

Foresters believe most of the affected trees will survive.

TURFGRASS

Turfgrass tops billion dollar mark in VA

Almost a half million acres of home lawns help boost Virginia's turfgrass industry over the billion dollar mark, says Dr. Jack Hall, reporting on a recently released survey. Hall is extension agronomist for turf at Virginia Polytechnic Institute.

The survey, initiated in 1982 by the state and federal agriculture departments, indicates 1.1 million home lawns (a 27 percent gain in lawn area since the last survey in 1972) and 826,000 acres of turfgrass in the state. Turfgrass now ranks as the third largest crop acreage in Virginia. The dollar amount of the turfgrass industry doubled in the last decade, claims Hall.

The survey also points out there are 246 golf courses in the state and the cost of maintaining turf, establishing new areas, and purchasing equipment exceeds \$32 million annually, more than triple the total in 1972. Paid labor costs are believed to be responsible for much of that increase.

FERTILIZER

Moderate growth seen for controlled release

A California-based research and consulting firm says the non-agricultural demand for controlled release fertilizers will grow at a maximum rate of 3.5 percent annually until 1988.

That modest prediction is offset somewhat by a higher growth rate (4.5 to 7 percent) in certain segments such as nurseries, sod farms, landscapers, and forestry, says SRI International, Menlo Park, CA.

In 1983, nonagricultural markets such as home lawns and gardens, golf courses and other professional turf, nurseries and landscaping accounted for about 93 percent of the total U.S. demand for manufactured controlled release products and for 87 percent of processed natural organic fertilizer materials—sewage sludge, leather tankage, and dried manure.

SRI says controlled release products accounted for 11 percent of the total volume of fertilizer used in nonfarm markets in 1983, processed natural organic materials 16 percent.

For further information contact Thomas C. Gunn, Director, Chemical Economics Handbook Program,

SRI, 333 Ravenswood Ave., Menlo Park, CA 94025.

TREES

Environmental Care starts tree division

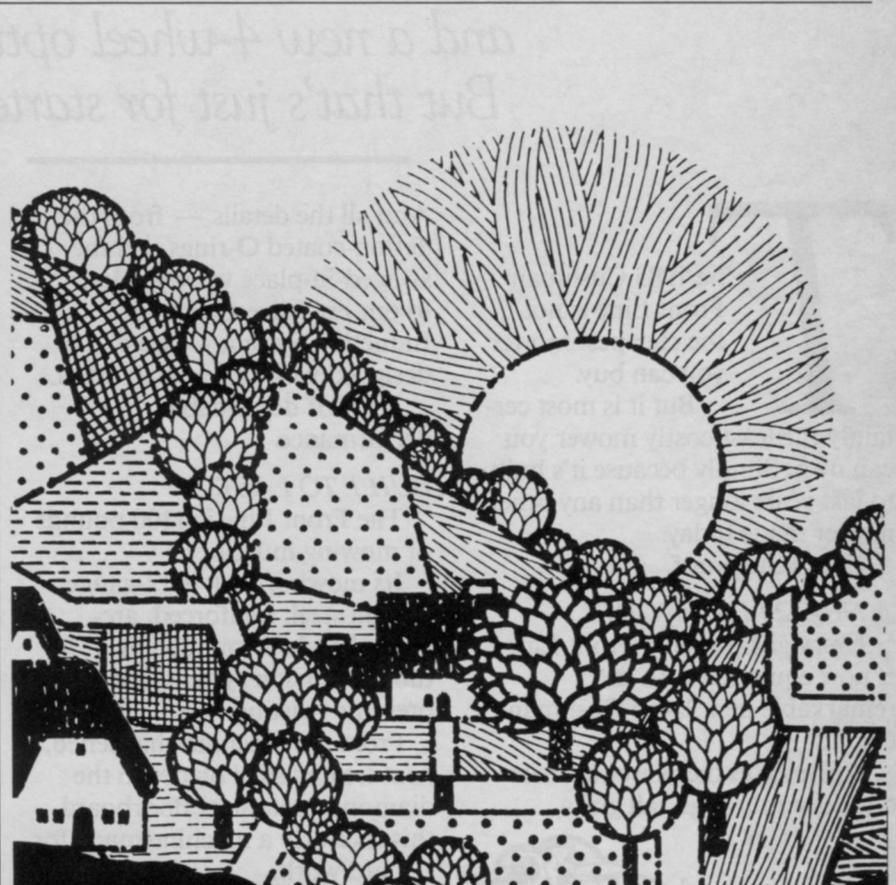
Environmental Care of Calabasas, CA, has created a new Tree Care Division devoted solely to the care of trees on commercial sites.

