

American Sod Producers Association

ISSUE HIGHLIGHTS

PR/EDUCATION PROGRAM starts with toll-free number and refinements by Marketing Committee. (Page 1)

WORKER PROTECTION laws slated to become effective April 15, are delayed until Jan. '95. (Page 1)

SEED PURCHASING BOOKLET being sent to all Class A & S members, to assist in buying decisions. (Page 2)

PRICE OBJECTION ANALYSIS may help producers realize greater profits. (Page 2)

TAKING CARE OF BUSINESS... reviews liability insurance. (Page 3)

MEMBER MARKETING TIP... the importance of remembering your customer's view. (Page 3)

DISASTER BOOKLET offers solid information and insights on making proper applications. (Page 4)

HEALTH INSURANCE REPORT will be required on Feb. 1, 1995, begin to gather information now. (Page 4)

ASPA ACTION... wetlands issues moving ahead; White House calls on ASPA; farm safety surveys sought; disaster assistance and crop insurance programs being advanced. (Page 4)

1/800-405-TURF (8873)

'Turf Resource Center' Activates Phone, Begins Service to Members & All Others

Toll-free phone service is now available to the ASPA office from anywhere in the U.S. and Canada. Dialing 1/800-405-TURF (800-405-8873), will connect the caller to a special unit in the ASPA office that will be promptly answered, "Turf Resource Center." In addition to making it easier and less expensive for members to call the ASPA office, the special phone will also become a very important part of ASPA's developing public relations and education program.

As part of ASPA's new pr/education program, the special toll-free phone number will be featured on advertisements, news releases and special media kits that will be distributed to a wide variety of interested organizations, publications and individuals. These audiences will be encouraged to contact ASPA to obtain listings of sod producers in their area of interest, tips on sodding, information for possible articles or other facts related to the sod industry specifically or turfgrass generally.

Please make a notation of this new number in your ASPA membership directory, or wherever you maintain the association's phone number. Keep in mind that the phone will be answered only during normal office hours, 8:30 am to 5:00 pm Central Time.

Marketing Committee Refines PR Program

For two days and a night, ASPA's Marketing Committee met in suburban Chicago to review and refine a new public relations and education program about to be initiated by the organization.

Chairman David Doguet of Crenshaw & Doguet Turfgrass, was joined by Vice Chairman Bryan Wood, Tip Top Turf and members Robert Johnson, Emerald Turfgrass; Michael McDermott, Grass

Pad Warehouse and Michelle Williams, Lofts Seed, as well as ASPA's Executive Director Doug Fender and "Turf News" Editor Wendell Mathews.

Recommendations being forwarded to the ASPA Board include the development of reprint/handouts from "Turf News," placement of paid ads in specific trade publications, a media kit supported by numerous news releases and increased efforts to place knowledgeable people on the educational programs of other groups. In addition, both this newsletter and "Turf News" magazine will provide members with up-to-date ideas and materials they can incorporate into their own public relations programs. A new communications assistant position is being added to the ASPA staff to help implement this program.

Details of the entire program will be announced to the members shortly after the April 16-17 Spring meeting of the ASPA Board of Trustees which will be held in Ashville, NC.

Congress Delays Enforcement Of Worker Protection Standards to Jan. '95

Hearing the concerns of ASPA and other farm related groups, Congress agreed to delay enforcement of the EPA's new Worker Protection Standards from April 15, 1994 until January 1, 1995. While President Clinton has not yet signed the bill, it is expected to become law and provide farmers eight more months to prepare for complete compliance with the complicated new set

of regulations. ASPA joined the Nat'l Council of Ag. Employers, and the Nat'l Assn of State Departments of Ag. in order to achieve this important delay.

While many of the complex rules have delayed enforcement, worker notification requirements for toxicity category I pesticides and restricted reentry intervals will remain in effect, with some easing.

(See Worker Protection, Page 2)

ASPA Seed Quality Booklet To Assist In Purchasing Decision

"Turfgrass Seed...A Key To Success Or a Formula To Failure...In Turfgrass Sod Production" is being mailed to all Class A and S members of ASPA as this issue of the newsletter is being printed. The 20-page publication, containing articles that originally appeared in "Turf News" magazine is designed to remove some of the mystery from purchasing high quality turfgrass seed.

