

GREEN INDUSTRY NEWS

SEED

Ryegrass purity test subject of debates

Three debates among administrators of the Federal Seed Act, perennial ryegrass growers, breeders and distributors, have taken place in the last eight months over the reliability of a fluorescence test for off-type perennials and annual ryegrass in fine turf type perennial ryegrasses such as Manhattan and Pennfine.

The first debate took place at the Golf Course Superintendents of America Show in Atlanta last winter. The second occurred during a symposium in Oregon in April, and a third in Washington, D.C., in June at the American Seed Trade Association's meeting.

Controversy centers around a test added to seed label regulations in

1972 which was further described in a letter of explanation by Federal Seed Act Administrator Clyde Edwards in 1973. The addition to the regulations required that the label should specify percentage of fluorescence on the seed tag.

The regulations have never been enforced and the test and the regulations are now the subjects of debate among regulators, growers, breeders and distributors.

In the test, suspected off type seeds, are germinated and the seedlings placed under ultraviolet light. The concept is that the fine-leaved perennial ryegrasses will not fluoresce, and annual and off-type ryegrass will. The significance of the test and how its results should be

listed on the label are just two of the points of controversy.

The result of the debates was a resolution passed by the American Seed Trade Association asking for a moratorium on the regulation until a study of the test and its effectiveness can be made.

CHEMICALS

Swift Ag Chemical renamed Estech Corp.

In an effort to build an awareness of Estech Corp., a division of Esmark Inc., and to minimize confusion between food and chemical divisions, Swift Agricultural Chemicals Corp. has been renamed Estech General Chemicals Corp.

Swift entered the commercial fertilizer business in 1899 and introduced Vigoro brand fertilizers for the homeowner in 1924. Swift is a major marketer of fertilizers to the turf industry. A few products will retain the Swift brand name.

Other companies owned by Esmark include Swift & Co., Vickers Energy Corp., International Playtex, STP Corp., and Pemcor.

Jim Brooks joins Golf Business staff

Well-known former director of marketing for the Golf Course Superintendents Association of America Jim Brooks has joined Harvest Business Publications Golf

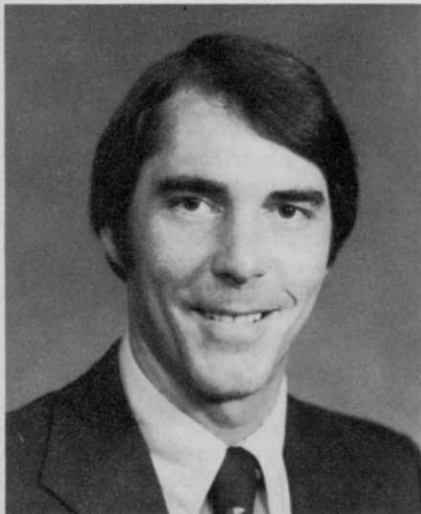
Business staff as sales manager.

Publishing Director Dick Foster announced the move in June. Brooks' contribution to GCSAA was substantial as director of sales and marketing for Golf Course Management magazine and manager of the increasingly popular GCSAA Turf Show held annually in the winter.

Brooks' office is located in Harvest's new Atlanta sales and marketing complex.

Ron Morris, technical editor of WEEDS TREES & TURF has been promoted to managing editor of Golf Business and will produce the publication from the Cleveland office.

Foster also announced publication of a new product magazine for the wholesale and retail nursery industry in August. Titled Nursery Product News, the new publication will be edited by Dave Slaybaugh and marketed from the Atlanta complex.



SEED

Bluegrass, tall fescue to rise in price

Bad weather in the Northwest and market conditions for tall fescue seed in the Midwest will result in increased prices this fall, according to seed industry sources.

Bluegrass losses have been estimated by some at 75 percent of this year's production in Oregon, Washington, and Idaho seed fields.

Landscape Contractor News

Construction council backs local compensation

The National Construction Industry Council (NCIC) voiced its opposition to a national workman's compensation law in a position paper at its recent quarterly meeting, citing flexibility of current state laws and the cost of a national law. Many groups, including the National Chamber of Commerce, have opposed a national compensation law.

In other action, the NCIC will soon have a representative on the Advisory Council to the Council on Wage and Price Stability. The Associated Landscape Contractors of America is a member of the NCIC and will therefore have a voice in wage and price recommendations.

Part-time workers provide advantages

A study by Georgetown University's School of Business has revealed that part-time workers provide savings because of lower fringe benefit costs, reduced overtime, and higher productivity. The U.S. Department of Labor sponsored study also cited problems of supervision and paperwork with part-time workers.

