

# HOT TOPICS

## Sandoz/Gallup poll finds industry becoming safer

### 'Partnerships' between end users and manufacturers of pest control products are key to public education.

**WASHINGTON**—A national Gallup Poll commissioned by Sandoz Agro reveals that green industry professionals who apply pest control products are using safer products and application practices.

More than 59 percent of the respondents in all groups applying the products said they are doing things differently compared to five years ago, and increased public concern is one of the main reasons.

The poll surveyed more than 2,000 users of pest control products, including 200 lawn care companies and 200 golf course superintendents, nationwide. Also included in the poll were small animal veterinarians, farmers, structural pest control operators, mosquito district managers and roadside vegetation managers.

"It's pretty clear that these professionals share the public's concerns and are interested in developing partnerships with the public to further improve safety to people and the environment," says David Whitacre, Sandoz's vice president of development. "They're listening and responding, sometimes in ways that go beyond what is required by law."

Other statistics from the survey:

- More than 67 percent said the safeguards in place are sufficient to ensure safety to the environment, the public, animals or wildlife, and product users. They said overwhelmingly that education is the best way to reduce the public's concern.

- Approximately one-fifth of all respondents (except veterinarians) always notify their neighbors when applying products. And almost half believe it is a good idea.

Max Larsen, executive vice president of the Gallup Organization in Lincoln, Neb., sees a common thread running through the survey. "They believe manufacturers have primary responsibility for educating the public and fixing environmental problems, but they see themselves as partners in the process. They want to do the right thing."

The telephone survey was conducted in December, 1993. Results of some questions posed to the lawn care and golf segments of the survey are reproduced here.

### SANDOZ NATIONAL ENVIRONMENTAL POLL

QUESTION	LAWN	GOLF
<b>1. What is the most serious issue associated with the use of pest control products in your industry?</b>		
SAFETY	32%	33%
ENVIRONMENTAL IMPACT	21%	29%
PROPER APPLICATION	18%	12%
PUBLIC PERCEPTION	20%	10%
EFFECTIVENESS	4%	5%
REGULATIONS	16%	8%
<b>2. In comparison to five years ago, is there more, less or about the same amount of public concern over pest control and the environment?</b>		
MORE	71%	77%
LESS	6%	1%
ABOUT THE SAME	20%	18%
<b>3. What is the most common complaint you hear from the public, your neighbors or customers relating to pest control products?</b>		
QUESTIONS ABOUT SAFETY	24%	9%
ENVIRONMENTAL CONCERN	9%	5%
EFFICACY	4%	0%
SMELL/ODOR	14%	15%
LACK OF INFORMATION	6%	3%
<b>4. Who do you think has primary responsibility for correcting problems associated with pest control products?</b>		
MANUFACTURERS	31%	37%
USERS/APPLICATORS	24%	28%
GOVERNMENT	26%	21%
CONSUMERS	3%	1%
<b>5. Has your personal concern associated with pest control increased, decreased or stayed the same over the past five years?</b>		
INCREASED	51%	47%
DECREASED	6%	4%
STAYED THE SAME	43%	49%

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### ELSEWHERE

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**Correcting winter damage, page 70**

**Paul Harvey on pesticides, page 70**

**Posting for Wisc. homeowners?, page 70**



**SANDOZ POLL** from page 65

QUESTION	LAWN	GOLF
<b>6. Why has it increased?</b>		
PERSONAL AWARENESS	36%	32%
PUBLIC AWARENESS	21%	17%
SAFETY	12%	7%
ENVIRONMENTAL IMPACT	11%	15%
MORE GOVT. REGULATIONS	4%	11%
INCREASED USE	3%	6%
<b>7. Do people in your industry use safer pest control products when available?</b>		
ALWAYS	50%	70%
SOMETIMES	37%	27%
NOT USUALLY/NEVER	3%	3%
<b>8. Do people in your industry wear protective clothing?</b>		
ALWAYS	50%	65%
SOMETIMES	36%	33%
NOT USUALLY/NEVER	11%	1%
<b>9. Do people in your industry dispose of containers properly?</b>		
ALWAYS	62%	78%
SOMETIMES	26%	20%
NOT USUALLY/NEVER	7%	0%
<b>10. Do people in your industry follow labels closely?</b>		
ALWAYS	71%	93%
SOMETIMES	23%	6%
NOT USUALLY/NEVER	4%	1%
<b>11. Do people in your industry attend educational classes?</b>		
ALWAYS	55%	59%
SOMETIMES	33%	36%
NOT USUALLY/NEVER	8%	3%
<b>12. How important is it that people near the application area be informed, if the products are applied properly?</b>		
VERY IMPORTANT	26%	29%
SOMEWHAT IMPORTANT	26%	35%
NOT VERY IMPORTANT	26%	17%
NOT IMPORTANT AT ALL	16%	12%
DEPENDS ON PESTICIDE	4%	4%

