

# Center For Golf Course Management Releases Four Research Reports

The Golf Course Superintendents Association of America's marketing research division, the Center for Golf Course Management, released its first 1991 marketing research report in August.

*The Pesticide and Fertilizer Usage Report* offers detailed information from a survey on pesticide and fertilizer products being used by golf course superintendents.

One purpose of the study was to report on golf course chemical usage for the joint United States Golf Association (USGA) and GCSAA Turfgrass Research Committee. Another goal was to produce a report of fertilizer and pesticide usage for turf chemical manufacturers to help them better understand and meet the needs of golf course superintendents.

The format of the report utilizes the USGA regions as well as an overall composite to geographically illustrate the results. Information contained in this report includes a section on demographics (sample size, course type, budget level); a statistical summary of course size (acres and square feet) and grass type; expenditure data for each product category (fungicide, herbicide, insecticide, fertilizer) and a statistical summary of pesticide usage and form(s) used on each area of the golf course (greens, tees, fairways, roughs), including a list of the most frequently reported products on the survey.

Three additional CGCM marketing research reports were released in September:

- The Golf Car and Turf Utility Vehicle Report
- The Mower and Maintenance Equipment Report
- The Buying Habits of Golf Course Superintendents Report

Each of the first two reports provides manufacturers and suppliers with information and statistical summaries, broken down by manufacturer. These reports feature data on product inventories, market share and superintendents' ratings of specific product performance, reliability, service and support. They also feature sections on demographics, capital expenditures and more.

The Buying Habits report features summarized information from all three specialized reports (chemical usage, golf

car/utility vehicle and mower/maintenance equipment) and a section devoted to maintenance trends in the golf course management industry.

*The Pesticide and Fertilizer Usage Report* is available at a price of \$2,500. *The Golf Car and Turf Utility Vehicle Report* and *The Mower and Maintenance Equipment Report*, are priced at \$1,500

each. *The Buying Habits of Golf Course Superintendents Report* is available for \$185.

For more information on any of CGCM's 1991 marketing research reports, contact Robert Shively, director of marketing for CGCM and GCSAA at 913/841-2240. CGCM is a wholly-owned subsidiary of GCSAA.

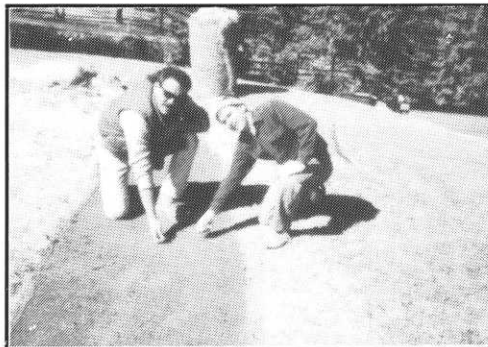
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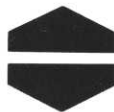
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