Interior landscapers to meet in St. Louis

The 1979 Interior Landscape Symposium will be held at the Bel Air Hilton in St. Louis, Sept. 19-21. The Associated Landscape Contractors of America are sponsoring the event and its Interiorscape Committee is conducting the symposium.

The three-day symposium will cover a wide range of topics for the interiorscape industry. Its three major focus areas are: maintenance for interior landscapes, interior foliage environment, and bidding and estimating interior projects. An optional half-day tour of noteworthy interior landscape projects in St. Louis will immediately follow the final session.

The "Environment for Interior Foliage Plants" segment will feature a program on "Acclimatization" presented by Leonard Kersch (Garden Milieu, Inc.), and a panel session on "Lighting" moderated by Richard L. Gaines (Interior Plantscaping Consultants).

"Bidding & Estimating" will be a full program presented by a panel of three — a financial consultant, a small-to-medium interiorscape contractor, and a large interior contractor. The three will discuss the process of developing an estimate and bidding on a project, and then will moderate an estimating exercise with the whole audience. For their example they'll use a set of job specifications and a typical contractor's company profile.

"Maintenance for Interior Landscaping" will encompass a series of short presentation on all aspects of interiorscape maintenance: maintenance personnel, crew structures, uniforms, vehicles, procedures manual, work scheduling, client-contact relations, and supervisors.

Discount credit rate for AAN members

Under a plan from the American Association of Nurserymen, the discount rate for VISA and Master Charge credit sales is 1.95 percent for all members desiring to participate.

The AAN received the discount rate after signing a contract with First American Bank, McLean, Va., to handle all VISA and Master Charge sales. The discount rate is the amount deducted from the bank card charges submitted by retail firms to the bank which accepts and processes the charges.

A recent survey of association members showed the average annual volume of sales on VISA and Master Charge is about \$50,000 per firm, and the average discount being paid is slightly over 3.5 percent. An AAN firm which fits this description could save as much as \$775 a year by participating in this new program.

Jacklin Seed Co. and Pickseed have reported that excessive rain last summer and fall prevented good burns to clean the fields. Doyle Jacklin said the availability of seed will drop as early as November when stocks in storage become depleted. Prices have already increased to slow demand.

Higher production costs and attractive beef prices diverted tall fescue production to feed in the Midwest according to Herman Schulte of Mid Continent Seed Co., in Marshall, MO. Tall fescue prices are expected to reach 45 cents per lb. and level off.

HERBICIDES

Expanded label for ornamental spray

Orthene insecticide has been granted an expanded Tree and Ornamental Spray label by the EPA, according to the manufacturer, Chevron Chemical Co.

The new label will add a significant number of pests. These include aphids on trees and shrubs, tent caterpillars, leafrollers, adult root weevils, and the Nantucket pine tip moth larvae. The spray will also control lace bugs, webworms, scales (crawlers), Birch leafminer, and Douglas fir tussock moth larvae.

For outdoor floral crops, Orthene is now labeled to control lygus bugs on daisies, statice, and yarrow. It is also usable for mealybugs, whiteflies, thrips, and scales on all foliage plants plus orchids, anthuriums, cacti, and poinsettia.

INSECTS

Busier bees make better pollinators

It may be possible to breed busier bees that do more pollinating.

Scientists at the USDA Bee Breeding and Stock Center Laboratory in Baton Rouge, La., are cooperating in a research project on honey bees with the Louisiana State University Agricultural Experiment Station.

Honey bees are responsible for pollinating millions of acres of crops worth trillions of dollars. Even though agriculture has become increasingly mechanized, no substitute for these insect laborers has been found — nor is any likely to be discovered.

More efficient pollination could increase crop production, particularly in areas where bees now have to be brought in to pollinate crops.

The researchers are studying 24 genotypes of honey bees and their activities, and they eventually hope to determine if some are harder workers.

About 8,000 bees from each genotype are confined to a screened-in area in a clover field. Once the bees are released, the researchers wait, watch, and record various facets of bee behavior.

Laboratory research leader Dr. Thomas Rinderer, who has studied bees for almost 20 years, notes that the insects have a highly complex social life, and also engage in a relatively complex sequence of actions as they pursue pollen.

Rinderer, Experiment Station agronomist Dr. Bobby Harville, and several assistants determine how many flowers a particular bee visits during a minute, how many bees are found in a particular square meter of clover during a 30-second interval, the percentage of a blossom that a bee covers while gathering pollen, and the time that a bee spends visiting a flower.

Seventy-five clover plants from which the florets have been removed to prevent self-pollination are covered with bags before the experiments begin. The bags are removed during the experiment, and the plants are covered again when the experiment ends.

Harville then counts the seeds on each plant, an indication of how effectively bees of each genotype distributed pollen.

