

ITM: Who Thinks It Is Important?



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From 1998 to 2001, the USGA sponsored research to the tune of \$7.36 million and 134 different projects. In 2001 alone, they funded \$1.78 million for 83 research projects. That's a lot of money, and a lot of knowledge. One of the research categories they are actively funding has been labeled Integrated Turfgrass Management (ITM). In fact, over the four year period, they have awarded more research grants to this category than any of the other categories they provide funding for.

What's the point of all this? Just to show how important the Integrated Turfgrass Management philosophy is to one of the premier support organizations for golf course superintendents, and the game of turfgrass management. Over the latest four year funding period, USGA has quantified the importance of Integrated Turfgrass Management at \$1.62 million.

The USGA funds ITM research projects with the aim of conserving natural resources by reducing the use of water, pesticides, and fertilizers. They feel that the results of these studies will lead to the development of turfgrass management programs that conserve our natural resources and reduce costs, with minimal impairment of playing quality conditions or aesthetic appeal.

The UW has developed an outreach program with similar objectives. Our working philosophy has defined Integrated Turfgrass Management, or ITM, as the selection, integration, and implementation of a management approach for producing and maintaining quality, functional, and healthy turfgrass.

Simply put, ITM is a decision making process that considers all management options. One of the objec-

tives of the UW-Madison ITM program is to provide current knowledge emanating from research institutions across the country that apply directly to the turf industry in the state of Wisconsin. If we don't know about the research, we cannot utilize it in our daily operations.

ITM is placing the management emphasis on plant (turfgrass) systems, rather than individual situations. ITM is an economical, effective, and environmentally responsible management approach to plant health and protection. If the USGA thinks ITM is important, consider utilizing it as a component of your management philosophy.

For more information on the ITM Program, contact Kevin at hensler@entomology.wisc.edu, or (608) 845-2545.

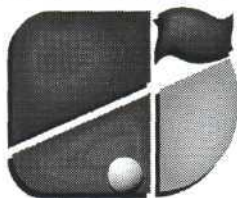
References

Williamson, R.C. 2002. Integrated Turfgrass Manual. ♣



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