

HOT TOPICS

National Landscape Association 1992 Business Survey

	% change in business, 1991 from 1990				% expected change, 1992 from 1991			
	NE	SE	Gr. Lks.	Plains	NE	SE	Gr. Lks.	Plains
Overall sales	-9.2	-1.1	-1.3	-0.5	+5.0	+4.9	+14.3	+6.9
New residential	-4.7	-6.9	-1.6	-1.8	+5.8	+4.0	+11.9	+6.1
New commercial	-12.8	-10.5	-10.8	-4.9	+3.6	-10.3	+2.0	-3.1
Res. renovation	-0.9	+2.8	+3.6	+1.6	+6.5	+5.4	+10.3	+7.1
Comm. renovation	-4.7	-1.1	-1.2	-3.3	+2.9	-6.9	+4.1	+0.1
Res. maintenance	+2.7	+3.7	+7.4	+1.4	+9.4	-2.1	+6.7	+3.7
Comm. maintenance	-1.4	+6.9	+12.8	+0.2	0.0	-5.6	+7.4	+4.1

'92 landscape outlook:

Optimism...tinged with caution

WASHINGTON—A National Landscape Association survey projects that 1992 will show improved sales for the industry.

The NLA's annual economic survey of member firms indicates an expected overall increase of 8 percent in landscape sales for 1992 over 1991. The sharpest increases are expected in new residential landscaping (8.1%), residential renovation (8.0%) and residential maintenance (5.3%).

"With increased sales effort and greater emphasis on good management practices, the probability of 1992 resulting in improved sales is good," the NLA told members in its March/April newsletter.

However, last year's actual figures were much less than expected, for only the second time in the 17-year history of the survey. Overall, members predicted an increase of 4.4 percent last year while

business actually *decreased* 3.3 percent from 1990 to 1991.

Hardest hit was new commercial business, off 9.3 percent nationally from 1990. However, nationwide, commercial (+5.3%) and residential (+4.1%) maintenance both showed growth in 1991.

Landscapers in the Great Lakes region are most optimistic, predicting 14.3 percent growth this year.

Government, industry push 'Don't Bag It'

GREENFIELD, Wisc.—This city is cooperating with local industry to introduce a program called "Don't Bag It."

Mayor James Besson, at a news conference in March, encouraged citizens to reuse grass clippings as lawn nutrients rather than bagging them for landfills.

BFI Waste Systems underwrote development costs. A public drawing was held to determine winners of (1) one year's use of Toro Recycler lawn mower and (2) a year's supply of Slo Grow lawn fertilizer.

Ryerson Co. provided the mowers, and Howard Johnsons Enterprises provided the lawn fertilizer.



Greenfield Mayor James Besson (right, at microphone) announces the city's 'Don't Bag It' campaign while local news media record the event.

ELSEWHERE

Effluent water gets a boost, p. 93

NAA airs concerns with VP Quayle, p. 93

Asian gypsy moth could invade U.S., p. 93

New PGR hailed for landscape, golf, p. 94

Golf greens get flush treatment

COLUMBIA, Mo.—Golf greens of the future may offer the final stage of sewage treatment, at least in arid areas, say researchers at the University of Missouri here.

"At present, 10 percent of golf courses in the southwestern U.S. are irrigated with treated domestic sewage," says turfgrass specialist John Dunn. "Within the next 20 years, that should increase to 100 percent."

"Golf greens are ideal for tertiary sewage treatment because the dense mat of grass roots absorbs excess nutrients from the treated effluent," he says.

Dunn and grad student Tom McKay aim to deal with negative public perceptions of recycled sewage water. They are comparing turf treated with both sewage and drinking water. They are also comparing irrigation by sprinkler with irrigation through porous pipes laid under the green.

"It's too early to reach firm conclusions," Dunn says. "But we have found no difference in green quality water since the turf was laid last fall. Only time will tell if we will get problems with the pipes blocking from lime build-up, effluent particles or root hairs."