The new division, Arbor Care, will serve commercial and industrial cen-

ters, public facilities, military bases and similar landscape properties in the Los Angeles and Orange County areas of California. Services will be available on a one-time or contract basis.

Bruce K. Wilson, president of Environmental Care, Inc., said a firm's investment in trees can be substantial and proper maintenance is essential.

"Our more than 35 years experience in landscape maintenance and tree growing provides us with special expertise in this important area."



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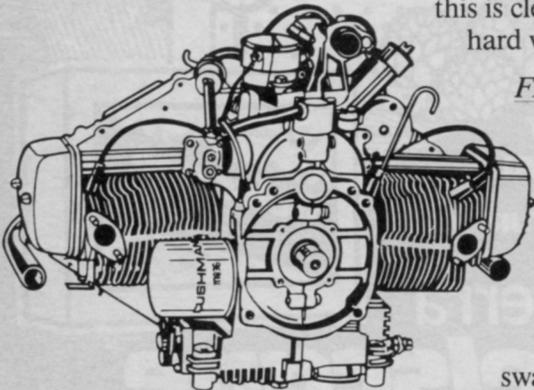
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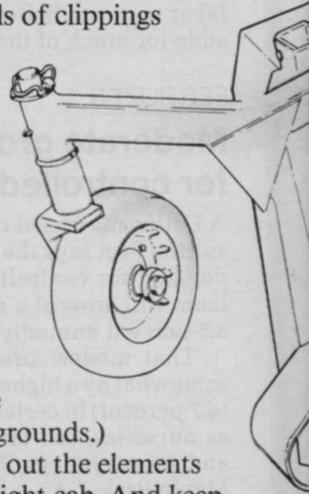
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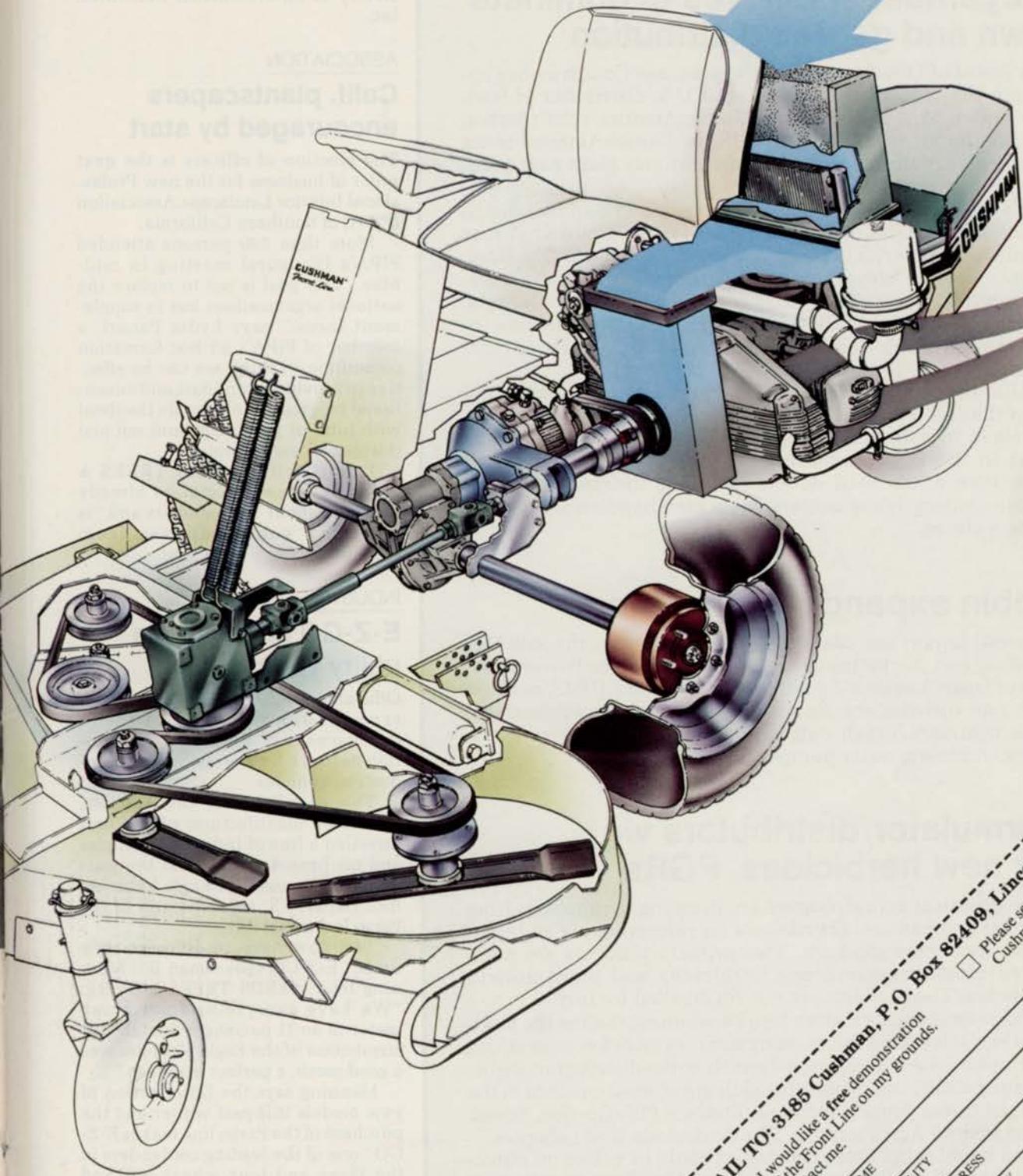
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Weyerhaeuser moves to dominate lawn and garden distribution

