

SOD PRODUCER NEWS

Robinson named vp of marketing for Pickseed

Mike Robinson, a nine-year veteran of the Northwest seed industry, has been named vice president of marketing for Pickseed West, Inc., Tangent, OR.

In the past two years, Robinson has introduced Pickseed proprietary products in numerous markets throughout the United States. Most recent varieties introduced include Fiesta, Dasher, and Blazer Perennial Ryegrass, and America Kentucky bluegrass.

Robinson will continue to be responsible for the company's proprietary marketing turf and forage seed. His other major responsibility is coordinating Pickseed's research and variety development.

Turf Seed introduces chewings fine fescue

Shadow, a new variety of chewings type fine fescue, is being marketed by Turf Seed, Inc., Hubbard, OR.

Dr. William Meyer of Turf Seed developed Shadow after working with many germ plasm sources. It has shown good resistance to powdery mildew

and rust (*Puccinia carandallii*).

Shadow has a medium dark green color with leaf width similar to Banner or Jamestown and with similar performance and heat tolerance.

Lofts hosts 400 at annual field day

More than 400 golf course superintendents, park managers, sod growers, county agricultural agents, automated lawn dealers, and landscape architects attended the 4th annual Lofts Pedigreed Seed field day at its Martinsville Research Farm.

After observing Lofts' plots, attendants heard a slide presentation demonstrating the various aspects of seed production accomplished within Lofts' facilities. This was followed by a plant disease clinic held by Dr. Noel Jackson of the University of Rhode Island. Richard Hurley, Lofts' director of research, showed overseeding equipment and practices. Other discussions included *Fusarium roseum* control and fall fertilization.

The company also has published its new "Guide to Seed & Sod in the U.S.," a concise reference to various turf vari-

eties and their adaptations, recommended uses, planting rates, and dates. It is available free of charge from: Lofts Pedigreed Seed, Inc., Bound Brook, NJ 08805, 201/356-8700.

Perennial ryegrass gets Canadian license

Omega, a new fine-textured moderately dark green turf-type perennial ryegrass, has been awarded a Canadian license by Agriculture Canada, Plant Products Div. in Ottawa on an application by Oseco Inc. of Brampton, Ontario.

Omega, a 32 clone synthetic variety, was developed by Turf-Seed Inc., Hubbard, OR. It has been tested at a number of official stations in Canada since 1976 and has proven to be a versatile turf-type perennial ryegrass suitable for a variety of climates.

ASPA winter show will include exhibits

Equipment and services, always a popular part of the American Sod Producers Association summer meeting, will become an additional feature to the group's winter meeting in Lake Tahoe.

Exhibits will be on display from beginning to end of the conference at Tahoe's Sahara Hotel, February 16-18. They will share the spotlight with two full days of speakers and topics of technical and practical nature.

Program Chairman Steve Cockerham of Rancho Verde Turf Farms, Perris, CA, says that there will be sessions on hydro-mulching, stolens versus sod, and warm and cool season grasses. Dr. Victor Gibeault from the University of California will speak on energy and water; Jerry Faulring, president of the Professional Lawn Care Association of America, will talk about cooperation between sod growers and the lawn care industry; and Attorney William Harding will explain how to deal with state agencies.

Other topics concern income and estate planning and positive alternatives to unions and organized labor. For more information, contact: American Sod Producers Association, Association Building, 9th & Minnesota, Hastings, NE 68901, 402/463-4683.



Reed's Sod Farm was the site for the Sixth Annual Field Day of the Irrigation Association of New Jersey in October. The Princeton, New Jersey, farm hosted more than 300 irrigation contractors, golf course superintendents, lawn care managers, and Rutgers University staff. Users were able to see demonstrations and discuss problems with dealers, distributors, and university specialists.