or something more modern ("Old School," anyone?), Rain Bird and *Golfdom* want to take two lucky readers on an all-expenses-paid trip to Los Angeles in October.

Green Industry professionals can enter their names into the drawing at www.golfdom.com/IUOW. We'll select one

winner (plus a guest of their choice) to join the *Golfdom* team at the Intelligent Use of Water film competition, hosted by Rain Bird, at the Paley Center for Media in beautiful Beverly Hills, Calif.

"In the past, we've asked readers to both make their own films, and then vote in the competition. This year, the folks at Rain Bird had a great suggestion — that it'd be more fun to just take someone with us," says Seth Jones, *Golfdom* editor-in-chief. "We don't care what your movie tastes are... we just want someone who thinks it'd be fun to hang out in L.A. for a couple of days and attend a movie screening to come join us."



To learn more about Rain Bird's Intelligent Use of Water film competition — which awards \$15,000 in prize money for the best films about water conservation — visit www.iuow.com. To enter into the sweepstakes for the trip, visit www.golfdom.com/IUOW.

Phantom Cow Calls Golf Course Home

Perhaps this cow was a golfer in a previous life. Or maybe even a superintendent. Whatever it was, it's one tough cow. After surviving a serious truck accident on I-70 in northeast Kansas, the cow escaped to nearby Sunflower Hills Golf Course in Bonner Springs, Kan., where Mike Yadrich is the superintendent. (The accident happened in early April, and took the life of the truck driver.) Now the cow calls the course home, hiding on the outskirts of the property.

Attempts have been made to capture the animal, all unsuccessful so far. The Bonner Springs Police Department, the Wyandotte County park rangers and the maintenance staff teamed up on one occasion, but Bessie bolted. Now a pen has been set up to lure the cow, but the bovine hasn't bitten.

The good news is, the cow seems to respect the golf course, staying off the greens.

"I think it's scared of the greens," Jeff Johnson, course professional, told the *Kansas City Star*. "It takes a couple of steps and then it backs off."

A cow that respects golf greens? It's entirely possible that this cow has more golf etiquette than some human hackers we know.



Eagle One Sold to Golf Supply House

Eagle One Golf Products of Anaheim, Calif., has been purchased by Canadian company Golf Supply House.

Eagle One Golf Products has served the U.S. golf industry nationally for more than 20 years. It has a well-developed manufacturing capability in several key product segments, including recycled plastic golf course furnishings, golf course signage and golf flags. It also distributes a broad line of other golf course equipment and supplies.

"We're thrilled to have the opportunity to acquire Eagle One Golf," said Paul Cherrie, president of Golf Supply House. "This acquisition will allow us to increase the depth and breadth of our product offerings to better serve the North American golf market."

Golf Supply House plans to continue to operate the Eagle One Golf office and production facility in Anaheim, as well as its Eastern Distribution Center in Charleston, S.C. Terms of the transaction were not disclosed.