The Board of Directors of the Weyerhaeuser Company has approved the acquisition of the largest U.S. distributor of lawn and garden hard-line products, GardenAmerica's distribution division for an estimated \$125 million. GardenAmerica is the largest distributor of Ortho brand consumer plant care products in the country.

Weyerhaeuser will add GardenAmerica's 15 Sun Belt distribution sites to its Nursery Products Division which owns Hines Wholesale Nurseries in California and Texas and Wight Nurseries in Georgia. Weyerhaeuser is a joint owner of Shemin Nurseries with locations in Connecticut, Maryland, Georgia, Illinois, Michigan and Florida. The deal includes Shemex International of Holland which exports U.S. horticultural products.

After the acquisition of GardenAmerica's distribution sites, Weyerhaeuser will have growing operations or distribution facilities in 16 states, including 10 of the 11 largest metropolitan areas in the U.S. GardenAmerica's distribution arm serves more than 6,000 retail outlets including independent retail garden centers, home centers, mass merchandisers, drug and grocery stores.

Robin expands U.S. network

Carswell Import and Marketing Associates, Inc., the sole U.S. importer and marketing agent for Robin Outdoor Power Products of Japan, has added eight new distributors. CIMA now has 27 Robin distributors. Robin products include professional grass trimmers/brush cutters, backpack blowers, sprayers, hedge trimmers, water pumps and engines.

Formulator/distributors vie for new herbicides, PGRs

Some chemical manufacturers are listening to proposals from regional and national distributors for reformulating and marketing their new products. Two primary products are mentioned most, preemergence herbicides and plant growth regulators. The products are not yet labelled for turf.

The manufacturers, often torn between marketing the products themselves through existing semi/ag sales forces or strong distributors, are leaning more heavily to the distributor. Reformulating ability and marketing skill are of most concern to the manufacturers. Mentioned most often are PBI/Gordon, Scotts, Lesco, United Agri Products, The Andersons, and Lebanon.

