

ALL SYSTEMS GREEN

The green industry is growing in all directions. An indication of this positive trend is the magnitude of chemical, equipment and seed purchases. So the state of the green industry, judging by a recent survey, is 'green and go' for 1987.

During 1986, readers of WEEDS TREES & TURF purchased almost \$2.5 billion worth of chemicals, equipment and plant material for landscape care.

Most of the purchases were split between equipment and chemicals, says an independent survey done for the magazine by Readex, Inc., St.

Paul, Minn. The Readex numbers closely parallel other studies like the Charles H. Kline Report released earlier this year.

Chemical purchases

The Kline statistics indicate a total market for turf and grounds pesticides of \$729.6 million; Readex indicates

that WT&T readers will make pesticide purchases of \$678.3 million (not including seed, sod, adjuvants, wetting agents and growth regulators).

Among WT&T readers, granular fertilizer continues to be the favorite. More than 7 out of 10 landscape managers opt to use it, resulting in \$262 million worth of sales. Liquid fertilizer is a distant second with 1986 sales of \$31.8 million to just one-fourth of the magazine's readers.

Herbicides remain the most popular of the pesticides in the green industry. Readers bought more than \$160 million worth in 1986, including almost \$100 million of pre-emergents.

Fungicide sales to WT&T readers were \$81 million and insecticide sales were \$72 million in 1986, the Readex survey suggests.

Equipment purchases

Readers report owning more than 124,000 tractors, 140,000 pick-up trucks, and 398,000 mowers, as well as a long list of other items (see charts).

The pick-up truck is the most popular piece of equipment. The average reader owns almost four pick-ups. Taken as a whole, pick-up truck manufacturers gained \$135 million in sales to readers of WT&T.

Likewise, more than \$100 million worth of irrigation equipment sales went to our readers, including nearly \$60 million worth of sprinklers. The average reader owns or has installed 362 sprinklers, two or three irrigation pumps and 22 electronic irrigation controls.

Though the most dominant piece of mowing equipment is the walk-behind rotary (six owned by the average reader) riding reels are the biggest expense. According to the Readex survey, WT&T readers purchased \$42.8 million worth of them, slightly more than the \$40.3 million the same readers spent on rotary riders.

Lots of plants

Not surprisingly, the biggest single expense for the typical landscape manager is for plant materials. Nearly

PREDICTED EXPENDITURES FOR 1986

Chemicals, supplies	Percentage reporting	Mean	Total Readership Projection
Adjuvant-spreaders	21.8	\$436	\$4,260,000
Aquatic herbicides	16.2	\$580	\$4,200,000
Dry-applied turf fertilizer	71.7	\$8,150	\$262,000,000
Fungicides	49.1	\$3,730	\$81,800,000
Growth regulators	21.8	\$427	\$4,170,000
Insecticides for trees/ornamentals	42.0	\$1,060	\$20,000,000
Insecticides for turf	49.9	\$2,330	\$52,000,000
Landscape fabric for erosion control	14.8	\$875	\$5,810,000
Landscape fabric for weed control	16.2	\$2,250	\$16,300,000
Landscape structures	20.3	\$2,842	\$23,245,000
Liquid-applied turf fertilizer	25.6	\$2,770	\$31,800,000
Plant materials	58.2	\$27,600	\$719,000,000
Post-emergence herbicides	62.0	\$2,570	\$71,400,000
Pre-emergence herbicides	60.1	\$3,650	\$98,200,000
Sod	36.7	\$6,080	\$99,800,000
Soil amendments	34.2	\$2,800	\$42,900,000
Tree fertilizer	34.2	\$911	\$14,000,000
Turf seed	71.4	\$2,920	\$93,300,000
Wetting agents	30.2	\$667	\$9,020,000

6 of 10 WT&T readers purchase such materials each year, for which they pay an average of \$27,600. Projected to the entire WT&T readership of more than 45,000, that's an annual expense of \$719 million on plant materials nationally.

More than half the respondents to the survey were involved in the following maintenance practices:

- fertilizer application (76%);
- weed control (75%);
- landscaping (70%);
- lawn care (69%);
- pesticide application (64%);
- irrigation (52%); and
- tree installation and care (52%).

Seventy-seven percent of the respondents maintain an average of 157 acres of turf yearly, or more than 5 million acres when projected to the magazine's total circulation.

In addition, nearly one-fourth of the sample maintains rights-of-way and an additional one-fourth maintains lake acreage.

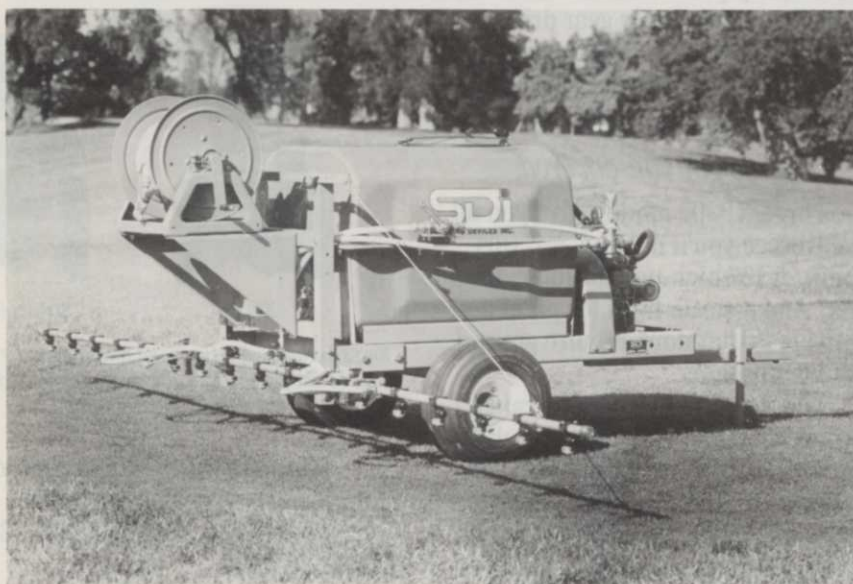
The Readex survey was based on 371 usable responses from a mailing to 500 randomly-chosen WEEDS TREES & TURF readers. Proportions based on all 371 respondents are subject to a maximum sampling error of $\pm 4.3\%$ at the 90% confidence level.

PREDICTED EXPENDITURES FOR 1986

Equipment	Percentage reporting	Mean	Total Readership Projection
Golf cars/utility vehicles	11.0	\$5,090	\$22,400,000
Irrigation systems	23.0	\$3,100	\$33,733,000
Pick up trucks	25.8	\$6,040	\$75,850,000
Riding mowers—reel	16.2	\$5,920	\$42,800,000
Riding mowers—rotary	32.9	\$2,740	\$40,300,000
Seeders	13.5	\$951	\$5,800,000
Soil aerifiers/corers	22.9	\$1,310	\$13,500,000
Spreaders	29.9	\$433	\$5,800,000
Tractor drawn gangs	13.7	\$3,510	\$21,600,000
Tractors	15.5	\$4,051	\$26,748,000
Walk-behind mowers—reel	10.8	\$1,710	\$8,230,000
Walk-behind mowers—rotary	48.0	\$996	\$40,300,000

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