



The important thing is that our industry has matured to the point of recognizing our role in helping to solve the environmental equation.

Use “Silent Spring” as a tool

It wasn't until 1959, just five years before biologist Rachel Carson's death, that her controversial book “Silent Spring” was released to the public. Prior to that time, pesticides were considered benign concoctions derived from naturally occurring substances.

Scientists and laymen of the day thought the term “natural” was synonymous with the term “safe.” The passage of time has not altered this assumption, which has been proven questionable.

Growing fear

The public misunderstood organic phosphates partly because they represented a new technology in 1945. I believe formulators thought field test results would help organic phosphates become widely accepted and used beyond the scope of the “naturals.”

By the early 1960s, however, “Silent Spring” was quickly becoming what many believed to be a guiding truth about various insecticides, and those industries and institutions that relied upon their use.

Carson portrayed the dark side of pesticides, and it's clear that her intent was to incite fear, especially when she writes that pesticides are the “elixir of death” and “500 times more deadly to children.” Her objection to DDT, dieldrin, toxaphene and heptachlor condemns their use and convinces readers that they might have disastrous effects on humans.

Faulty conclusions?

I believe that “Silent Spring” is a well written book, but we all must question the validity of many of its negative statements about pesticides.

Is “Silent Spring” as relevant today as it was in 1959? After 40 years, it's obviously not as well read as it was, but its message hasn't lost any of its warning or force, particularly to readers unfamiliar with pesticides or their proper use.

In 1959, her truth was the only truth out there. But that's not the case today. We're armed with more knowledge and are not as willing to accept “Silent Spring” as the blind truth.

We've also learned that pesticides are tools we can use effectively and to the great advantage of the environment. Our goal is to get that message across with the same force that Carson did in her book.

To help us, we can actually borrow and use some of her own thoughts. For instance, she states, “It is not my contention that chemical insecticides must never be used” and “It is reasonable to suppose that we can apply a broad spectrum insecticide to kill burrowing larval stages of insects, for example, without also killing the good insects.”

Her idea of combining chemical controls and other control methods sounds like Integrated Pest Management (IPM) to me.

Almost there

Thanks to science, technology and education, we have, in fact, fulfilled many of Rachel Carson's dreams. Our industry is truly helping to solve the environmental equation.

Since we all strive for the same truth, let's view Rachel Carson's book for what we have in common with it — preserving and enhancing the environment.

— Doug Hague is president of Lawn Classics, Inc., Findlay, OH. He can be reached at (419) 424-8880.