You might think these companies could be called manufacturers as well as distributors, and you'd be right. Distributors without reformulating capability and labelling agreements with chemical manufacturers face buying product from their own competitors if the trend continues.

In-the-Middle covers the turf and landscape distributor and dealer. Distributors are invited to send news items to Weeds, Trees & Turf, 7500 Old Oak Blvd., Cleveland, OH 44130.

The new division will operate under Vice President Robert L. Scofield.

Environmental Care, Inc. is a subsidiary of Environmental Industries, Inc.

ASSOCIATION

Calif. landscapers encouraged by start

The election of officers is the next order of business for the new Professional Interior Landscape Association (PIPA) of Southern California.

More than 200 persons attended PIPA's inaugural meeting in mid-May. "Our goal is not to replace the national organizations but to supplement them," says Lydia Paneri, a member of PIPA's ad hoc formation committee. "I think we can be effective in providing seminars and educational programs to all people involved with interior plantscape and not just the owners and operators."

Paneri tells WEEDS TREES & TURF the new association already numbers about 100 members and "is getting a good response from suppliers."

INDUSTRY

E-Z-GO strengthens utility vehicle line

Officials at E-Z-GO Division of Textron are knee-deep in the development of a national distribution network for a growing line of industrial vehicles.

This past February the Augusta, GA, based manufacturer of golf cars unveiled a line of industrial vehicles and on June 4 announced the purchase of the assets of Eagle Vehicles, Inc., Dallas, TX, manufacturer of the Pargo Industrial line.

"We now have 19 different style units," E-Z-GO spokesman Bill Manning tells WEEDS TREES & TURF. "We have everything from a one seater to an 11 passenger model. Our acquisition of the Eagle Vehicles was a good mesh, a perfect marriage."

Manning says the introduction of new models this past winter and the purchase of the Pargo line makes E-Z-GO "one of the leading contenders in the three and four wheel, gas and electric industrial vehicle market."

