

safety and environmental questions."

Neither side is required by the settlement to concede or admit wrongdoing.

"We are pleased with the agreement we have reached," says Stephen A. Hardymon, ChemLawn's vice president of environmental affairs and media relations. "It incorporates current ChemLawn communications practices, in that when we discuss technical issues in any informational piece, we define technical terms in language that our customers can understand."

Hardymon says ChemLawn "is responsibly addressing consumer issues, and the information we currently give our customers demonstrates that."

In a show of cooperation, ChemLawn recently supplied the Environmental Protection Agency and the Federal Trade Commission with its written advertising guidelines. The company plans to introduce those guidelines to the Professional Lawn Care Association of America (PLCAA) at the association's board of directors meeting in August.

Tom Delaney, PLCAA director of government affairs, was to meet with the FTC and EPA officials on



Hardymon: addressing consumer-related issues

July 26, to lay groundwork for establishing advertising standards.

"Right now, the EPA doesn't have any regulations in regard to applicators," says Delaney. "The only people that can deal with (applicators) right now are with the Federal Trade Commission, and they don't know anything about pesticides."

Delaney is concerned over an apparent a double standard being followed by government agencies.

According to Delaney, the FTC and EPA use the words "safe" and "low-toxicity," in their own brochures on lawn care.

Ironically, it was that kind of wording that started Abrams's campaign against ChemLawn advertising. □

SHORT CUTS

TEXAS TURF...Dr. Milt Engelke, of Texas A&M University has high hopes for current research programs which center on zoysia and bentgrass. "Objectives are to reduce the maintenance and water requirements," says Engelke. "We're working in an environmental niche that reflects all stresses—hot, wet, dry, and cold. At some point, we want to be able to impose those stresses on plant species." If Engelke is correct, the research industry is light years ahead of the rest of us.

"We have the germplasm to give you a grass you'll never have to mow or fertilize, and that will look pretty good all the time," reveals Engelke. "But it will probably cost me \$1000 or \$1500 per acre to produce. And there's not a market out there for that. We have to look at delivering that to the consumer. It's one of the things we feel ties (research) in with commercial industries."

NEW POST...Dr. Charles Darrah was recently appointed president of Ag-Vantage, Inc., a Columbus, Ohio agricultural consulting firm. He also is chief operating officer of CLC Labs, the firm's independent soil testing laboratory. Darrah served as director of technical services at ChemLawn for the past eight years. His expertise in specialty fertilizer development is known throughout the green industry.

ALL-STAR ADVISOR...LM editorial advisor Dr. Kent Kurtz, of Cal Poly Pomona, was at Chicago's Wrigley Field recently to observe the field prep prior to the All-Star game. Kurtz says the field had what looked to be a little pythium. The solution was "a good shot of iron, and we mowed off the problem." Kurtz says Wrigley field looks better than it has for many years, thanks to the efforts of Lubie Veal, Roger O'Connor and Frank Caparilli.

NEW ADDRESS...The nation's oldest and largest organization of landscape contractors and their suppliers, the California Landscape Contractors Association, has relocated its headquarters to 2021 N. St., in Sacramento. Their phone number remains the same.

TAKING RESUMES...The Western Agricultural Chemicals Association (WACA) is looking for a new executive director. Anyone interested should contact Pat Kline in the WACA office at (916) 446-9222.

SEED

European market plays hard to get



Hurley: Selling European markets can be difficult.

MARTINSVILLE, N.J. — Many American products gain easy entry into European markets. Not so for grass seed.

According to Dr. Richard Hurley of Lofts Seed Co., lack of distinction eliminates many American varieties from the European market.

"This goes back to the earliest days of seed research and development," remembers Hurley, "when most of the tall fescues were developed at Rutgers University. Most of the
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