Other factors may also be associated with more efficient pollination, such as the leg movement of a bee as it visits a flower and how actively the bee digs into a flower during its visit.

Malathion, Diazinon, and sevin are primary chemicals used for ornamental uses around buildings and residences.

The grasshoppers lay eggs along fence rows, roadsides, and field margins. Hatching areas can be treated before emergence occurs with a bait of Toxaphene, molasses, and mill-run bran.

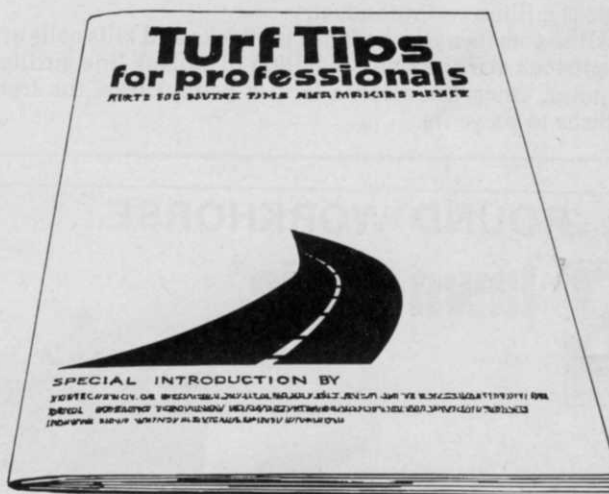
Once the hoppers have emerged, repeat applications are needed to stop migrating insects.

Energy gives sensitive trees needed rest

Light sensitive trees, including elms and sycamores, can now rest that city engineers are playing down the use of bright night lighting due to energy conservation, according to USDA horticulturist Marc Cathey.

Bright night lighting, especially high pressure sodium lights, disrupts the day/night cycle of sensitive trees

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INSECTS

Grasshoppers are ravaging Texas

Grasshoppers are ravaging crops and gardens in the Texas Panhandle and are spreading south and east according to Texas A&M University reports.

Counts more than five times serious levels, usually considered eight insects per sq. yd., have farmers banning together to pay for massive applications of malathion.

GOVERNMENT

UPDATE

EPA changes registration policy

The Environmental Protection Agency is departing from past policies to speed up the availability of so-called "biorational" pesticides that control crop-destroying insects and other pests through natural means, says Steven D. Jellinek, assistant administrator for toxic substances.

He defines "biorational" pesticides as viruses, bacteria, protozoa, fungi, and certain naturally occurring biochemicals that either attract, retard, or destroy pests. These pesticides, Jellinek says, should be easier to register than conventional chemical pesticides, which are inherently toxic.

Jellinek made the announcement at the opening of a new plant in Wasco, Calif., which will produce an insect virus lethal to cotton pests but harmless to people and the environment.

Virus causes walnut tree disease

A U.S. Dept. of Agriculture plant pathologist has discovered a virus that produces blackline disease in English walnut trees.

The discovery, by Srecko M. Mircetich of USDA's Science and Education Administration-Agricultural Research, Davis, could save the annual \$200 million walnut industry.

Blackline gets its name because it attacks and kills cells at the union of the rootstock and the scion resulting in a black line girdling the tree at that point. Once the disease is in a walnut tree, the tree may die within three to six years.

forcing them to grow continuously without rest. This results in stress and increased susceptibility to air pollution. Night lighting also delays fall dormancy exposing late fall growth to frost damage. Death is not a result of night lighting.

Cathey says the trend to more efficient lighting should considerably reduce the stress on trees.

Hollies, rhododendron, linden, and most maples are moderately sensitive to night lighting. Oaks, evergreens and many fruit trees are insensitive. Cathey tested 54 trees and shrubs.

Cathey adds that light is only one of many urban stresses on trees, but that it should be a consideration for selecting plants for brightly lit areas.

HERBICIDES

Banvel herbicides get new registrations

Banvel herbicide and Banvel combinations have recently received several new label registrations from the EPA, announced Velsicol Chemical Corp.

Federal clearances include:

Weedmaster herbicide, a pre-mix combination of 1 lb. dicamba and 3 lb. 2,4-D per gal., is cleared for control of broadleaf weeds in pasture and rangeland grasses and in noncropland areas such as fence rows, roadways, and around farm buildings. Apply when weeds are actively growing at rates ranging from 1 pint to 2 qt. acre.

Banvel herbicide is cleared for control of musk thistle in pastures and noncropland areas at a rate of 1 to 2 pints/acre in 10 to 20 gal. of diluted spray, applied when the musk thistle is actively growing.

Banvel is approved for control of multiflora rose in pastures and noncropland areas at a rate of 1 gal. of Banvel in 99 gal. of water. Use 100 to 200 gal. of solution per acre.

