

PACIFIC SOD FARMS: TRYING TWICE AS HARD

Effective management, careful attention to cultural practices, regulated growth, and a professional understanding of the needs of the ornamental horticulture industries in California are the reasons for the ten-year success story of Pacific Sod Farms, Camarillo.

Starting with 38 acres of leased land on the Davis Ranch in Ventura County in 1968, the company has become one of Southern California's leading suppliers of sod in 1978, with 394 acres of bluegrass, hybrid bermudagrass, and other varieties under cultivation.

Pacific Sod's 394 acres give it a No. 3 ranking in the California sod industry, just behind Cal-Turf and Nunes Turfgrass, and makes it typical of the many mid-size sod companies in America.

"Everybody has heard the slogan that when you're No. 2, you try harder," says Lawrence R. Hart, vice president and corporate general manager of Davis Pacific Corp., and its subsidiary, Pacific Sod Farms.

"However, our company philosophy is that when you're No. 3, you try twice as hard. This, more than anything, is the reason for the success of Pacific Sod Farms."

And Pacific Sod's determination to try harder in the highly-competitive California sod business is paying off.

Now enjoying the best year in its history, Pacific Sod manages to keep its eleven 40-ton Peterbilt trucks on the road constantly, delivering sod to customers from Santa Maria to San Diego, the entire length of Southern California.

To keep these customers happy, Pacific Sod grows seven different varieties of turfgrass, and literally delivers them to the customers' "front doortstep" to meet most installation deadline requirements.

Of Pacific Sod's 394 acres, 210 are devoted to bluegrass, which has the greatest demand in Southern California. The rest of the acreage is divided as follows: Tifgreen, 85 acres; dichondra, 35 acres; Santa Ana, 30 acres; Bluerye, 15 acres; Tifdwarf, 10 acres; and St. Augustine, 8 acres;

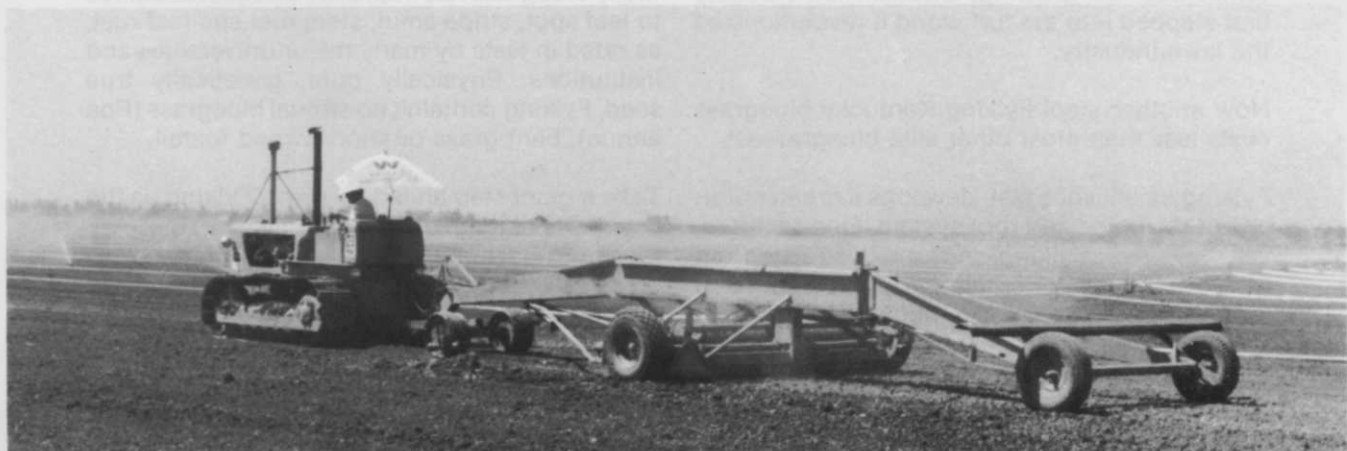
Tifgreen, Santa Ana, and Tifdwarf are hybrid bermudagrasses, while dichondra, Bluerye, and St. Augustine are special varieties grown for special purposes.

According to Hart, professional landscape contractors in Southern California are Pacific Sod's biggest customers, accounting for 54% of the company's total sod sales.

The remaining sales are broken down as follows: sod brokers, 19%; retail nurseries, 11%; distributors, 9%; builders-developers, 5%; and



Vacuums clean up after mowing. A land plane is used to smooth the surface for seeding.