CLARIFICATIONS

■ Weights of Hoffco string trimmers listed on page 30 of the March issue referred to shipping weights, which include the weights of all accessories. Other equipment listed carrying weights.

■ Another article in that issue incorrectly noted that cyfluthrin has not yet been approved for control of Lyme disease ticks in New York. The insecticide is marketed in two formulations, under the trade name Tempo, by Miles. Its wettable powder was approved for the above use in April, 1991; its 2EC formulation was approved in August.

■ A chart on page 62 of that issue incorrectly noted that Turflon D, Turflon II and Confront herbicides were manufactured by Dow. They are, in fact, manufactured by DowElanco.

■ Lynda Wightman, contrary to what is stated on page 52 of the March issue, is an employee of Hunter Industries, based in San Diego.

LANDSCAPE MANAGEMENT regrets the inaccuracies.



Vice President Dan Quayle (left), NAA executive president Bob Felix.

White paper on tree benefits helps NAA reach top government levels

AMHERST, N.H.—In a brief meeting here in February, the National Arborist Association presented Vice President Dan Quayle with a whitepaper titled "The Importance of Large Tree Maintenance in Mitigating Global Climate Change."

NAA executive president Bob Felix made the presentation, on behalf of the organization's membership.

The research document was prompted by concerns that President George Bush's "America the Beautiful" program focuses

on new plantings and does not adequately address the need to maintain mature, healthy trees.

The NAA has also distributed the whitepaper to the U.S. Congress, state foresters and urban foresters across the nation. The document was funded by a grant from the National Arborist Foundation.

For more info, or to receive a copy of the whitepaper, contact NAA at (800) 733-2622.

AAN says Asian gypsy moths are very real threat to landscape plants

WASHINGTON—Since last November, the American Association of Nurserymen has been working with key members of the U.S. Congress to try and thwart a potential problem with the Asian gypsy moth that could affect the landscape industry.

According to a press release, the AAN's efforts "have been successful, in that the USDA's Animal and Plant Health Inspection Service, in conjunction with the USDA Forest Service, has developed a comprehensive treatment and eradication plan to prevent infestation. We are now working to urge that this important preventive plan be funded."

In 1991, Asian gypsy moths were found on ships in the northwest U.S. The ships had presumably picked up the insects at

Siberian ports of call.

Asian gypsy moth is of the same species as the gypsy moth that was introduced in the U.S. years ago. However, the Asian strain differs in that:

- females are capable of flying up to 65 miles whereas the "North American" female does not fly;

- it appears to feed more readily on a much broader range of plants, and may establish more readily on conifers; and

- it has the potential to spread much more quickly.

According to the AAN's report on the subject, introduction of the Asian gypsy moth here could mean an alteration in wild animal (and endangered species) habitats.

UAP redirects turf activities

SALEM, Ore.—United Agri Products (UAP) restructured its professional turf and ornamental efforts with the formation of United Horticultural Supply (UHS).

All UAP activities in the professional turf and ornamental markets (including UAP Special Products) will come under this new organization. Markets being served by UHS include: commercial lawn care, golf course, landscapers and landscape maintenance, ornamental horticulture, etc.

Initially, UHS will be made-up of six divisions owned and operated by the geographically diverse United Agri Products Independent Operating Companies.

New PGR to be tested widely this summer

GREENSBORO, N.C.—Primo, an experimental plant growth regulator, can manage growth and quality of warm- and cool-season turfgrasses, according to its maker, Ciba-Geigy.

The product was field-tested for the first time in 1991 on 300 acres of turf. It will be sold this season with its recently-approved Experimental Use Permit. Up to 3,000 test acres of turf are planned.

According to Ciba-Geigy, Primo will be especially useful in managing difficult-to-mow areas and to minimize edging along sidewalks, curbs, parking lots, driveways, flower beds and fences; and around posts, storage sheds and trees.

Primo is planned to be labeled for bentgrass, Kentucky bluegrass, red fes-

cue, tall fescue, annual and perennial ryegrass, bahiagrass, common and hybrid bermudagrass, centipedegrass, St. Augustinegrass and zoysiagrass.