INDUSTRY

3,500 attend Lesco seminars

More than 3,500 turf professionals attended educational seminars in

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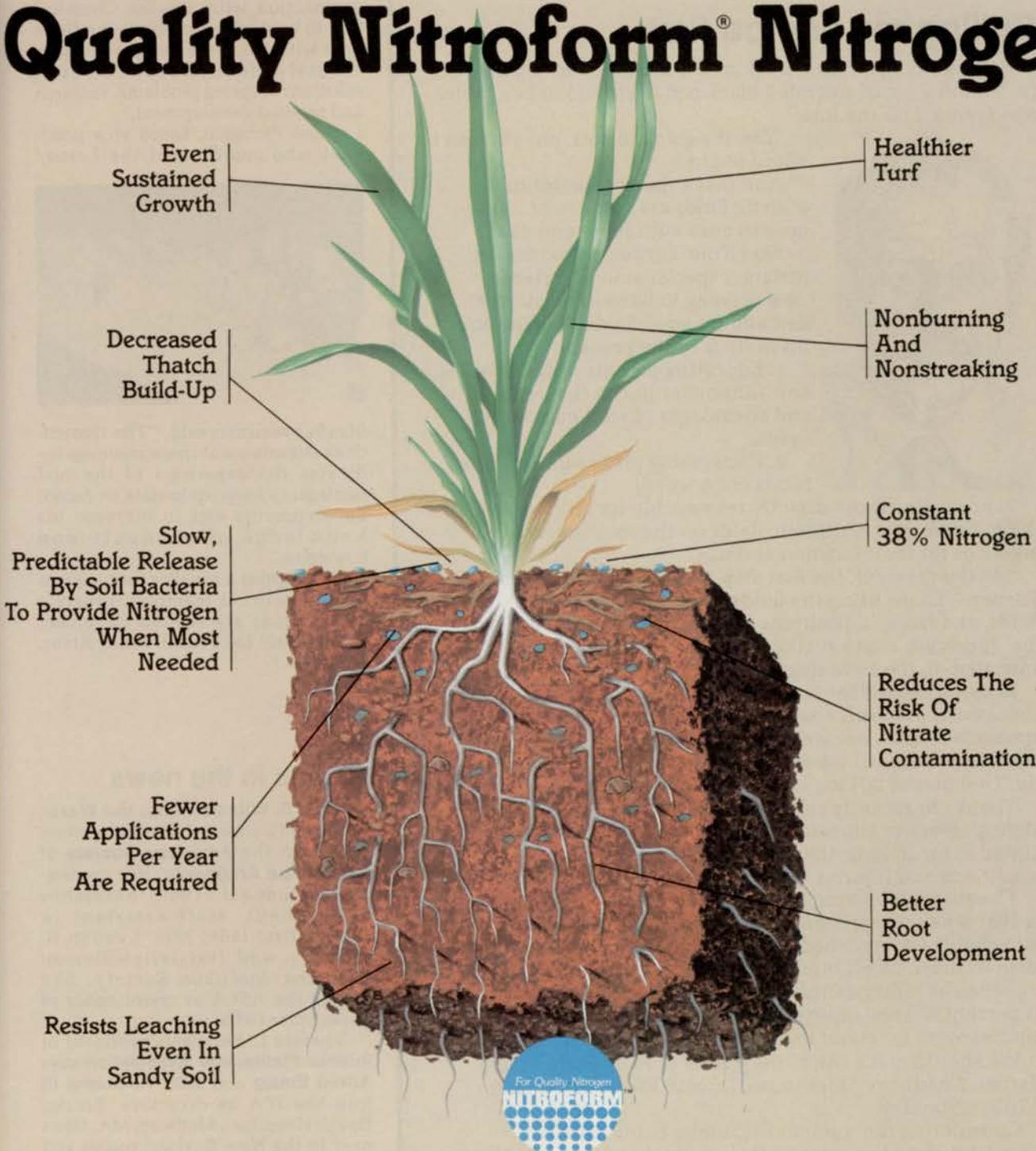
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Circle No. 129 on Reader Inquiry Card

by Ron Hall, associate editor

Selling ma and pa first

Selling life insurance used to be a matter of easing ma and pa behind a pot of steaming black coffee at the kitchen table, and laying it on the line.



'Yes, it's going to cost, but you can't afford not to.'

And that's the way better turf athletic fields are going to be sold—nose to nose with mom and dad.

Says Tom Turner, an extension turfgrass specialist in Maryland, "we're going to have to create the demand for good fields." He outlines three steps in the process:

1. Educating parents, school boards, and administrators on the desirability and advantages of well maintained fields.
2. Convincing these same groups funds are needed.
3. Educating those directly responsible for and involved in the maintenance of athletic fields on the recommended practices for their location and use.

"At the moment, the first step is the most critical," says Turner. "Those using the fields, parents of children using fields, and those in positions of responsibility who can see that funds are made available, need to be reached and educated on the advantages of quality athletic fields."

In stumping for better turf ball fields we can drone on about decreased soil erosion (yawn) or improved aesthetic appeal (ho hum), but we're not going to put a charge into mom and dad until we get them thinking about junior and sis. That means talking kids and safety.

Thanks to recently released research by a group of Penn State University educators we can back up what we've hinted at for so long: there is a connection between field conditions and injuries.

The study, involving 12 high school football teams, began in 1981 when researchers assessed conditions on practice and game fields and matched them with injury data submitted by team trainers. Of all injuries reported, 21 percent were classified as either definitely or possibly field related. About 41 percent of knee injuries and 47 percent of ankle/foot injuries were (or could have been) linked to field conditions.

We should make use of the efforts of Penn State's Jack Harper, Chauncey Morehouse, Donald Waddington, and William Buckley.

Considering the number of athletic fields (6,000 in Maryland alone), previous research linking field conditions to injuries has been sparse, almost non-existent.

"This type of information needs to reach parents, administrators, and field managers," says Maryland's Turner.

Sports turf managers would do well to get themselves a pot of steaming coffee and gather some folks around a table.

