

## Golf course maintenance exceeds \$3 billion

■ The U.S. golf course maintenance industry has reached an estimated annual worth of \$3.54 billion, according to the 80-page Golf Course Maintenance Industry report co-produced by the GCSAA and the National Golf Foundation.

The report, broken into nine geographic regions, covers irrigation sources, expenses, labor hours and wages, golf car fleet size and maintenance costs, environmental conditions and professional responsibilities for each region.

Data was collected through a 10-page survey administered in November, 1986. Information is presented in a form that allows a superintendent to make comparative analyses of operations with other courses in the region.

"For more info, NGF 1150 S. U.S. Highway 1 Jupiter, FL 33477"

## Real estate development takes part in boom

■ Golf-oriented real estate developments have spread from their origin in the Sun Belt throughout the country, fueled by low interest rates allowing course construction.

According to Roger Rulewich, president of the American Society of Golf Course Architects, "the majority of new courses are tied in with real estate developments."

The reason is simple. "Golf courses add to the overall appreciation of the property," says Amy Zale, vice president for marketing for Chicago-area developer the Zale Group. "Units with golf course views are the most valuable property sites and sales for these units will always be steady," she adds.

But it might be a good idea to get reinforced glass windows.

## Consumer pesticide, fertilizer markets up

■ According to an upcoming report by agribusiness consultants C.H. Kline & Co., sales of consumer pesticides and fertilizers were expected to reach \$2 billion in 1987, a 5.5 percent average annual increase from 1984 levels of \$1.7 billion.

Along with this growth has come a shift in the retail distribution patterns of the generally convenient, easy-to-use products from lawn and garden centers and hardware stores to discount department stores.

Products encompassed by the survey range from lawn fertilizers to indoor and pet insecticides.

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