



Spring verticutting prepares greens for heavy play at Lincolnshire Fields.

Taken as an integrated plan, turf aerification, fertilization and irrigation provides the best possible turf conditions, explains Werner.

All of which is important when you consider the speed with which a disease problem can grow.

"If we don't practice good disease prevention and control," says Werner, "in a matter of days an untimely outbreak of disease could ruin all our good work."

## Social responsibility results in new 'vision'

■ Turf and ornamental chemical manufacturers must be able to adapt to the continuing changes in product regulations, market needs and technology as the start of a new century approaches.

Those changes include attention to programs for lower product rates, waste water reduction and innovative packaging.

Ciba Turf & Ornamental Products, for instance, has established "Vision 2000," which includes attention to social responsibility, environmental protection and economic growth.

"These elements will enable us to forge partnerships with green industry customers as we move closer to the year 2000," says company director Bill Liles.

Like many companies that manufacture control products for the green industry, commitment to exceeding regulatory standards is one of Ciba's self-imposed mandates.

One Ciba facility began a water recovery program and reduced waste water by 99 percent. Overall, company manufacturing facilities are well ahead of regulation standards which go into effect in 1998.

Membership—and involvement—in professional associations is a key aspect of some companies' commitment to the green industry. Ciba also co-sponsors educational programs such as the Audubon Cooperative Sanctuary Program for Golf Courses and scholarship funds for the children and grandchildren of golf course superintendents (the Legacy Awards).

Ciba and other manufacturers continue to offer products that can be used at low rates, while protecting soil and water resources. Low-rate products from Ciba include Banner, a broad spectrum fungicide.

Closed packaging systems limit user and environmental exposure to turf protection products during mixing. Ciba's turfPak is a returnable and refillable micro-bulk container.

Wettable powder and gel formulations in water-soluble packages are other innovations.



**Ciba's Bill Liles: stresses training and continued education.**

**Economic growth**—To ensure economic growth and a strong industry, product manufacturers go beyond simply supplying customers with a product. The next step is to provide customer and industry support.

"When a customer buys our product, they receive much more than just the packaged chemical," says Liles. "Included with that purchase is our guarantee of quality products, training and continuing education and nationwide industry support."

Liles urges customers to continue to support products labeled specifically for the green industry. Otherwise, he fears, "there is a serious risk that companies like ours will no longer be able to afford steep registration costs."

"The journey (a product takes) from test tube to market costs between \$15 million and \$30 million, and takes from seven to 10 years," Liles explains.



**The 'turfPak' system as designed by Ciba limits pesticide exposure, speeds application time and ends package disposal problems.**