Financial support from Jacklin Seed Company, Lofts Seed, Inc., and O.M. Scott & Sons Company made it possible for ASPA to compile, print and distribute this new publication to its members as an added benefit.

As the publication was being developed, Darwin McKay, chairman of ASPA's Ad Hoc Committee on ASPA Sod Quality Seed Purity Guidelines, and Ed Zuckerman, chairman of ASPA's Production Techniques Committee reviewed the contents of the publication and made suggestions for its improvement and value to the members.

Beginning with a 1988 article on mixtures and blends, the publication concludes with the 1993 article that describes the seed-buying guidelines adopted by ASPA for its members' possible use to help them be certain they were receiving what they purchased.

Do you ever hear, "Your price is too high"

Analyze Price Objections

After one of the harshest winters on record, turfgrass sod farms in the Northern Hemisphere are starting to gear-up for the rush of Spring. With that comes the need to establish season-opening price points. While some farm owners will look only at the needs of immediate cash flow, others will take the longer look and examine not only last year's prices, but anticipated demands and available inventory. Eventually, prices will be established, if

not by the owner, then perhaps by his competitors, who may or may not have the same views of the industry, its future or even what production costs really are. No matter where a farm sets its price, if it consistently hears buyers complain that, "The price is too high" an analysis of the objections is in order.

Marketing consultant John Graham suggests the following causes for this comment:

1. Your prices really are too high
2. Perceptions of the product's value don't mesh with the price
3. Your company is viewed as a vendor, so price is the only consideration
4. Your sod is not sufficiently differentiated from your less expensive competition
5. You are trying to sell to the wrong markets
6. You are out of touch with your customers
7. Your customers haven't been shown that they also buy your company when they purchase your sod.

Price is only one selling point, you must examine the total package.

Worker Protection Standards Delayed

(Continued from Page 1)

Information in the March/April issue of "Turf News," as well as the special Gempler's fliers that is enclosed with this issue of the newsletter should be of major assistance to ASPA members in their efforts to be in full compliance with this new set of regulations. In addition, Congress, as part of its new law, will require the EPA to develop and distribute by September 23, 1994, pesticide safety training materials and to assist federal state and tribal agencies in implementing the education and training materials needed for the program.

As part of the compromised reached with the EPA, specific worker protection requirements that appear directly on the label must be enforced and workers will be allowed to reenter a restricted area only when the following four conditions are met: 1. no hand labor is performed; 2. no such entry is allowed for the first four hours after application; or 3. until the inhalation exposure level has been reached and 4. label specified personal protective equipment is provided in a clean and operating condition.

To assist ASPA members in locating much of the educational material and personal protective equipment that will be necessitated by the regulations, a copy of the Gemplers, Inc., flier is enclosed with this newsletter. This action does not constitute an endorsement of Gemplers on ASPA's part, but is provided as a service to the membership.

Even Minor Injuries Must Go on OSHA 200 Log

Failure to properly log strains, sprains and lacerations cost a firm over \$25-thousand in fines for not being entered on the OSHA 200 Log. **Moral: Log ALL workplace injuries. there are NO insignificant injuries.**

If 99.9% Is Good Enough:

...2 million documents would be lost by the IRS this year;
...811,000 faulty rolls of film would be sold this year;
...18,322 pieces of mail would be mishandled in the next hour;
...107 wrong medical procedures will be performed today.

How much inferior sod will you farm sell this year if even 99.9% is good enough?

GEMPLER'S™

Leaders in Safety Supply to Agriculture and Horticulture

Low-Cost
Reproductions
of Official Materials
suitable for distribution
by public agencies

One-Stop Source for EPA Worker Protection Standard Training Materials



EPA Heat Stress Guide



United States
Environmental Protection
Agency
Prevention, Pesticides and
Toxic Substances
Occupational Safety and Health Administration
HW77

A Guide To Heat Stress In Agriculture



... as
NEW
released
by EPA in
March 1994

This 56-page manual was written to help private and commercial pesticide applicators and agricultural employers protect their workers from heat illness. It applies recognized heat stress management principles to the particular conditions of agriculture. 8 1/2 x 11" format; printed on hard cover book stock. Complete reproduction of official EPA version. Illustrated.

	1-11	12-24	25-999	1000+
Order No. HW77	\$3.50/ea.	\$2.95/ea.	\$2.50/ea.	\$1.95/ea.

