

by Bruce F. Shank, executive editor

Warren's expands Sunbelt farms

Warren's isn't getting out of the sod business as Wisconsin and Ohio sod buyers might suspect after Warren's announced they are closing sod farms serving those states. They are actually beefing up their sod operation, but in the Sunbelt.

Steve McLaughlin's energy tells the story about the company's California sod operations. He increased his sales for Warren's by more than 35% in 1984 and told Weeds Trees & Turf the company is leasing more acreage in California this year.

Warren's has also added more than 1,000 acres of production in Cameron, TX, near Austin. "It is our plan to concentrate on St. Augustine first and add zoysiagrass and Adventure turf-type tall fescue later in 1985," says Earl Daniels, farm manager.

General Manager Mike Holmes says the expansion in Texas and California, "is a part of our overall strategy to concentrate our efforts into growth areas of the U.S." Emory Hunter, special products manager, said rising oil prices made the Wisconsin operation less competitive in the Chicago and Milwaukee markets.

New generation aerifier?

Tom Mascaro, one of the developers of the core-type aerifier in the 1940's, may now have a better idea, more than 40 years after his first one. It has no moving parts, cuts six- to eight-inches deep, and is set to be offered by Ransomes in the near future as an attachment to its riding mowers.

Mascaro's former company, West Point Products, developed the core-type aerifier now manufactured by Hahn. The new aerifier cuts a slit in the soil instead of punching a hole. Mascaro has successfully tested his new device on greens.



Mascaro's Second Aerifier makes slits instead of holes and has no moving parts.

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