



# WT&T

## OUTLOOK

By Bruce F. Shank, Executive Editor

### It's a Horse Race, We're Winning

Don't let stories about International Harvester and Allis Chalmers get you down. Manufacturers to the golf and landscape industries are strengthening their promotional campaigns because our market is a sound one.

Toro and Jacobsen are reporting improved sales. Mobay, Mallinckrodt, Dow, Rhone Poulenc, Stauffer and other chemical companies are realigning marketing strategies to beef up specialty chemicals. More than ten new chemicals are nearing registration for turf and ornamentals.

Two markets are of particular interest to manufacturers, golf and lawn care. The term lawn care is stretched often to include all landscape contractors. Golf is a solid performer for manufacturers and lawn care is the market of potential.

The fact that we have two strong identities within the landscape industry, has brought new respect to all segments of the market. Nursery, like golf, is highly regarded but not to the same degree as golf and lawn care.

To me, the landscape contractor is not getting the recognition he deserves from manufacturers. They understand lawn care, golf, sod, nursery, and tree care. For some reason the terms landscape contractor and grounds manager are too general or too hard to define in terms of buying. The market profiles we started in August are intended to help both the reader and the manufacturer in terms of identity.

Manufacturers have also voiced uncertainty over the involvement of distributors to the landscape industry. As a result, national and large regional distributors such as Lakeshore, The Andersons, Miller, and Lebanon are growing in market share.

Who cares if the landscape industry is attractive to manufacturers? Due to the highly complicated and expensive laws governing chemical registration today, manufacturers must set priorities and make choices. Equipment manufacturers carry tremendous overhead and they too have to make choices. If we want to assure our future supply of quality equipment and chemicals specifically for our market, we must gather the data and do whatever it takes to show manufacturers how significant we are.

### Call for Guest Editorials

If you read *Newsweek*, you probably read the "My Turn" page where readers provide insight into the effects of laws and politics on their lives. *Weeds Trees & Turf* would like to provide its readers with the same opportunity.

If you would like to make a statement to the industry, please send a two-page, double-spaced manuscript to Bruce Shank, *Weeds Trees & Turf*, 7500 Old Oak Blvd., Middleburg Heights, OH 44130.

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