

# GREEN INDUSTRY SHOWCASE

## Quest for quality includes control products

### Raleigh company faces a variety of turf diseases, likes this product's extended control.

■ Expectations are high when a homeowner in Raleigh, N.C., sees an All Green truck pull up in front of his or her home. And that's the way Jeff Oravec likes it.

Oravec, All Green's branch manager in Raleigh, has high expectations of his own. He simply wants the job done right the first time, every time. It's a corporate philosophy embodied in the acronym "QUEST," or "Quality Uncompromised Every Single Time."

Quest is talked about daily here," says Oravec. "We have Quest employees of the week and month, Quest attendance and Quest safe driving awards. It's the way we do business at All Green that encompasses every aspect of what we do, including who works here and what products they use."

Those standards apply equally to the company's choice of control products, where the quest for the best product goes beyond simply shopping for the lowest price.

"The economics is not of primary importance," insists Oravec. "If you don't provide the proper products that get the job done, then you won't be in business very long. We attack problems immediately and need products that work right the first time."

In Raleigh, like most areas in the transition zone where turf-type tall fescue has become the turf of choice, rhizoctonia brown patch remains the most significant turf disease.

It can show up in Raleigh lawns as early as late April and continues through July. Last summer Oravec tried Touche (pronounced 'Too-shay'), a new flowable contact fungicide with locally systemic activity from Lesco.

"With Touché, if a lawn is in real bad shape, we can still expect 85 percent to 90 percent recovery," says Oravec. "If we can catch the brown patch early, we consistently get 95 percent to complete recovery on lawns."

Touché's active ingredient, vinclozolin,

effectively controls brown patch, dollar spot and other major turf diseases. Its lower application rates and 28-day control help All Green boost profitability by as much as 15 percent, says Oravec. And its high concentration reduces technician exposure and makes package disposal less difficult.

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—Jeff Oravec

"We get 21 to 23 days of preventive control at the recommended label rate," says Oravec, and he adds that the company's fungicide application has grown in the past four years to become an increasingly important segment of All Green's business.

"Our use of fungicides seems to grow as tall fescue gains in popularity," says Oravec. "We're seeing more tall fescue here, which is prone to brown patch in summer whether you fertilize or not."

Oravec describes All Green's Raleigh customers as highly educated and knowledgeable about lawn service. "They want

to know what products you're going to apply, when and why. They expect us to do it right the first time and get rid of the problem."

"We take the time to point out the problem and explain why the fungicide application is needed," he says. "Our customers accept the notion that they can pay a little now to take care of a potential problem or pay a lot more later, after the problem has forced us to come in and do a renovation on the property."

In addition to brown patch, one application of Touché provides up to 28 days protection from dollar spot, leafspot, melting out, red thread and pink patch.

Lesco reports it will also control both pink and gray snow mold.

"Touché's recovery rate is great," he adds. "Last year," when the application was followed by irrigation, we got the fastest recovery yet. The brown patch was stopped in two to three days and we could actually see regrowth within three to five days." All Green adds liquid iron to achieve a quick green-up of the infected area.

One gallon of Touché covers three acres at the 1 fl. oz./1000 square feet preventive rate, enough to treat all the greens and tees on the average, 18-hole golf course or 20 average size lawns.

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All Green branch manager, Jeff Oravec, says Touche's high concentration makes it easier to fill, and the product holds well in suspension.