

Staying competitive in changing times

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With continued growth in the turf and ornamental industry comes change. Newer products, label and formulation changes, and novel ways of accessing information all require your attention.

However, tending to the daily tasks of hiring employees, maintaining equipment, and dealing with erratic weather can make keeping abreast of changes challenging at best.

For consumers, the demands of everyday life lead them to outside sources—such as lawn care professionals—to not only get the job done, but to answer their questions about products and services.

In turn, lawn care and landscape companies look to manufacturers for information and support for the products that meet their customers' needs.

It is up to manufacturers, such as DowElanco, to educate, inform and provide informational training—not just in response to crisis, but to help our customers survive times of change and thrive.

Our stewardship efforts are concentrated in three areas including: developing new products, continuing support for current products and providing information.

New products for the millennium

First, we press forward with new products that respond to current needs. In that vein, I'm proud to announce our newest product—Conserve® SC turf and ornamental insect control. Conserve just received an accelerated federal registration for sale in the United States



under the Environmental Protection Agency's Reduced Risk registration program this past June.

Conserve is the first turf and ornamental product in the new spinosyn chemical class and offers professionals a "Caution" signal word. It uniquely combines the efficacy of synthetic insecticides with the benefits of biological insect pest control products. It's highly active at very low use rates and offers excellent control of sod webworms, armyworms, cutworms and a variety of ornamental insect pests.

The launch of Conserve is just one result of our continuous and extensive research designed to stimulate innovation. Currently, several other new products are nearing the final phases of the 10-year introductory development process.

Customer support immediate

Developing new products isn't enough. In today's fast-paced world, busy professionals need information about products, packaging, and applica-

tion techniques.

With that in mind, we support our current products with over 20 sales and technical representatives dedicated solely to the turf and ornamental marketplace, and we reinforce this team with corporate-based research and development specialists. Together, these people work to create a support structure that provides technical and research information, and training. They also serve as a liaison between our customers and our 400 scientists and researchers at corporate headquarters.

Reaching out to the industry

Educational support is also a part of our work. To that end, DowElanco maintains a strong presence in industry-wide associations, such as Responsible Industry for a Sound Environment (RISE), The Professional Lawn Care Association of America (PLCAA), Golf Course Superintendents Association of America (GCSAA) as well as many other associations that work to educate the public and the government about the proper use of specialty pesticides in the environment.

By fostering the innovation and discovery of new products, supporting our current products and cooperating with others in our industry to educate consumers and legislators, DowElanco plans to help raise the service standard throughout the 21st century. Our goal is to not only foster change, but rather, help make the transitions necessary for change a little smoother.

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