

From the Editor

Many folks believe the turf-grass business is a "gold mine." New products are advertised in nearly every industry trade magazine. Every month you see articles about new products or management techniques.

Lots of companies want to sell you their products. If you only read their literature and listen to their sales pitches, you could easily come to the conclusion that all of your troubles can be solved by buying their products. We all need unbiased research to help us make decisions now and then.

I've had the unpleasant experience of learning about a golf course that lost all 18 greens because a product was misapplied. It turned out that the product had never been subjected to good third party research. If it had, the company would have known better than to recommend that it be



Dr. Knoop

applied to greens, considering the environmental conditions. Evidently, the company did not choose to take the time or spend the money necessary for a research study.

Third party research simply means that a disinterested person performs the research on a new product or technique. The research study results must then be analyzed statistically. Only through statistics can we be sure that the research results are true and not due to random chance.

The research that we bring you in the pages of **TurfGrass TRENDS** must meet all of the standard criteria associated with university-based research. In addition, we are setting up a new Editorial Review Board to make absolutely sure we only print the best available information.

You are the manager. You make the decisions. We get you the facts.

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