Pacific Sod Farms

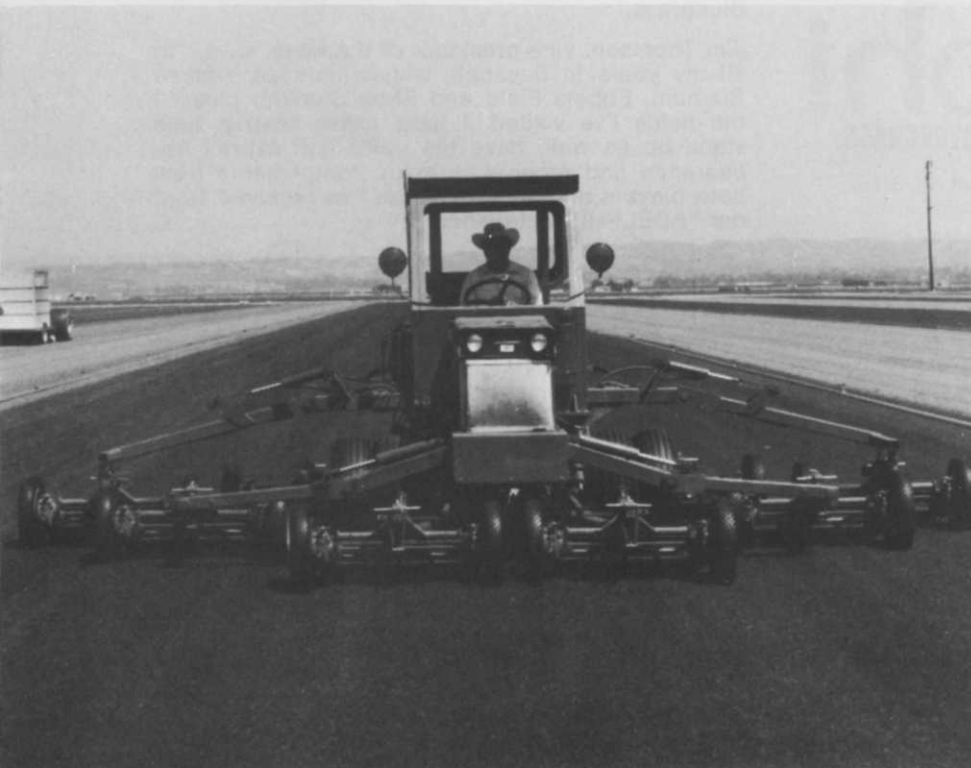


One of two Ford/Brouwer harvesters used by Pacific Sod Farms.



A John Deere tractor and tiller prepare part of Pacific's 400 acres of fields for seeding.

A seven-gang Jacobsen mows between irrigation lines as a vacuum follows in the next row.



all others, 2%. In the latter category are golf courses, parks & recreation departments, and governmental agencies on the city and county levels.

Pacific Sod has 51 permanent and 20 seasonal employees, with Larry Hart and Walt Flowers directly involved in the management of the company. Flowers is vice president of the Davis Pacific Corporation's farming operations in Ventura County, and also serves as Pacific's farm manager.

The company takes great pains to keep its cultural practices up-to-date, and utilizes a variety of equipment to maintain and harvest the sod.

This includes Jacobsen and Roseman mowers, Nunes and Rake-o-Vac sweepers, two Ford tractors equipped with Brouwer harvesters, a D4 Caterpillar tractor, tractors from John Deere, Massey-Ferguson and Allis-Chalmers, a 40-foot Marvin land plane, a 500-gallon Master spray rig, and other highly specialized items.

Pacific Sod was founded in 1968 by five Ventura investors, who successfully operated the company for three years, then sold their interests in December, 1971.

For the past seven years, the company has been owned and operated by the Davis family, pioneer settlers in Ventura County, and their major farming enterprise, the Davis Pacific Corporation. With their deep agricultural roots in the county, the Davis family brings more than a hundred years of farming tradition and experience to the highly successful Pacific Sod operation.

In its continuing program of improving its product and operations, Pacific Sod has undergone extensive reorganization and revitalization during the past two years.

The company has computerized its accounting system, modernized its business operations, and expanded its services to customers. In addition, it has developed and purchased new equipment, and inaugurated better cultural practices to assure uniform, high quality standards of sod production.

On August 22nd, Pacific Sod will celebrate its tenth anniversary, and launch its second decade of service to the landscape and ornamental horticulture industries. **WTT**