MonDak, a pre-mix combination of dicamba and MCPA, is cleared for grass seed production in Idaho, Oregon, and Washington. Use 1½ pints MonDak on early seeding weeds (4 in. or less in height) after winter dormancy up to the early boot stage of the grass. Applications can be made to lawn-type fescues, perennial ryegrasses, and Kentucky bluegrass.

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NURSERY

Garden suppliers to gather in Germany

The business year has commenced surprisingly well in all sectors of the garden supplies industry, according to information officers of the International Garden Trade Fair to be held in Cologne, Germany.

The officers report that manufacturers expect a growing development of sales in months to come in view of the continuing brisk demand. Additional business may be generated from the 7th International Garden Trade Fair scheduled for the Cologne trade fair centre from September 23-25.

Thus far, 413 direct exhibitors and 39 represented firms from 18 nations have applied for space at the fair. Of these, 167 direct exhibitors and 21 represented firms come from countries other than Germany.

Foreign participation is headed by Great Britain with 53 direct exhibitors and another 3 represented firms to date, followed by France (20 + 2), Holland (20 + 1), the United States (15 + 5), and Italy (14 + 3). The proportion of foreign countries represented will be about 44 per cent.

The wide range of products exhibited includes lawn mowers, garden implements and tools, garden equipment, and garden supplies. They should fill a floor space of 344,320 square feet.

HORTICULTURE

Prominent speakers head horticulture show

Ted Stamen of the University of California and Tom Flippen of John Henry Co.'s Floral Decor Div. will highlight the Living Plant Growers

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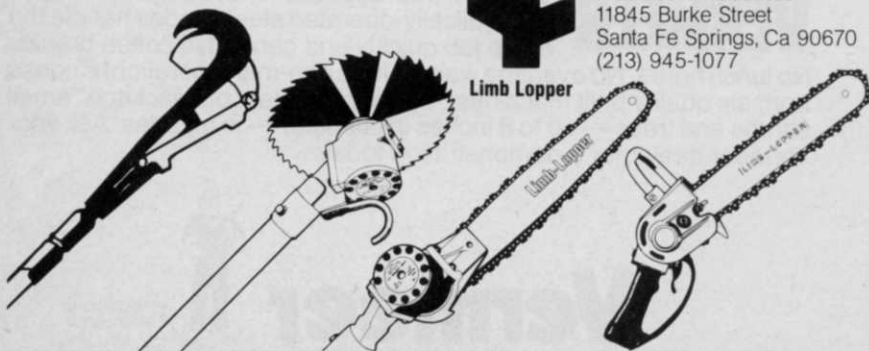
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Association seminar at the Pacific Horticultural Trade Show in Long Beach, Calif.

The LPGA seminar is one of three scheduled for Friday morning of the three-day event, September 6-8 at the Long Beach Convention Center and sponsored by the California Association of Nurserymen.

"Marketing and Merchandising House Plants — an Overview" will

be Stamen's subject. He has much experience as a horticulturist with the University of California Cooperative Extension.

Flippen, an experienced nurseryman and Western Sales Manager for the John Henry Co., will speak on "Merchandising House Plants in the Retail Industry."

A general session seminar will run concurrently with the LPGA

seminar from 10 a.m. until 12 noon. It will feature Charles D. Greenidge, Ph.D., a management consultant, and a discussion of problems of landscape maintenance by a panel of experts for the California Landscape Contractors Association seminar.

NURSERY

Allied trade show set for Tampa, Fla.

The 1979 Florida Nursery & Allied Trades Show will be held at the Florida State Fair Expohall in Tampa, Fla., Sept. 28-30.

The Expohall is located within the 276-acre Florida State Fair and Expopark. The facility features 93,000 square feet of unobstructed and air conditioned floor space and a 45-foot ceiling.

Concession areas are located within the building and parking is readily accessible with space for 10,000 cars within walking distance of the Expohall.

The show is being co-sponsored by the Florida Nurserymen and Growers Association and the Florida Seedsmen and Garden Supply Association.

TREES

Survey yields tree farm data

Growing sawtimber or pulpwood is the primary objective in tree farming for 79 percent of those responding to a questionnaire given by Tree Farm News.

Out of more than 5,000 tree farmers who completed the questionnaire, 36 percent, the largest segment, indicate that they originally began to practice forest management because of a general interest in forestry.

Data on the respondents shows that 77 percent own tree farms with less than 200 acres and 61 percent have their principal residence on their tree farm, or live in the same county.

Other personal questions revealed that 53 percent have a college or graduate degree. Fifty-six percent report incomes exceeding \$20,000.

More than half of those surveyed say they would be interested in visiting other outstanding tree farms in their region.

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