SAMPLER of all our available printed WPS training materials

... convenient way to determine the
applicability to your situation and quality
of our reproductions

Sampler Kit contains one each of these official EPA materials:

- **How to Comply Manual – What Employers Need to Know**, 144 pages
- **Training Handbooks**
Workers' Guide – 48 pages
Handlers' Guide – 106 pages
- **Flip chart for Worker Training**,
84 pages and binder/easel,
Growers' grade – heavy duty
- **Training Notebook for Worker Training**, 34 pages
- **Pesticide Safety Poster**, 23"x35"; full color
- **Quick Reference Guide Poster**,
17"x22"; two color
- **GEMPLER'S Reference Guide to WPS**, 156 pages,
contains official *How to Comply Manual*, plus
product advertising for safety equipment and
signage required for WPS compliance.

Order No. 1499A \$23.00/kit

Payment options: Purchase order (terms net 30 days), check, or
Freight: F.O.B. Mt. Horeb, WI **Quotes:** Call for quotations on quantities of 10,000 or more of any item

To order: CALL 1-800-382-8473 or FAX 1-800-551-1128 Specify order code 102A2



Official EPA Training Publications

... suitable
for distribution
by public agencies

About our reproductions of official EPA Worker Protection Standard training materials . . .

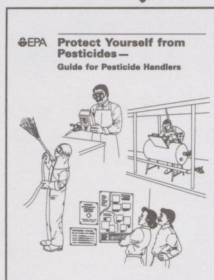
All materials on this page are complete reproductions of official EPA formats. The only GEMPLER'S notation is a re-order number, list price, and phone number which appears in small print at the end of each material (they do not include any advertising messages). Cost-effective paper stock and binding methods have been used so that our publications are 50-70% less than what the Government Printing Office charges for the same item.

Special Quotations

Please call or fax us for quotations of 10,000 or more of any item listed in this mini catalog. Ask for Trisha Cox or Steve Schlecht.



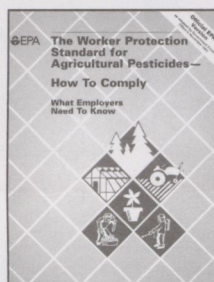
HANDLER & EMPLOYER TRAINING



Handler Handbook

Official "Handler Guide" as developed by EPA and the USDA Extension Service. Comprehensive training manual, written in terms that employees can understand with good use of illustrations and trainer's notes. 8 1/2"x11" official format printed in black ink on newsprint. 106 pages.

Order No.	1-11	12-24	25-999	1000+
HW30	\$.95/ea.	\$.75/ea.	\$.65/ea.	\$.53ea.



How to Comply Manual . . . What Employers Need to Know

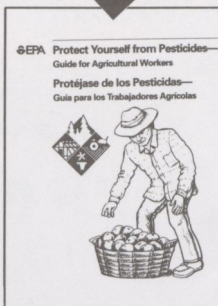
This 144-page manual provides the information necessary to comply with the requirements of the 1992 Federal Worker Protection Standard. Over 950,000 employers covered by this Standard should have one.

From the Government Printing Office this publication costs \$8.50 each. We have reprinted the official federal format on newsprint and removed some 38 blank pages in the official version, saving both trees and expense. 8 1/2"x11" format.

Order No.	1-11	12-24	25-999	1000+
HW40	\$1.50	\$1.00	\$.85	\$.55



WORKER TRAINING

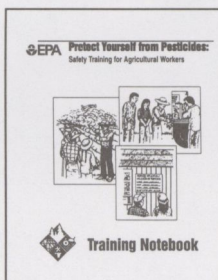


Worker Handbook

... bilingual, low cost . . . written in terms that employees can understand

Employers of EPA-defined workers (those who do harvesting, pruning, weeding or watering tasks) will want to use this 48-page handbook which contains all the information required by the Worker Protection Standard. Illustrations (heavily used) and language are in terms employees can understand. 8 1/2"x11" format printed in black ink on newsprint. Purchased from the Government Printing Office, this handbook will cost you \$3.00.

Order No.	1-11	12-24	25-999	1000+
HW20	\$.49/ea.	\$.39/ea.	\$.33/ea.	\$.30/ea.



