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target pest while meeting the needs of key customers,” says Bob York, senior marketing manager for BASF Professional Turf & Ornamentals, Research Triangle Park, NC. “This is just good business.”

There are many factors driving this trend:

1 Regulation requirements. “The regulatory environment, as well as the economy, has most manufacturers looking at ways to maximize the value proposition for the end-user — while making the most efficient use of the active ingredients,” explains Roger Storey, vice president, turf and ornamental business, SePRO Corp., Carmel, IN.

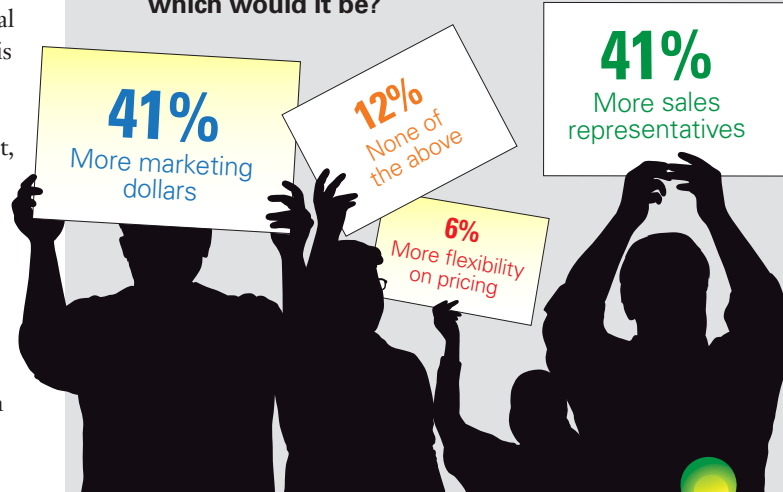
2 Environmental concerns. This is often the root cause behind the deregistration of high-use, low-cost compounds that LCOs have used for decades, points out Adam Manwarren, turf and ornamental product manager for FMC Professional Solutions, Philadelphia. This is driving replacement products that embrace lower use rates.

3 Improved technologies. Manufacturers better understand the synergistic affects of various active ingredients today. While LCOs have historically tank-mixed products on their own, manufacturers are now combining just the right amounts of various combinations and selling these

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WANTS AND NEEDS

If you could convince the powers that be to support your team with just one of these, which would it be?



Between wanting the additional marketing dollars to promote existing and new products and the extra sales reps to sell them, pesticide and fertilizer manufacturers were torn. An equal number (41%) chose each as the one thing they'd request more of if they could pick one. — NW



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new products at a cheaper rate than buying the two products on their own. "Sure, anyone can read two labels, put them in a tank together and go," Manwarren says. "But it's quite another thing to come up with a combination of two existing actives in just the right ratio that reduces the total active ingredient and takes care of multiple problems at the same time. If it's one plus one equals two, that isn't so special. But if we can make one plus one equal three, then we're creating something different and innovative."

4 More IPM. Manwarren points out the use of integrated pest management (IPM), the practice of avoiding blanket applications in favor of scouting for problem pests and then treating only those areas, is also teaching LCOs they can cut back their product use rates and get similar results in the landscape.

The ultimate goal is efficiency and efficacy. As Jose Milan, head of strategy for Syngenta Lawn & Garden, Greensboro, NC, explains, "it's about providing value-driven solutions."

Under pressure

During the eight years under President George W. Bush's watch, the pesticide industry didn't see much drama on the regulation and legislation fronts.

But the situation "is going to get worse: The Obama administration has all but said so," says Mike Bandy, technical/regulatory manager, turf products, The Andersons, Maumee, OH. "Their strategy seems to be focused on making it harder and harder for people to use our products. There's not a lot of recognition of the values we provide."

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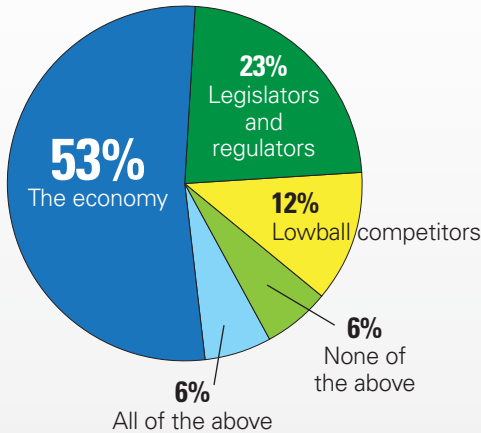
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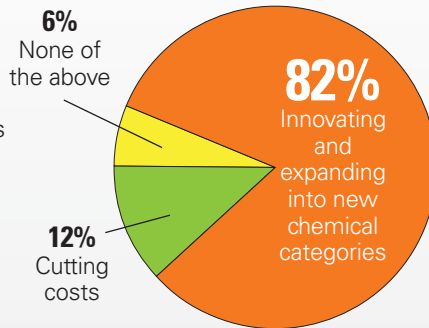
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BUSINESS BARRIERS AND BREAKS

What is your biggest business obstacle?



What's your top business opportunity?



More than half of lawn care pesticide and fertilizer manufacturers pointed to the economy as their largest business obstacle this year.

One of the key reasons is price. Product price competition has been driven by economic challenges, points out Jason Kuhlemeier, manager, insecticides, Bayer Environmental Science, Research Triangle Park, NC.

Manufacturers are competing in this challenging environment through continued product advancements. An overwhelming majority (82%) point to innovating and expanding into new chemical categories as their biggest business opportunity this year. — NW

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The trend troubles pesticide manufacturers, who listed it as their second-biggest business obstacle after the economy in a recent *Landscape Management* survey.

“People have become accustomed to living in a pristine, clean, healthy environment,” Milan says. “They don’t realize that to maintain these environments, they need the products and services Green Industry companies provide. They get misinformation on the issues, and they vote based on their emotions versus knowledge or science.”

Increased concerns about protecting water from runoff and leaching have prompted government officials to pay closer attention to the Green Industry, Novak explains.

“Most of the scrutiny is not founded on science, but lawn care professionals face new regulations that restrict the type, application timing and amount of chemicals that can be used to maintain green, healthy turf and plants,” he says.

What will solve the problem? Many suppliers, like Mark Urbanowski, senior marketing specialist, turf, ornamental and technical products, Dow AgroSciences, Indianapolis, point to “sound regulations based on sound science.”

“Certainly, there will continue to be pressure on all segments of the industry,” says Brian Rund, director, branding and marketing services, Nufarm Americas, Burr Ridge, IL, “but we’re confident that good science — often generated by several parties working together — will prevail.”

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WHAT LCOs ARE SAYING: "With just one application in the spring, the turf still looks beautiful after all these months. Doing one application of Spread it & Forget it would help me save 50% to 60% on labor, fuel, products and everything. Plus, one application is better for the environment — there is less leaching into the soil with this product." — *Don McCauley, owner, Don McCauley Landscape Design*



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