QUESTION	LAWN	GOLF
<b>13. Compared to five years ago, are you making fewer applications?</b>		
YES	72%	67%
NO	26%	30%
<b>14. Have you used an integrated pest management (IPM) program?</b>		
YES	77%	77%
NO	23%	23%
<b>15. Compared to five years ago, what are you doing differently regarding the use of pest control products?</b>		
USING SAFER PRODUCTS	33%	37%
BETTER APP. METHODS	20%	16%
USING LESS PRODUCT	30%	33%
PROTECTIVE CLOTHING	3%	7%
EDUCATING CUSTOMERS	5%	3%
DISPOSING/STORING PROPERLY	4%	5%
ENCOUNTERING REGULATIONS	7%	2%
GETTING BETTER TRAINING	7%	2%
NOTIFYING THE PUBLIC	5%	6%
<b>16. Do you think some products are knowingly applied improperly?</b>		
YES	58%	39%
NO	38%	53%
<b>17. If yes, do you think this occurs frequently or occasionally?</b>		
FREQUENTLY	35%	9%
OCCASIONALLY	62%	90%
<b>18. What area should be regulated more to prevent unsafe practices?</b>		
APPLICATION	29%	21%
HOMEOWNERS	28%	21%
EDUCATION	5%	8%
ENFORCING REGULATIONS	3%	4%
DISPOSAL	1%	5%
<b>19. Do you feel that the safeguards already in place are sufficient to ensure safety to the environment?</b>		
STRONGLY AGREE	20%	24%
AGREE	56%	65%
DISAGREE	18%	7%
STRONGLY DISAGREE	4%	1%

## Researchers now naming endophytes

**SANDUSKY, Ohio**—Dr. Rich Hurley of Lofts Seeds says researchers are getting so familiar with endophytes they're starting to select and name specific types like the Rose City endophyte from Oregon.

Hurley described endophytes as "true biological insect control" to almost 100 lawn/-landscape managers here, wrapping up a three-city tour with Dr. A.J. Powell of the University of Kentucky and Dr. Ed McCoy of Ohio State University, this past February.

An endophyte, said Hurley, is a fungus that lives within the tissues of certain crops and plants. Starting just over a decade ago, breeders also began incorporating them into turfgrass seed to give cer-



**Dr. Hurley: hunt continues for endophytes in Kentucky bluegrass**

tain varieties of turfgrasses increased insect resistance. Actually, the endophytes themselves don't control insect pests, it's the alkaloid toxins the endophytes produce. The fungi, found in leaf sheaths and lower crown areas of turfgrass plants, have yet to be discovered in turfgrass roots.

That's why the fungi control above-ground insect pests and not grubs.

"So far we've done the easy stuff in just finding and identifying endophytes," said Hurley.

In answer to a question from the floor, Hurley cautioned anyone still holding 1993-crop turfseed with endophytes to use it this spring. Its effectiveness decreases with time, he said.

Also, he said that dollar spot control in high-endophyte fine fescue is now documented.

Work on endophytes, including efforts to find them in Kentucky bluegrass, will continue, Hurley said.

—Ron Hall

## Pruning, fertilization needed to repair cold damage

**STATE COLLEGE, Pa.**—This winter's record-breaking low temperatures, deep snow and ice storms took a toll on landscapes in many parts of the country, says Dr. J. Robert Nuss, professor of ornamental horticulture at Penn State University.

"(You) can expect damage from the cold and precipitation as well as injury caused by animals feeding on stems and trunks," says Nuss.

Plants are injured to some extent during all winters. "This winter, however, temperatures have dropped to -20° F or lower in many areas," says Nuss. "The deep snow has provided some insulation from the cold, but the hardiness limitations of many plants have been exceeded.

"During the past decade of mild winters, homeowners have planted more broadleaf evergreens and plants that may not have the hardiness tolerances for this winter's conditions. Don't be surprised if

these plants die," Nuss continues.