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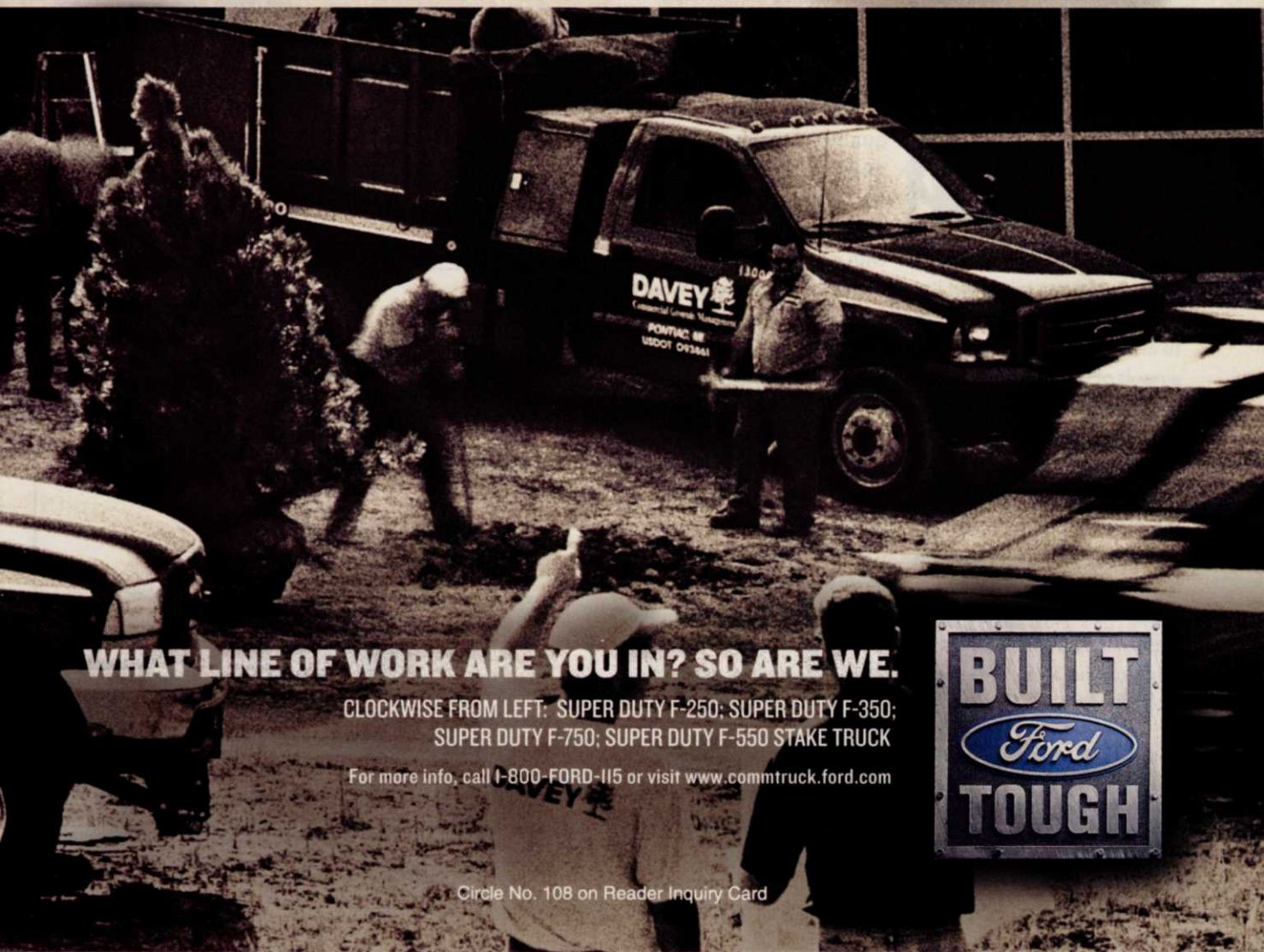
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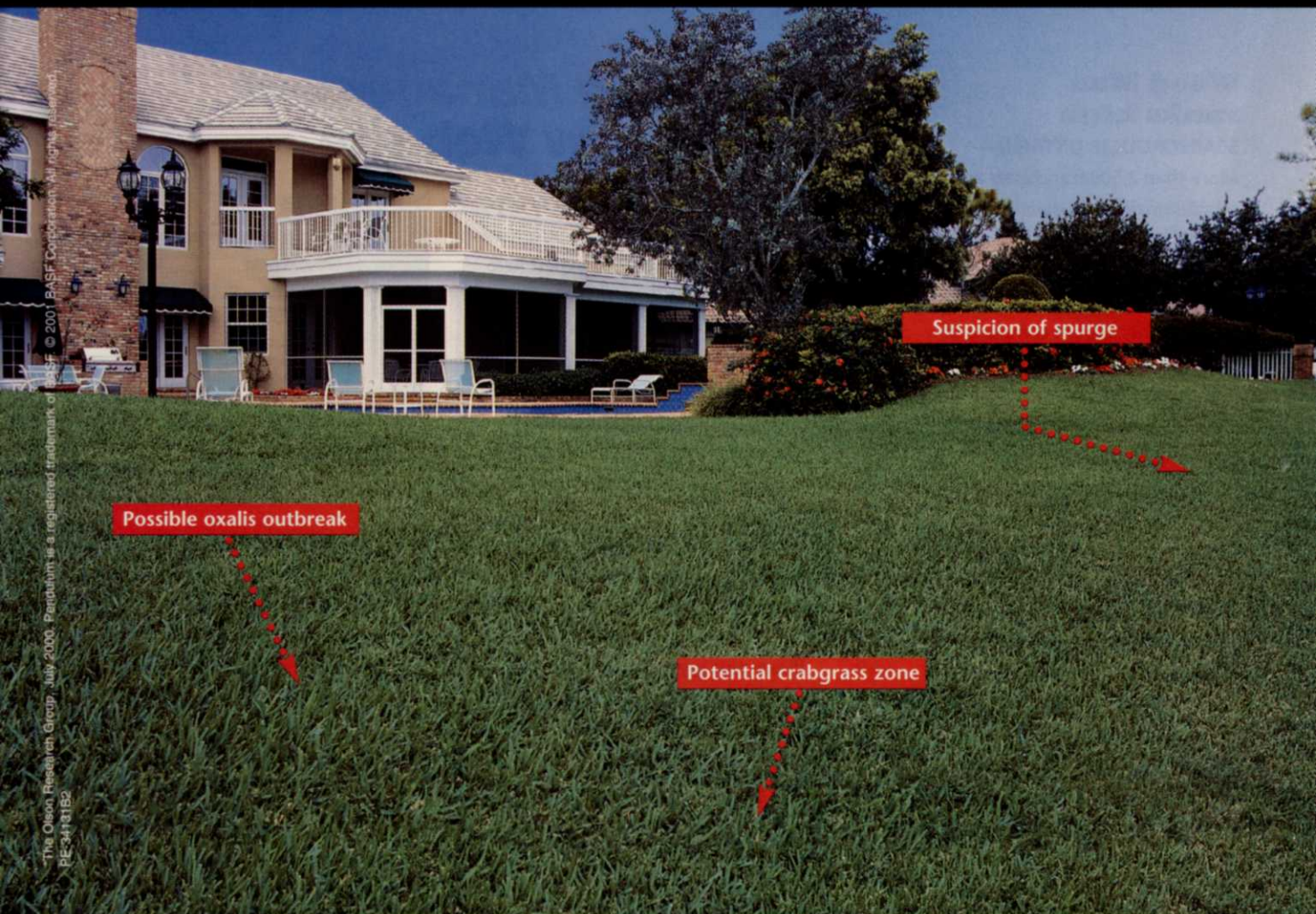
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NEWS YOU CAN USE

