

**F**or companies like Kubota Tractor Corporation that distribute "tools of the trade", the green industry has become an important growth segment.

KTC entered the U.S. market 25 years ago, at a time when major tractor manufacturers were in a horsepower race. KTC saw niche opportunities with the small farmer and rancher whose needs required a compact, durable and maneuverable tractor. At that time, under 40-hp tractors accounted for just 10 percent

## Compact tractors filled a 'smaller' need



National Future Farmers of America (FFA) officers recently visited Kubota Tractor Corporation headquarters in Torrance, Calif. From left, Mike Heitman, Kubota director of marketing; Rachel Fehring, FFA western regional vice president; Robin Killian, Kubota senior vice president of sales and marketing; and Charlie Jones, FFA southern regional vice president. Kubota Tractor Corporation is a co-sponsor of the National FFA Nursery/Landscape Career Development Event and the Specialty Crop Production Proficiency Program.

of the tractor market. Today, because of the increased use of smaller models within the entire green industry, these compact tractors enjoy sales equaling almost 40 percent of the market.

The discovery of Kubota's trademark orange tractors wasn't by accident, however. Technological breakthroughs, features not available on any other tractors in the world, made people in the green industry take notice of this relative newcomer.

### CARB certification

Kubota was the first manufacturer to receive CARB certification on its under 25-hp diesel and gasoline engines.

Kubota's 2- and 4-wheel drive F60 Series front-mount mowers (60" or 72") were developed specifically for the commercial turf maintenance market. Features include state-of-the-art Auto-Assist 4WD with Dual-Acting Overrunning Clutch System for exceptional maneuverability and a single-pedal operated hydrostatic transmission for easy directional changes.

Tomorrow's tractors for the green industry will be even more user-friendly, more efficient machines designed to handle bigger jobs with fewer people, all resulting in reduced overall costs by offering more production.

## 1970:

National Golf Foundation puts cost of building a new, 18-hole golf course at between \$200,000 and \$2 million. U.S. Plant Variety Protection Act. New England tree care firms battle ban on open burning of wood.

## 1972:

Federal Fungicide, Insecticide, Rodenticide Act (FIFRA) becomes law; it is hoped FIFRA will preempt duplicate local laws. Liqui-Green lawn care begins offering franchises.

## 1974:

The USGA revises its "Specifications for a Method of Putting Green Construction," originally published in 1960. More revisions appear in 1989



and 1990. First New Jersey Turfgrass Expo replaces annual January conference. ALCA has 400 members, PGMS reports 600, and GCSAA about 3,800 members. Robert Felix named executive director of National Arborist Association.