



## Via mail, e-mail, fax, etc.

"Your editorial in the [September] issue was excellent. It was pertinent, gutsy and to the point. Landscape Management continues to get better with each issue. Keep up the good work."

Ron Kujawa  
KEI, Inc.  
Cudahy, Wis.

*Thanks, Ron. We appreciate getting cards like this through the mail, but we're now open to re-*

*ceive e-mail through the Internet, too. The rest of this month's "letters" were received electronically.*

Terrific idea of providing us with an e-mail address! I hope this works out.

One quick suggestion: please try to keep your articles on one page. Due to lack of space and computer scanning capabilities, I normally just tear out the articles I want to

keep on file. It's not impossible, but mainly aggravating, to have a short article start on the bottom of one page, and the end on the next.

I'm sure some Ph.D. in marketing psychology probably has a dozen good reasons why you do this, but from practicality, it's a pain. Otherwise, a very terrific periodical!

Larry Caplan  
Extension Educator  
Vanderburgh County, Ind.

*Check out this issue, Larry. One of the strong points of the new design we're unveiling this month is that we're no longer jumping half-stories from page to page. The Ph.D. who reviewed our old design must've earned his degree in bad taste!*

I would like to thank you for your quick and helpful response to the e-mail I sent you. Your magazine, which I receive free of charge, provides more service than any of the ones I have to pay for. Keep up the good work!

Dave Denison  
Hay Harbor G.C.  
Fisher's Island, N.Y.

*You were lucky, Dave. The information you requested was on file. We've had other requests that weren't as easy, though: one guy wanted to know how to patch up a dusty, weedy football field in 100 words or less. Yeah. Right.*

I'm glad to see someone in our industry has entered cyberspace. We can all benefit from better communications. Personally, I don't have time to play phone tag or write letters. I enjoy your magazine. Keep up the good work!

Jim Yonce  
Yeamans Hall Club  
Charleston, S.C.

*Aside to newcomers in cyberspace: if you get lost, hit the "escape" key. Luckily, we found our way back to Cleveland just in time to get out this month's special GIE issue. Enjoy.*

## What 'seed bargaining' is all about

### To the editor:

In your August issue, on page 10 you quoted a very good friend of mine and a former co-worker, Dr. Jerry Pepin of Pickseed West. The quote is subheaded, "Uh-oh" and says:

"Perennial ryegrass prices will be up considerably over last year. The Perennial Ryegrass Bargaining Association is a factor this year. But I don't know how long they will be able to keep prices up, because this is a supply-and-demand industry."

The PRBA acknowledges that it is the major influencing factor for a higher price to the turf-type perennial ryegrass seed producer for the 1995 crop year.

The average grower price for turf-type perennial ryegrass seed...compares with grower prices paid in the early 1970s. However, the prices for tractors, combines and other equipment have doubled since 1970. Additionally, the seed producer has faced increasing restrictions and regulations in field sanitation techniques and the use of pesticides.

Usage of perennial ryegrass seed in the same period has increased from 116 to 174 million pounds...[thanks to] the strong efforts by the Oregon Ryegrass Growers Seed Commission as well as market promotion by each of the companies.

The only aspect that the PRBA has any influence on is the price of the seed being produced under grower contracts. The seed dealer makes the decision on the acreage they want produced. Neither the PRBA nor the seed grower makes decisions on increasing or decreasing production of varieties being produced under a seed grower contract.

Supply and demand governs the commodity market price, whether it's speculative or a true market condition.

The PRBA recognizes the importance of the professional turf market. It is not the objective of the PRBA to cause any hardship on any segment of this market. Our objective is to continue production of a high quality product to ensure the ultimate user is provided with seed that is genetically pure, without weed and crop contamination.

We would like to point out that the quality standards of the PRBA's "Tournament" quality seed are higher than the quality standards for certified seed.

A final objective of the PRBA is to influence a more stable market price that professional turf managers can depend on for the improved turf-type perennial ryegrass varieties.

Jim Carnes  
Executive Director  
PRBA