

Boom slows in most areas as '90s begin

WASHINGTON, D.C. — The boom in landscaping in the 1980s is slowing slightly as the new decade begins, according to statistics from the National Landscape Association (NLA).

The NLA sees continued growth in the Great Lakes region and Florida, but is not as optimistic elsewhere in its 14th annual economic survey of member firms.

The NLA also notes that the National Association of Home Builders reports stagnant or falling prices in some former real estate hot spots on the East and West coasts. The builder's group was somewhat pessimistic about future homes sales, but this didn't totally dampen the NLA's outlook. It reasoned that if people stay in the same house longer, they'll be more apt to upgrade their landscaping.

The NLA survey according to region:

Northeast. An economic slowdown. Total landscape sales for 1989, "by far" the worst reported with an

1989 ACTUAL BUSINESS Change from 1988							
Region	Total Gross Sales	New Residential	New Commercial	Residential Renovation	Commercial Renovation	Residential Maintenance	Commercial Maintenance
Northeast	+6.0%	-0.3%	-1.8%	+5.5%	+1.3%	+2.7%	+1.3%
Southeast	+29.1%	+21.9%	+19.1%	-2.7%	-0.8%	**	+19.8%
Great Lakes	+20.3%	+10.8%	+14.6%	+12.7%	-3.0%	+11.7%	+9.1%
Great Plains	+18.6%	+3.5%	+5.0%	+20.0%	**	**	**
Survey avg.	+16.1%	+7.1%	+6.9%	+8.9%	-0.1%	+7.0%	+7.5%
1990 EXPECTED BUSINESS Change from 1989							
Region	Total Gross Sales	New Residential	New Commercial	Residential Renovation	Commercial Renovation	Residential Maintenance	Commercial Maintenance
Northeast	+13.0%	+5.2%	-2.4%	+18.7%	+5.8%	+14.7%	+13.7%
Southeast	+26.5%	+18.2%	+19.4%	+8.8%	+6.0%	**	+11.1%
Great Lakes	+16.9%	+11.7%	+14.6%	+14.1%	+3.7%	+17.6%	+10.7%
Great Plains	+16.8%	+5.0%	+12.3%	**	**	**	**
Survey avg.	+16.7%	+9.8%	+7.9%	+15.3%	+5.1%	+16.1%	+12.3%
**not enough responses				Source: National Landscape Assn.			

average 6 percent growth. Overall, sales, including maintenance, were up only 2.3 percent.

The NLA pointed to several factors for the slowdown: Wall Street fluctuations that caused many layoffs, continued high unemployment in some areas and early winter 1989 freezes.

Southeast. Slowing

growth everywhere but Florida. NLA's survey reports an overall growth of 29.1 percent in total landscape sales for 1989. Overall, sales, including maintenance, were up 16.3 percent.

Outlook: Hurricane Hugo devastated the Charleston, S.C., area. Demand for landscaping there should be high but it will

takes years for the area to recover.

Midwest (Great Lakes). A resurgence. Factories are making a comeback. The farmbelt got an economic boost with worldwide demand for U.S. grain up more than 35 percent last year. Total landscape sales reflect the brightening economic picture in this area—

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RESERACH

Maryland researchers refine IPM techniques

COLLEGE PARK, Md. — Researchers at the University of Maryland are concentrating on effective integrated pest management (IPM) techniques for the green industry.

Dr. John Davidson directs a landscape IPM program for newly-installed corporate building landscapes. He is evaluating plant/pest systems, recommending corrective measures and developing an IPM program for landscape managers.

"With the large number of office buildings springing up around the state, we felt this was an important area to focus on," Davidson notes.

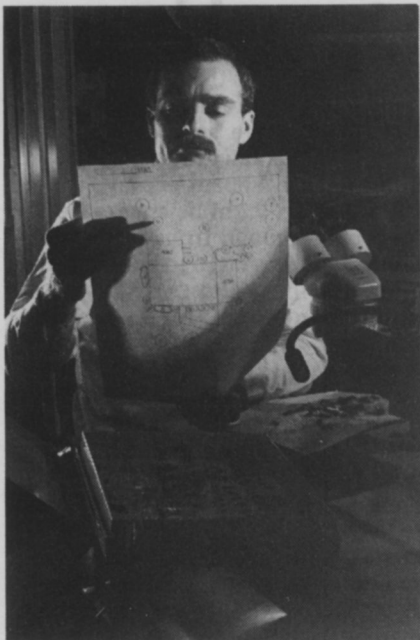
Davidson also cooperated with eight nurseries, showing that an IPM program based on frequent monitoring, evaluation and spot spraying provides equal or better plant protection than traditional practices. "One nur-

seriesman cut his pest control costs by about \$6,000 while reducing pesticide use by 96 percent," says Davidson.

Another urban entomologist, Dr. Michael Raupp, recently completed a three-year project with the National Park Service at historic sites like Fort McHenry, the battlefields at Gettysburg and Independence Mall.

"Basically, we assisted Park Service personnel in implementing an approach that will protect important ornamental plants while reducing the loss of beneficial insects," Raupp says.

He and graduate student Nancy Owen hope the project will have long-term benefits for the Park Service, landscape managers and home gardeners. A document being written by Owen will offer guidance on how to use IPM at park sites and managed landscapes. □



Dr. Michael Raupp, a Maryland extension entomologist, inspects a landscape diagram identifying pest/plant symptoms. Such diagrams can help develop site-specific IPM.

management.

