

## Husqvarna acquires Bluebird

CHARLOTTE, NC — Husqvarna acquired Bluebird International Inc., a manufacturer of commercial dethatchers, aerators, seeders, sod cutters and other turf care equipment.

"We believe that Bluebird will be an excellent complement to the product line currently offered as a result of the acquisition of Yazoo/Kees last October," said Bengt Andersson, CEO of Husqvarna Worldwide.

Husqvarna will continue to market the Bluebird brand through existing Bluebird dealers and its distributor network. Terms of the purchase were not revealed.

## Simplot adds Lange-Stegmann

BOISE, ID — With an eye on expansion to the East Coast, Simplot Turf & Horticulture acquired the professional product line from St. Louis-based fertilizer formulator Lange-Stegmann. The deal includes the Lange-Stegmann production facilities for its professional products in the golf, landscape and lawn care markets.

"We're committed to bringing our products and service to the national market," said Bill Whitacre, president of Simplot Turf and Horticulture.

*continued on page 18*

CLIPPINGS

## 'Biocalendar' helps plan pesticide applications

BY JAMES E. GUYETTE / CONTRIBUTING EDITOR

Landscape managers can help their operations blossom simply by watching the plants grow. Tracking and recording when certain plants bloom can pinpoint the best times to treat for specific insect pests. Dr. Dan Herms, an entomologist at The Ohio State University, has developed what he calls a "biological calendar" that predicts the emergence of tree and shrub pests — and thus the best time to spray — based on when ornamental plants bloom. "By knowing the order that pests occur, managers can plan their pesticide strategies," he says. "The sequence remains remarkably constant from year to year."

The calendar shows, for example, that European pine sawfly eggs hatch at the same time as first bloom in PJM rhododendron, and that gypsy moths hatch at full bloom in Spring Snow crabapple. (Herms' study is specific to his area of Ohio, but similar work has been accomplished in Illinois, Kentucky and Michigan. Check with your local extension office.)

To prepare his study, Herms looked at the blooming times of 86 ornamental plants and matched them with the activity of 40 insects and mites. The result was a list in order of what happens when. It works because the development of plants

Good timing is a benefit of the biological calendar, ... it allows landscape managers to spray when a pest is present — not before or after.

and insects depends on the temperature, and the order of this development is the same every year. "What you see in one year is going to hold in other years, which is why it's important for you to make these observations while you're applying your own controls."

For instance, Herms found that eastern *continued on page 17*

## Turfco Direct offers fall money-making kit

As all landscape professionals know, marketing is half the battle when trying to increase profits, no matter what the season. Turfco Direct knows that, which is why the company has come out with the "Fall MoneyMaker Kit," a free package of marketing materials to help landscape professionals sell aeration and overseeding services to their customers.

The "Fall MoneyMaker Kit" includes customer brochures, suitable for mailing and/or use as handouts and door hangers, that describe the benefits of both aeration and overseeding. A "plan of action" explains how to use the materials for best results and how to effectively sell these services to new and existing accounts. Also, there are pricing guidelines to help lawn care firms establish profitable pricing for their own area.

For more information about the "Fall MoneyMaker Kit," call Turfco Direct at 800/679-8201 or visit [www.turfco.com](http://www.turfco.com).

continued from page 16

tent caterpillar eggs hatch under particular temperature conditions. The date varied from March 28 in a warm spring to April 4 in a cooler one, but it always coincided with full bloom in Corneliancherry dogwood, which also occurred at the same time.

Other examples are holly leafminers, emerging at full bloom in Amelanchier 'Regent;' and bronze birch borers, appearing when black locust blossoms peak.

Until now, bronze birch borers' emergence has been especially hard to forecast. "We found that it can be accurately predicted simply by watching black locusts bloom along the highway," Herms explains. "When black locusts begin to bloom, that's when you need to make an insecticide application for bronze birch borer."

#### Timing helps

Good timing is a benefit of the biological calendar, he observes. Instead of relying on the date or a schedule of regular applications, landscape managers can spray when a pest is present — not before or after. Pesticide use is cut, yet control is the same or better. This is especially true for hard-to-detect pests and those susceptible only at certain stages.

The end result is fewer, yet more effective, pesticide applications, according to Herms, who adds that you can create your own bio calendars specific to your climate and business operations.

The bio calendar can benefit an IPM program by making short-lived pesticides such as insecticidal soaps and oils more effective through timely application. Pesticides with longer, residual effect-types might not be needed.

Herms, a professor at the Ohio Agricultural Research and Development Center in Wooster, based his bio calendar on three years of observations in the center's Secret Arboretum. He is currently preparing a similar bio calendar relating to weed control, which should be ready in three years.

Herms believes you can design a bio calendar with just a year's worth of observa-

tions by using existing field techniques. "You're keeping records on the pesticide applications anyway, and you can just add another space on the form to list the plants that are in bloom," Herms explains.

"If your timing is correct (during a specific battle), you can make that same application in following years," for your firm's bio calendar. "Follow-up monitoring is critical."

# MULCH IN MINUTES



- **DAYS BECOME MINUTES . . .** with the easy, one person, remote controlled Express Blower application.
- **FINISH IN A FLASH . . .** with a production rate of 30 to 100 cubic yards per hour, large crews are a thing of the past.
- **SEASONED WITH TIME . . .** EB is the industry leader with over 5 decades of mulch, compost & soil application technology and experience.
- **SERVICE IN SECONDS . . .** with a customer support team that is available and ready to assist, 24 hours a day.



800-285-7227

**Express Blower**

[www.expressblower.com](http://www.expressblower.com)

A division of Rexius Forest By-Products, Inc., Eugene, OR