A successful "sell" could give a community or school a more attractive—and safer—ball field.

states sponsored by Lesco, Inc. in the first quarter of 1985.

The seminars, a series of 18 held in conjunction with Stauffer Chemical Co., 10 held with Monsanto and three held with 3M, were designed to educate turf professionals in product use, solutions to spring problems, research and product development.

Gene Probasco, Lesco vice president who coordinated the Lesco/



Stauffer seminars said, "The tremendous attendance at these meetings indicates the eagerness of the turf manager to keep up-to-date on recent developments and to increase his knowledge of products and strategies."

(To request a speaker for turfgrass or horticultural meetings, program chairpersons are invited to contact Lesco, 20005 Lake Road, Rocky River, OH 44116.)

PEOPLE

Names in the news

Cynthia E. Wilson knows the Washington D.C. scene, a plus in her new post with the **American Society of Landscape Architects**. Her credentials include a stint with the Interior Department, staff assistant to former first lady, Mrs. Lyndon B. Johnson, and legislative liaison with the Audubon Society. She serves the ASLA as coordinator of government affairs.

Theresa L. Pesapane, president of **Interior Plantscape Association** says **Alfred Emsig** and **B.M. Veldkamp III** join the IPA as directors. Emsig, Bough Haus, Inc., Medway, MA, takes over in the New England region and Veldkamp, **Plantscaping by Veldkamps**, Lakewood, CO, is director of the West and Northwest.

In related news, **Forrest T. Mullins**, Washington, D.C., recently began day-to-day administration of IPA programs as associate executive director. He will also manage the IPA annual meeting and trade show set for Oct. 15-19 at the Rivergate Convention Center, New Orleans.



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Warm Season Renovation

Renovating rather than reestablishing a turfgrass stand can save time and money when done correctly.

by Dr. Charles H. Peacock

Renovation is improvement of a turfgrass stand without complete reestablishment.

Reestablishment refers to complete destruction of the old stand, thorough site preparation, and replanting.

The decision of whether to renovate or reestablish is usually based on turfgrass species and how much desirable turf cover is present. Virtually any turf can be renovated regardless of its condition, provided time, effort, and expense are not a consideration.

Economic practicality takes precedence when cost for proper renovation exceeds that of reestablishment. If there is less than 60 percent cover of the desired turfgrass, reestablishment should be considered.

Factors which cause turfgrass deterioration to the point it may need renovation may include one or more of the following:

Peacock is assistant professor, extension turf specialist in the Ornamental Horticulture Dept., IFAS, University of Florida.

1. Poor management by improper cultural practices which thin and weaken turf. Among these practices are using unadapted species or cultivars; using improper mowing height or frequency; and not following state Cooperative Extension Service recommendations for proper fertilization, irrigation, and pest controls. This is commonly the major problem where turf maintenance is practiced by inexperienced personnel.

2. Excessive thatch accumulation which has occurred since turf establishment.

3. Predominance of unadapted or undesirable species. These may have been unknowingly planted or introduced.

4. Undesirable physical soil conditions such as compaction, rock layers, buried foreign matter, presence of a severe layering problem from dissimilar soil textures, or poor drainage which was not corrected at the time of establishment.

5. Chemical soil conditions such as

acidity or salinity which may have developed over time.

6. Excessive shade and root invasion from trees or shrubs which compete with turfgrass.

7. Severe damage by diseases, insects, nematodes, or the toxic effect of chemicals including pesticides and fertilizers. It is important that the causes of turf deterioration be determined. Without correction of these factors, no renovation procedure will be effective and 100 percent successful. This will result in a failure of the renovated turf to perform as expected.

Assessment of Turf

A careful examination of the turf to be renovated is the single most important step in deciding if renovation or reestablishment is required.

Items to check include turf quality in terms of density, color, and weed infestation; thatch thickness; depth and density of the root system; and soil conditions.

Turf quality is important in deter-



Examination of a cross section of the turf before and after vertical mowing shows how much thatch and above ground vegetative material has been removed by this procedure.

Vertical mowing bahiagrass with too narrow a blade spacing will severely thin the turf and limit recovery.