

[ ADVERTORIAL ]

# Talkin' Tech

JERRY CORBETT » TECHNICAL SERVICES MANAGER, QUALI-PRO



## Q What trends are you seeing in the lawn care market?

The lawn care markets have been steady, even during these economic times. Most folks still enjoy having a nice lawn and it's an important part of our culture. This is also true for office/business complexes and apartment buildings. It's important to have nicely maintained landscapes and turf. There's value from the aesthetic appearance and having professionally maintained landscape and turf. With regard to housing, we know the landscape adds 10 percent or more to the overall home value. This is certainly an advantage if you're in the process of refinancing or looking at purchasing property. With regard to commercial complexes, it gives us the perception that the businesses operating within those confines are professional operations.

## Q What pests are lawn care operators (LCOs) most concerned with these days?

2012 was a different year! Whether you believe in global warming or 20-year weather cycles, we can all agree that 2012 resulted in a mild winter and thus gave us a much longer spring and summer. It may have been more regional, but I think the ticks, fleas, flies and mosquitoes were rampant in 2012. In my opinion, fire ants were worse last year than I've ever seen before. Also, because of a mild winter, we had larger weed infestations, including broadleaf weeds early in the spring, followed by late flushes of crabgrass and goosegrass. Goosegrass! This grassy weed has become more problematic in northern areas than I ever would have expected. Another pest that's on the rise are nematodes. If this temperature

cycle continues, I predict many LCOs will see nematode symptoms increase even in the farther North than normal areas. We've been dealing with them in turf and ornamentals in the South for years, but with the longer seasons and warmer temperatures, their presence will be more prevalent in the North as well.

## Q What's new with Quali-Pro in the lawn care market?

The newest LCO product we're marketing is our Quali-Pro Dithiopyr 2L herbicide. It's an outstanding liquid formulation, providing season-long control of grassy and broadleaf weeds in golf, lawn care, landscape, sod production, nursery and other areas. It has the following features:

- High-performance formulation;
- Excellent turf selectivity;
- Non-staining;
- Instantly blooms upon dilution even in cold water;
- Pleasant odor;
- Stable viscosity during cold exposure; and
- Extended shelf life consistency.

I know most of the first-round preemergent herbicide applications have gone out by this time of the year, but I recommend Dithiopyr 2L as an excellent option for the second-round applications. It will provide postemergent control of seedling crabgrass at the 1-5 leaf up to the early tiller stage. The point is if there's seedling crabgrass beginning to emerge, then here's a good tool to clean it up early and provide residual efficacy.

Another product we offer LCOs is Fipronil 0.0143 G Broadcast. Fipronil is one of the best products on the market for fire ant control. It's specially formulated for broadcast application

for control of existing and prevention of new fire ant infestations in residential, commercial, golf course and recreational turfgrass and landscape beds. A single application delivers up to one year of reliable fire ant control. It works by contact and ingestion and in all weather conditions. Low use rates mean it has an "anytime" application period, including fall and winter.

With regard to postemergent broadleaf weed control, we offer Quali-Pro 3-D Herbicide which is a combination phenoxy herbicide that can be applied to most warm-season and cool-season turfgrass cultivars. It will control a wide spectrum of broadleaf weeds, including henbit, chickweed and dandelions.

For the LCOs dealing with southern turfgrass cultivars and weed control, we have Quali-Pro MSM. MSM contains Metsulfuron, which is a powerful sulfonylurea herbicide used on southern turf and will control several broadleaf weeds.

## Q What's different about Quali-Pro?

All Quali-Pro products are university tested, as well as tested internally. We promise to deliver an economically competitive product with superior formulation technology. Our office and headquarters are located outside of Houston near Pasadena, Texas.

Also, with Quali-Pro you have someone that you can call anytime. If you have a question about a Quali-Pro product with rates, issues or performance, you can contact me at [JerryC@quali-pro.com](mailto:JerryC@quali-pro.com).