

A Case for the Holiday Sprays

Your roots have an Independence Day message: Help me help you. Superintendents are well aware that surviving the heat and other stresses of the summer season can range from difficult to almost impossible. There are many tools to help your turf, and in particular the roots, remain in relatively good health throughout the year. When the heat of the summer is upon you, BASF offers chemistry with a kind of insurance policy against the stresses of the year, including heat, aerification, tournament conditions and drought.

Who wouldn't want to decrease the recovery time from a drought or reduce the canopy temperature during the summer?

As I've traveled to education seminars during this past fall and winter, plant health was a hot topic. At one meeting, four companies in a row spoke about plant health and how their products could benefit the superintendent. However, not all spray programs are created equal and you'll be able to note the differences at your favorite university trials this summer. Pay attention to not only what is happening above the soil, but the health of the roots below.

The Intrinsic brands from BASF, including Insignia SC Intrinsic brand fungicide and Honor Intrinsic brand fungicides have become part of many spray



BY RICH KALIK

programs. In fact, the entire BASF family of Insignia products recently became the number one used brand among the QoI class of chemistry for the 2011 season according to the annual U.S. professional turf and ornamental market study conducted by Specialty Products Consultants, LLC.

The reason is simple: Take away the sales and marketing spins in the marketplace and the use of Insignia SC Intrinsic results in healthier turf, especially when stress is introduced.

Keep in mind that the core of any spray program is to control the disease first, something a broad spectrum fungicide like Insignia SC Intrinsic will do. However, the peace of mind comes in the form of a response seen in the plants to applications of these fungicides. By the way, BASF has developed its plant health concept in multiple markets, including the agricultural side of the business for more than 10 years, and launched the first plant health label for the ornamentals market this past spring.

But back to this summer...One spray program for you to consider in receiving these benefits is a "holiday spray program" with the BASF Intrinsic brands. Applications during the holiday dates of Memorial Day, Independence Day and Labor Day not only provide a good match for disease control, but also tend to be times of the year when your turf is feeling the forces of other stresses. BASF and independent research have shown time and again that Intrinsic brand fungicides control disease and help the roots recover from stress quicker. The benefits are more apparent with stress, but who can really predict all the stress that may occur? So take it from the Boy Scouts and "be prepared."

Help your roots help you. Consider a Holiday Spray Program this Independence Day that includes Insignia SC Intrinsic or Honor Intrinsic. If you want to see more of the science behind the chemistry, contact your local BASF representative or visit our website at www.IntrinsicPlantHealth.com. Best wishes for a stress-free summer.

Rich Kalik is BASF Turf & Ornamentals' Regional Sales Manager – North.


The Chemical Company