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TURF EDITION

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Post-Patent Performance

'Generic' Products Gain Acceptance In Turf Market

For decades, post-patent chemistries have been used widely in the agriculture market. These 'generic' versions of branded chemistries from top manufacturers have been trusted by farmers for many years—and now they are beginning to gain wider acceptance in the turf markets.

Luxurious Landscapes

Bryan Riddle is the owner of Bryan's Landscape Service, which has been in business since 1987. Bryan's Landscape Service is a residential landscape maintenance company that serves mostly luxury homes in the Scottsdale and Paradise Valley areas—so his customers have high expectations.

"They want their grass green all the time," says Riddle. "And they don't care what pests are out there, so we use several pesticide products to keep everything looking good."

Fertizona offers a variety of post-patent products under the PrimeraTurf® brand, the most popular of which are Glyphosate, Prodiamine, Imidacloprid and Oryzalin. These products are generic equivalents of Roundup® herbicide, Surflan® herbicide, Merit® insecticide and Barricade® herbicide. Riddle explains that he's been using post-patent products for years and has found them to perform just as well as the original chemistries.

"I've been using them since they've been around, they're much cheaper," stresses Riddle. "I haven't had any complaints from any of our guys so these products have always done really well for us."

Proven In The Field

Riddle uses Glyphosate for weed control and Imidacloprid to control white grubs and pearl scale.

"I started using Imidacloprid about ten years ago based on a recommendation from Dave Langston, the state



Bryan's Landscape Service specializes in residential landscape maintenance

entomologist," says Riddle. "Now, all of my customers get it on their lawns."

Riddle has seen success using these generic products, and has found them to be more economical than the alternatives.

"Using these generic products provide our customers with a great opportunity to save money without sacrificing quality," adds Cory Scherting, Sales Representative with Fertizona—Fennemore. "The results out in the field speak for themselves. They're the exact same active ingredients in a different bag with a different name." ▲

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PRODUCT SPOTLIGHT

Fertizona Introduces Signature Ryegrass Varieties For Overseeding

New Ryegrass Varieties Make Every Hole A 'Signature' Hole

Golf courses often get asked 'what's your signature hole?' In a lot of cases, golf courses have a unique hole that distinguishes the course from the rest. In the case of the new Signature ryegrass varieties offered by Fertizona, every hole on your golf course can be a 'Signature' hole.

These new varieties of perennial ryegrass are offered through Fertizona by Pickseed West, a strong research-based company located in Tangent, Oregon.

"This new seed allows us to be more competitive in the local market," says Craig Allen, Manager of Fertizona—Fennemore. "The research that Pickseed does in the turf industry results in a higher quality product."

Giving Superintendents The Advantage

Signature Advantage is a four-way blend of perennial ryegrass that is perfect for overseeding in Arizona. This variety features a very dark-green color and a fine-leaf appearance. Another perennial ryegrass variety now available from Fertizona is Signature Classic. This is the original high-performance ryegrass blend developed by Pickseed West. Signature Classic is a three-way ryegrass blend for overseeding that offers good looks, outstanding performance and unparalleled consistency. ▲



Fertilizer Recommendations

Fertizona recommends either of the following fertilizer programs to develop strong roots throughout the germination and initial growth stages.

PRODUCT	RATE	TIMING
6-20-20	200 Lbs. Per Acre	At Seeding
15-15-15	200 Lbs. Per Acre	At Seeding
7.5-26-0-8S	10-25 Gals. Per Acre	At Seeding

TURF TIPS

Save Money On Weed Control With Pre-Emergence Herbicides

Pre-Emergence Products Save On Input Costs And Labor

Golf course superintendents are always looking to save money, especially these days. Pre-emergence herbicides are always a good choice for weed control because they minimize the need for costly post-emergent applications. In addition, Fertizona has several options for lower-cost pre-emergence products.

"Prodiamine is one of the products we're switching to because it's a less expensive product," says Cory Scherting, Sales Representative for Fertizona—Fennemore. "It's a generic, so depending on the rate you can put it out, you can save

close to 50% per acre cost over competitive products. It's also very effective. People who have used it have been very pleased with the results and also pleased with being able to save money."

Year-Round Control

Turf managers who have used Prodiamine and other pre-emergence herbicides have been able to apply the product just twice per year for season-long weed control.

"The recommended rate is one pound to 2.3 pound per acre," says Scherting. "The higher rate gives

you five to six months, so it pretty much gives you year-round control and you don't have to do a lot of post-emergent spraying—and that's a big advantage."

Scherting also stresses that the timing of Prodiamine applications is very important to ensure effective control.

"You probably want to do it after overseeding, once the grass is established, going into the winter," says Scherting. "That will definitely help prevent the winter weeds from coming in." ▲