Low temperatures can kill leaf and flower buds, and destroy the tips of stems or the entire length of branches not covered by snow. Marginally hardy plants may be killed down to the soil line even though the stems and trunk may be snow-covered. In extreme cases, the root systems of delicate shrubs and trees may be destroyed.

Pruning is the only remedy for plant parts that have been chewed, broken or killed by the winter. Branches snapped by snow and ice should be removed immediately, and additional pruning can be done later in the spring to restore appearance.

"Don't try to prop broken parts back in place," says Nuss. "This only results in improper healing of the wounded area once growth begins in the spring."

Pruning low-temperature injuries must be done when buds fail to open. "Prune back to undamaged live wood, and if loss

of limbs and stems is severe, thin back remaining healthy stems to reshape the plant," says Nuss.

To reduce further stress and help rejuvenate surviving plants, give them a light application of a complete fertilizer early in the spring. Nuss recommends 5-10-10 at a rate of 1 lb./100 sq. ft., applied on the soil around the base of the plants, about six inches from the trunk.

"If it doesn't rain within a few days after fertilizer application, water the area well. Add a two- to three-inch layer of coarse textured mulch, such as shredded wood bark, over the entire rootzone."

Spring is also a good time to determine the quality of surviving plants. "Severely injured plants may never recover enough to be a useful landscape feature," says Nuss. "It may be better to replace them with new specimens or ones of a different variety."

## Wisconsin eyes posting for homeowners

**MADISON, Wis.**—The Wisconsin Board of Agriculture on Feb. 22 began planning public hearings to allow cities to regulate lawn care pesticide applications by homeowners. Specifically, the regulations could require posting whenever homeowners (including a renter) make a pesticide application to their residential properties.

Posting would be needed to indicate homeowner pesticide applications to lawns, trees, shrubs and other vegetation growing in turf areas. Excluded are applications to houseplants, flower or vegetable gardens, greenhouses or nurseries. Also outside the scope of the regulations are: sub-soil injections, forest pest control, public health pest control, and injections to trees.

"In those municipalities that adopt ordinances, it will presumably increase customer demand for the free placards which pesticide dealers are currently required to offer persons buying landscape pesticides," says a memorandum from the Wisconsin Ag. Dept.

On Dec. 14, 1993, the state preempted most local government regulation of commercial pesticide applications, but homeowners weren't apparently covered by the state regulations. Stay tuned. That could soon change.

## Paul Harvey continues pounding away at golf courses, 'pesticide poisoning'

**CHICAGO**—Radio commentator Paul Harvey, whose show is syndicated all across the country, again criticized golf course superintendents and their use of pesticides.

"Two years ago, you and I talked about the pesticide poisoning so many birds that our golf courses face a silent spring," Harvey began.

He then cited University of Iowa research (see last month's "Hot Topics"), drawing this conclusion from it: "Not only are golf course pesticides killing the birds, but they're killing golf course superintendents also."

Harvey finished his brief verbal assault with: "A moral needs to be underscored: we and the beautiful wild things live in harmony together, or we perish together."

Harvey's commentary, which was heard on flagship station WGN here on Feb. 8, drew an immediate response from RISE (Responsible Industry for a Sound Environment) and the principal investigator for the University of Iowa study, both of which wrote letters to Harvey.

"Your commentary is inaccurate and misleading with respect to our study," Dr. Kross wrote. "I am very concerned

about your mis-representation of our study. The public does need to be informed about important environmental and occupational health issues. The media are important partners in disseminating accurate results of research studies. I request that you broadcast a corrected version of your commentary about our study."

The letter to Harvey from RISE dealt with some of the statements Harvey specifically made, but also issued a general response:

"You again make quantum leap assumptions regarding health and pest control on golf courses. Shame for using your popular program to raise unwarranted fears with erroneous and unsupported comments.

"What (the specialty pesticide industry) cannot welcome—nor should you be guilty of—are efforts to elevate highly preliminary unproven research into speculative assumptions that raise unwarranted fears among golfers—or any segment of our population."

The letter was signed by RISE executive director Allen James.

Harvey, as this issue went to press, had not yet responded on the air to Dr. Kross or RISE.



# INFO CENTER

## Selected books and videos for the industry

**VID SCHOOL FOR SUPERS...**A new hands-on golf course superintendent's video-based training series, designed to enhance staff training and managerial skills, was introduced at the Golf Course Superintendent's International Show in Dallas. Contributing to the program is 30-year superintendent veteran Paul R. Latshaw. The first two tapes, "Creating the Knowledgeable Operator" and "Greens Care Orientation and Tips," available this month, cover basic equipment and mowing routines. Training tapes come with written support materials and basic testing or performance assessment guidelines. For a free preview tape, write or call: Epic of Wisconsin, 2334 Stonebridge Circle, West Bend, WI 53095; (800) 938-4330.

