

# What Impact Will Agricultural Company Mergers and Acquisitions Have on You?



By Dr. R. Chris Williamson, Turfgrass and Ornamental Specialist, Department of Entomology, University of Wisconsin-Madison

The landscape of the agricultural chemical company industry has drastically changed over the past two decades, especially in the last five years. As a result of various mergers and acquisitions, the number of agricultural chemical companies has been reduced to about four or five "major players" compared to the 15 – 20 that previously existed. Subsequently, the question: "What impact will this have on me?" is often asked. Will these mergers and acquisitions benefit or potentially cause the price of products to increase? Will I still get the quality of product support that I have in the past? These, and many other questions are important, and deserve an answer.

Initially it may appear that the larger companies are creating monopolies or positioning themselves to dominate the market place; however such mergers and acquisitions are a direct result of companies attempting to remain competitive. The agricultural chemical market is highly com-

petitive. And to be competitive requires placing the necessary resources (i.e., monies) into R & D (research and development), technical services, and marketing.

These entities are the driving forces behind the success of a company. A distinct synergy exists among R & D, technical services, and marketing, and the absence of one can be detrimental to others. Therefore, in an effort to stay competitive, various agricultural chemical companies have either merged or acquired other companies. Through these mergers and acquisitions, companies will continue to have the necessary resources to allocate into respective R & D, technical services, and marketing programs.

As a result, you, the end-user, will likely reap the benefits through improved products and even better product support than you have until now! ♻

**Our fertilizer has absolutely no effect on ball roll.  
Sorry.**

**SPRING VALLEY®**

Step up to an improved level of play by contacting one of our golf greens professionals. Make a toll-free call to 1-800-635-2123 today.