At standard application rates, Primo will provide approximately 50 percent growth reduction for four weeks, Ciba-Geigy's Dr. Doug Houseworth says. With multiple applications, Ciba-Geigy believes that Primo will be able to reduce turfgrass growth the entire growing season—but not more than 2.7 lbs. of Ai/A can be applied per year.

Its active ingredient is cimectacarb.

For best results, Ciba-Geigy says, Primo should be applied to high quality turfgrasses which receive adequate moisture and fertility.

INFO CENTER

Useful literature and video offered to LM readers

ON TURF DISEASES...The "Compendium of Turfgrass Diseases, Second Edition" is now available from APS Press. Detailed descriptions and more than 180 full-color photos (60 of them new) help diagnose and control more than 50 turf diseases. The 128-page softcover book—edited by Richard W. Smiley, Peter H. Dernoeden and Bruce B. Clarke—is \$25 in the U.S. and \$31 elsewhere. To order, send check or money order to PAS Press, 3340 Pilot Knob Rd., St. Paul, MN 55121-2097 or phone (800) 328-7560.

GOLF COURSE PERSONNEL...A sample handbook for setting policy, writing job descriptions, developing pay scales and other golf course personnel management issues is now available from the GCSAA for \$10 (members) or \$15 (non-members). Topics include employment status, work schedules and pay, attendance, standards of conduct and job descriptions. The handbook is available through the GCSAA, phone (913) 832-4480.

HEALTHY TURF..."Healthy Turf Means Healthy Earth," a color brochure from The Fertilizer Institute, is available for \$1.25 per copy. The brochure, which can be distributed to customers, answers questions like "how does one know how much fertilizer to use?" and "are organic fertilizers

safer than commercial fertilizers?" A 10% discount applies to orders of more than 100. To order, send check to TFI, 501 2nd St. NE, Washington, DC 20002.

TURF BENEFITS VIDEO..."This Precious Earth" is a new six-minute videotape program produced by the American Sod Producers Association. In addition to the educational program, a group of four 30- and 60-second public service announcements are included, along with a four-color brochure that complements the video. The video costs \$25. The brochures cost \$75 for 500 or \$250 for 2,000, plus shipping and handling. For more info, contact Terri Berkowitz, at ASPA, 1855-A Hicks Rd., Rolling Meadows, IL 60008; phone (708) 705-9898.

CHEMICAL SAFETY...A new handbook by the Midwest Plan Service aids chemical safety: "Designing Facilities for Pesticide and Fertilizer Containment." Major chapter headings include site selection, system design, worker safety areas, mixing/loading areas, emergency response practices, etc. The book is available for \$15. Phone Art Muehling at (217) 333-9313 or send check to: Plan Service, Dept. of Ag Engineering, 1304 W. Pennsylvania Ave., Urbana, IL 61801. Make checks out to the University of Illinois.

GREENS MOWING...Jacobsen now offers a videotape training guide for the Jacobsen Greens King IV. It is available in Spanish or English from local Jacobsen distributors or by writing Jacobsen division of Textron, 1721 Packard Ave., Racine, WI 53403.

MORE HEALTHY LAWNS...Lofts Seed has created a new, free booklet for lawn care customers entitled "The Grass is Always Greener on My Side." Filled with illustrations and color photos, the 16-page booklet offers tips on selecting seed and mowing and watering. The booklet also offers a \$1 coupon toward Lofts products. For more info, call Mary Anne Rohmann or Krystal Stilwell at (212) 684-6300.

PROTECTING YOUR BUSINESS..."How to Protect Your Business" is now available through the Council of Better Business Bureaus. Price is \$7.95 for the pocket-size paperback edition, \$14.95 for deluxe softcover, plus \$2 shipping and handling. It has three sections: Schemes Against Business, External Crime and Internal Crime. Covered are office supply schemes, bankruptcy fraud, telemarketing crimes, credit card fraud, embezzlement, insurance fraud and more. Send order and payment to: CBBB Publications, 4200 Wilson Blvd., Arlington, VA 22203.