Weed Man ranks high

SCARBOROUGH, ONTARIO — More than 2,500 franchisers and related professionals polled in *Success* magazine's list of top franchises ranked Weed Man number four in the top 200, reports Turf Holdings Inc., parent company of the lawn care franchise in Canada and the United States. Companies were compared on financial performance, franchiser/franchisee relationship, corporate management, growth and stability, and opportunities for growth.

VW&R, E&E now use Vopak name

KIRKLAND, WA — The Van Waters & Rogers (VW&R) and Ellis & Everard (E&E) brands have been consolidated under the Vopak name to reflect the expanding global presence of their Rotterdam-based parent, Royal Vopak, a world leader in oil and chemical storage, logistics and distribution.

Bayer Corp has a new name

KANSAS CITY, MO — Bayer Corp. announced that its Garden & Professional Care unit has changed its name to Bayer Corp., Professional Care.

YOU DON'T SAY

► U.S. shipments for power lawn and garden equipment should rise more than 3% annually through 2005, reaching \$9.8 billion.

SOURCE: THE FREEDONIA GROUP, INC.

Landscape Management debuts new Web site

CLEVELAND, OH — Look for more opportunities to get round-the-clock information on operations management, expert help with technical problems, updates on products, hundreds of Green Industry links and insightful industry news at the new Web site developed by *Landscape Management*: www.landscapemanagement.net.

The new site sports a new address and design, eGreenBook resource and reference guide of products and services specifically developed for the Green Industry, an e-mail newsletter, past issue archives of *Landscape Management* and easy subscribing.

Please visit www.landscapemanagement.net to enter the Green Star Profes-



sional Landscape Management Awards, or to enter our PalmPilot Giveaway Contest. We look forward to hearing your comments and suggestions at 800/225-4569 x2729 or sgibson@advanstar.com

CLIPPINGS

Mexico's fledgling program trains workers for U.S. Green Industry

IRAPUATO, MEXICO — State government officials here, at the urging of U.S. businessman Jeff West, began training Mexican workers for the U.S. landscape industry. The training prepares workers for the H-2B program that allows U.S. employers who can't attract local labor to recruit and employ unskilled, seasonal foreign workers. The majority of these workers are recruited in Latin America, including Mexico.

West operates GTO, a Michigan-based labor solutions firm that places H-2B workers. He said the program will help alleviate some of the problems attached to H-2B. He says that bribery and fraud plague the recruiting process in Mexico. The biggest problem for U.S. employers is



Program in Mexico trained 300 workers.

workers going AWOL, and taking higher paying jobs in other industries.

"If we don't get our act together with this H-2B, it could be in big trouble. Officials know what's going on and they don't

continued on page 22

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Circle No. 111 on Reader Inquiry Card

Here today, consolidated tomorrow

BY LARRY AYLWARD

In the past two years, several small-, medium- and large-sized companies have merged with or acquired their counterparts. Some of the more notable deals included:

■ Novartis Agribusiness and Zeneca Agrochemicals combining to form Syngenta

■ The Andersons acquiring Scotts Co.'s U.S. professional turf business

■ BASF purchasing the Cyanamid herbicide division of American Home Products

■ Simplot Turf & Horticulture buying Lange-Stegmann's professional products

■ Dow Ag acquiring Rohm and Haas' agriculture chemical business.

■ Aventis announcing it would spin off Aventis Crop-Science

Why all the mixing and joining? Economics is the simple answer.

Raj Gupta, chairman and CEO of Philadelphia-based Rohm and Haas, said the decision to sell the company's agri-

cultural chemicals business to Dow Ag was difficult but necessary. "It has become evident that the agricultural chemicals business will flourish more as part of a global firm with a stronger presence serving the agricultural markets," Gupta said.

Jennifer Remsberg, residential market manager for Bayer Professional Products, said Green Industry professionals are more concerned about the fate of products, not the fate of companies. "This is a product-driven market," she added.

Still, Green Industry professionals should know that consolidation can be good, said Keelan Pulliam, head of Syngenta's Professional Products Business Unit. "When mergers happen, the size of the businesses are much larger," he noted. "That allows us to spend the dollars we need on research and technology, which is critical to solving Green Industry professionals' problems."

— Larry Aylward is editor of *Landscape Management's* sister publication, *Golfdom*.

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