"Today it's a major sales job on our behalf to prove that we're part of the solution, not part of the problem," says Dye. "I'm an eternal optimist. I think we've done major things for the environment. It's a major give-and-take today, and we give up a lot more than we get to take, but we have to be perceived as part of the solution." □

ACADEMIA

Japanese visit Virginia Tech

BLACKSURG, Va. — The turfgrass research and Extension programs at Virginia Tech and Michigan State Universities were recently shown to a contingent of 30 turfgrass professionals from Japan.

Among the group visiting was Dr. Yoshisuke Maki, past-president of the International Turfgrass Society. Others included Japanese academics, industrialists, golf club owners and golf course superintendents. □

EQUIPMENT

Haul Master buys vehicle maker

MENDOTA, Ill. — Haul Master, Inc. has acquired C.H.I. Industries, an original equipment manufacturer of general-purpose utility vehicles.

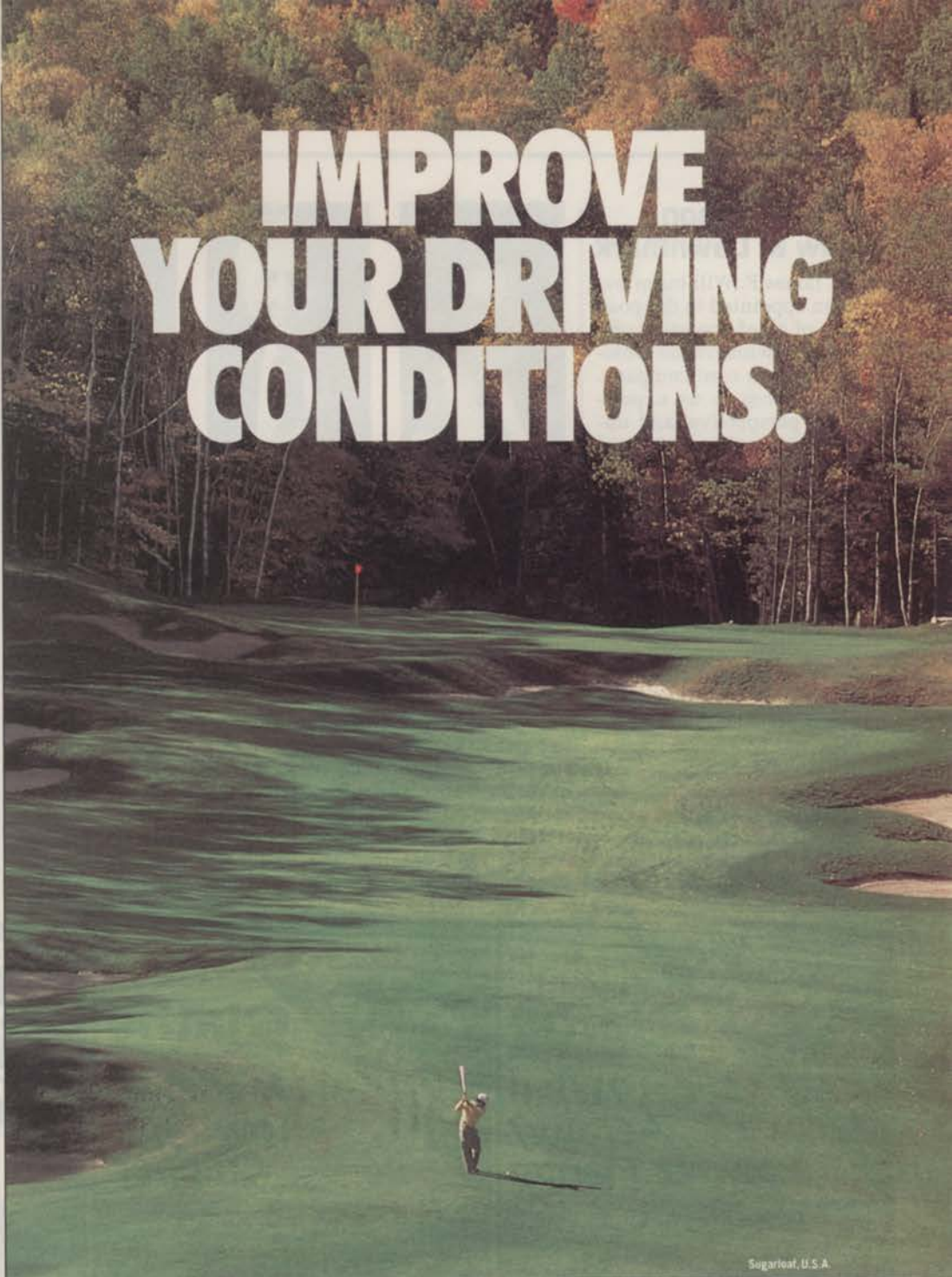
Claude W. Martinez, president of Haul Master, says the acquisition brings enhanced engineering and manufacturing support to Haul Master's established product line of rugged, dependable, and economical utility vehicles.

C.H.I. Industries' operation has been combined with Haul Master's manufacturing facilities in Mendota, Ill. □

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