

There was no consultation with industry by the provincial government. Because the budget has already been tabled, nothing can be done at this point to reverse the decision.

Kent Groves, chairman of Landscape Ontario's Lawn Care Commodity Group says that something could have been done to lobby on behalf of the industry if word of the move had reached him in time. He blames financial restrictions for preventing the thorough monitoring of government activities by the Commodity Group.

Cornell Publishes Athletic Field Guide

Three turf specialists at Cornell University have teamed up to publish a comprehensive guide to athletic field care titled "Athletic Field Maintenance: A Guide for Sports Turf Managers." Norman Hummell, Jr., Joseph Neal, and Martin Petrovic each contributed to the publication which is intended primarily for grounds managers at schools and parks.

The guide covers a wide range of topics from establishing and maintaining durable natural turf fields to care of skinned areas. Among the subjects included are field drainage, thatch control, fertilization, turfgrass selection, mowing, irrigation, seeding and control of weeds insects and diseases. The focus of the booklet is cultural management of newly seeded, overseeded and established turfgrass areas.

Copies of the guide can be purchased for \$3 each by writing: Cornell University Distribution, 7 Research Park, Ithaca, NY 14850.

OALA Names New Executive Director

The Ontario Association of Landscape Architects (OALA) has a new executive director. Dr. Arthur Timms took over the position on May 15.

Timms brings with him 14 years of experience as a professional non-profit association manager. He is currently president-elect of the Canadian Society of Association Executives' Toronto Chapter, and he serves on their national board.

A native of Ontario, Timms education includes an honours bachelor of science from McMaster University, graduate studies at Texas A&M University, and a PhD in environmental zoology.

Timms joined the Conservation Council in 1973 and became their executive director four years later. He has been executive director of the Canadian Cerebral Palsy Association since 1984.

Timms' past also includes volunteer work with the Sierra Club of Ontario Three Trilliums Community Place, an organization that provides independent living apartments for disabled adults, and on the Board of Great Lakes Tomorrow.

New Turfgrass Variety Cost Executive Director

Arden Jacklin, Jacklin Seed Co.

Most people, including myself at times, have no conception of what it costs to develop turfgrass. My figures here are mostly based on Kentucky bluegrass, as this is the kind with which I am most familiar.

Let's start with a new selection or a new hybrid which has passed the first screening and is ready for more extensive testing. That first screening costs about \$500 for each entry. Of all entries, about 10% pass the first screening. So, we start with a \$5,000. cost on each entry which does not include the cost for getting it.

Two-Thirds Fail

Preliminary testing for turf quality and seed producing ability in our plots runs about \$4,000 per accession. A fair appraisal shows about two-thirds of the accessions fail in this test. So the investment in this test is \$12,000.

The next step is advanced turf and disease resistance in both western and eastern US. Eastern testing is necessary because in the West we don't have all the diseases that affect turf in the largest (eastern) consumption area. These tests will cost about \$5,000 per entry. Assuming an average of two-thirds will fail to show promise, we come up with \$15,000 per successful accession.

National Testing Important

So far, it's only our word that it's a good or superior variety. Therefore, it's necessary to give it wider and more open public testing in the National Variety Testing trials which involve some 30 testing sites. The charge is \$1,800 for a 3-year test. In our experience about one-third will fail, generating a cost of \$2,700 per accession. At this point, still an experimental number yet to be registered as a named variety, we have a total investment of \$34,700 in it.

It is now time to produce breeder seed from which foundation will be produced. Breeder seed fields or plots are small, requiring much work at high cost. An arbitrary cost well above what the seed can be resold for or charged out is about \$4,000.

Plant Variety Protection

Next it is advisable, if not entirely necessary, to "insure" ownership by protecting rights to and registering of the variety. This is done through the PVP (Plant Variety Protection) process which for bluegrass costs \$2,000 per entry. Gathering information for submission on a PVP application costs an estimated \$3,000. The same data for PVP can be used to register the variety with the American Society of Agronomy and provide data to the various state certifying agencies for their certification standards.

The variety must be advertised and promoted to get potential customers and promote themselves in their markets. We have good cost figures here. We average \$30,000