

# High tech, high touch

## *Dow AgroSciences interacts with landscape professionals in an on-going commitment to industry innovation*

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**A** seedling unfurls new leaves — leaves that are genetically engineered to resist damaging pests. A team of scientists invents a compound designed to prevent insect damage in landscapes while minimizing risk to the delicate natural balance of the environment. These discoveries are made in the laboratory.

Thousands of miles away, at an East Coast research site, another scientist converses with a landscape professional. They're talking "residual," "callbacks" and "split apps." These discoveries are made in the field.

The success of Dow AgroSciences depends on the many interactions between these two forms of discovery — one "high tech" in the laboratory, the other "high touch" with communication and feedback in the field.

### **Innovations you ask for**

For example, landscape professionals have long requested a new kind of pest control that combines superior efficacy with the benefits of biological controls. That was the impetus for Dow AgroSciences' recent introduction of Conserve\* SC turf and ornamental insect control. As always, research that began in a test tube was taken to the

field — quite literally — as you told us what did and didn't work. In the end, we are as reliant on you as we are on the advancement of science. It is through you, the professional, that we discover new and better ways to improve our landscapes and serve your customers. Through the dual discovery of "high tech" and "high touch," we continue our commitment to commercialize one significant new product in a major global market each year.

### **Broader perspective**

Our recent consolidation and name change further reflect this commitment to broad-scale discovery. On January 1 of this year, DowElanco officially changed its name to Dow AgroSciences, reflecting its new status as a wholly owned subsidiary of The Dow Chemical Company. This followed Dow's acquisition of Eli Lilly and Company's portion of what was once a joint venture.

Our name, Dow AgroSciences aptly sums up our strategic commitment to agricultural industries — from turf and ornamental, to crop production and urban pest control. At the same time, the acquisition strengthens our ability to fund new scientific discovery through our traditional pest control products and to bring you, the customer, the technologies needed to stay competitive in a changing market.

Also critical to this initiative is our

majority ownership of the biotechnology venture Mycogen, which researches, develops and markets genetically enhanced, insect-resistant crops. This collaboration will teach us even more about the science of agriculture.

### **'In Touch' through technology**

In the end, it is clearly our ability to communicate that sets us apart. To spread the word about new discoveries, to be sure; but, more importantly, to listen to the real experts — the people who make their living with turf, trees and ornamentals.

Our new Web site now harnesses the power of the Internet so that we can continue the journey of discovery together. Not only does it serve as a quick, efficient tool for targeted information on products and usage tips, it also make our world a

little smaller by enabling every customer to communicate through cyberspace. And it can help to link you with more than 25 sales and technical support representatives dedicated to the industry.

As we approach the year 2000, we at Dow AgroSciences are confident that this marriage of "high tech" and "high touch" will help us to discover even more ways to put our innovations at your fingertips. Who knows what's ahead? We'll find out together.

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**Bruce Miehle: customer response an important part of new product development**