**GREENS RENOVATION...**"The Whys and Hows of Greens Renovation," by Dr.

Richard Hurley, explains the three main reasons for considering greens renovation, and describes the basic procedures and steps to complete the project successfully. Dr. Hurley believes the information is needed as bentgrasses reach higher levels of performance. The brochure is free from Lofts Seed. Contact Andrea at Lofts Seed, (908) 560-1590.

**WASTEWATER REUSE...**for golf course irrigation is covered in a book sponsored by five major golf associations, including USGA and GCSAA. Written by leading researchers and practitioners, it covers a wide range of technical and regulatory aspects of how and why to irrigate golf courses with reused wastewater. Water quality, conservation, regulations, rights, delivery, system design, monitoring, retrofitting for recycled water, and case

study examples are included. Price is \$55, plus \$7.50 shipping/handling. Contact: Lewis Publishers, 2000 Corporate Blvd., NW, Boca Raton, FL 33431.

**SAVE MONEY...**"Save Your Business a Bundle," by Daniel Kehrer, gives 202 ways to cut costs and boost profits. The book's suggestions can work for any size company, and are alternatives to laying off workers to save money. Tips include use of Zip Code +4, phone bill savings, and electronic data interchange. The author is an award-winning magazine editor, author and business owner and executive. The book costs \$22. To order, call Simon & Schuster at (800) 223-2348.

**FOREMAN TRAINING...**The National Landscape Association offers "Talking Over Foremanship," a book to help landscape foremen become better, more competent employees. "Talking Over Foremanship" features 22 independent 30- to 60-minute training sessions, conducted by the owners, manager or supervisor, which help sharpen the "person-to-person" skills of  
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landscape foremen. The material includes detailed instructions on how to conduct each session, and has complete answers to the various discussion questions and issues. Price for members of the American Association of Nurserymen is \$25; \$55 for non-AAN members. Contact the NLA at 1250 I Street, NW, Suite 500, Washington, DC 20005; (202) 789-2900.

**HOW GREENS EVOLVED...**The American Society of Golf Course Architect's popular booklet, "Evolution of The Modern Green," is now available in its third printing. The comprehensive publication, written by ASGCA past-president, Dr. Michael Hurdzan, covers all aspects of the design, construction and maintenance of the modern green. \$5 per copy; \$3 each for five or more copies (prices include postage). Send check to American Society of Golf Course Architects, 221 N. La Salle St., Chicago, IL 60601.

**SPORTS TURF ARTICLES...**The Sports Turf Managers Association (STMA) has published its first "Sports Turf Topics: A Compendium of STMA Articles." The book is a collection of articles from 12 months of STMA writing. Subjects include: general sports turf management, sports turf cultivation practices, fall sports turf management, weed control in sports turf and fertility and irrigation. Contact STMA at (312) 644-6610.

**GROWER INFORMATION...**"The Greenhouse and Nursery Handbook" contains 512 pages of practical information for commercial growers. The book is written to help growers produce plants easily and economically. Softcover costs \$53.95; hardcover is \$63.95. To order, contact Andmar Press, P.O. Box 217, Mills, WY 82644; (307) 472-3107.

## GREEN INDUSTRY EVENTS

What's going on  
in the industry

### APRIL

**14: Chesapeake Chapter, STMA, Field Day**, Camden Yards, Baltimore. Phone: Art Downing, (410) 313-7254.

**20: Landscape Risk Management Realistic Lawsuit Prevention seminar**, Riverside Convention Center, Riverside Calif. Phone: (909) 787-7950.

**23-24: California Landscape Contractors Assn. Certified Landscape Technician tests**, Pierce College, Woodland Hills, Calif. Phone: Kin Heckes, (916) 448-2522.

**27: Landscape and Nursery IPM Workshop**, Waltham, Mass. Phone: Kathleen Carroll, (413) 545-0895.

### MAY

**1-3: Menninger Sunbelt Tree Conference**, Hotel Royal Plaza, Lake Buena Vista, Fla. Phone: Florida Nurserymen and Growers Assn., (407) 345-8137.

**17: Landscape and Nursery IPM Workshop**, Waltham, Mass. Phone: Kathleen Carroll, (413) 545-0895.