Training Notebook

Trainers of "workers" will want to use this official EPA format which to date has been printed nowhere else. Provides useful WPS background and recommendations for effective training on how to cover the 11 worker training concepts. 32 loose-leaf sheets printed on standard paper; 3-hole punched for insertion into your binder.

Order No.	1-11	12-24	25-999	1000+
HW55	\$1.95	\$1.75	\$1.55	\$1.35

Flipchart with Easel

... available in two grades

This portable, easy-to-use training tool covers all WPS "worker" training requirements. Flipchart is EPA approved. Audience sees illustrations on one side of flipchart while trainer reads from bilingual notes on backside. 11" wide x 17" tall sheets hang from pop-up, heavy-duty tripod/binder. 3-ring binder feature allows states to add additional material as needed. 84 pages.

Professional Trainers' Grade

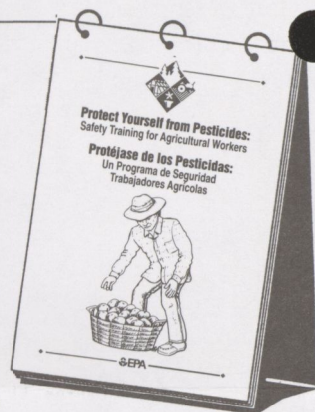
For repeated use. Weather-, wind-resistant plastic laminated pages with heavy-duty tripod/binder.

	1-11	12-24	25+
Order No. FC100	\$29.95/ea.	\$28.00/ea.	\$26.95/ea.

Growers' Grade

This lower-cost version has same features as Professional Trainer's version except heavy 80 lb. paper is used for pages.

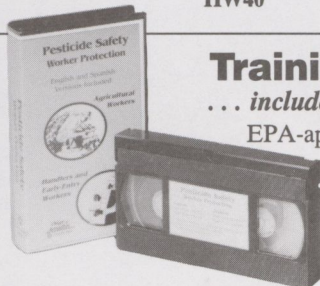
Order No. FC198	\$19.95/ea.	\$18.50/ea.	\$17.95/ea.
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Training Video for both HANDLERS and WORKERS

... includes both English and Spanish sections

EPA-approved, this training video was professionally produced by the University of Idaho Ag Communications group and was specifically designed to meet EPA-WPS training requirements. Video contains two 16-minute sections, one for worker training and the other for handler training. Spanish 16-minute versions of same, follow on tape. Satisfies WPS content requirements. VHS format.



Order No. V100	1-11 videos	12-24 videos	25-999 videos	1000+ videos
	\$29.95/ea.	\$26.95/ea.	\$23.96/ea.	\$20.95/ea.

To order call: 1-800-382-8473 or FAX 1-800-551-1128
Specify order code 102A2

WPS Field Warning Signs



Standard EPA 14"x16" Signs

This EPA-approved sign has correct legend/size. Select from two sign material grades.

A. Low-Cost Plastic Signs

Weather-resistant, reusable signs.

Order No. D2310

1-24	25-99	100-999	1000+
\$1.95/ea.	\$1.59/ea.	\$1.29/ea.	\$1.15/ea.

B. Corrugated Plastic Signs

Same as above, but offered in a heavier gauge, wind and weather-resistant fluted plastic signs for repeated use.

Order No. D1895

1-24	25-99	100-999	1000+
\$3.95/ea.	\$3.25/ea.	\$2.95/ea.	\$2.37/ea.



Warning Sign with Application Data

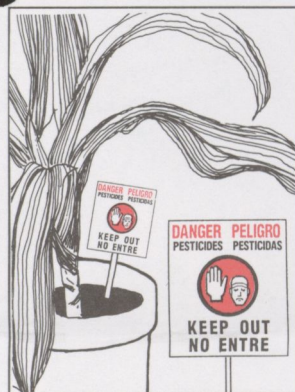
This EPA-accepted sign provides extra space for naming the pesticide used, date of application and when the Restricted-Entry Interval expires. Size 14"x21". Available in two materials.

A. Low-Cost Plastic Order No. D2398

1-24	25-99	100-999	1000+
\$2.35/ea.	\$1.95/ea.	\$1.50/ea.	\$1.35/ea.

B. Corrugated Plastic Order No. D1899

1-24	25-99	100-999	1000+
\$4.50/ea.	\$3.95/ea.	\$3.50/ea.	\$2.87/ea.



Small Warning Sign

... for individual potted plants, greenhouse benches, certain nursery situations

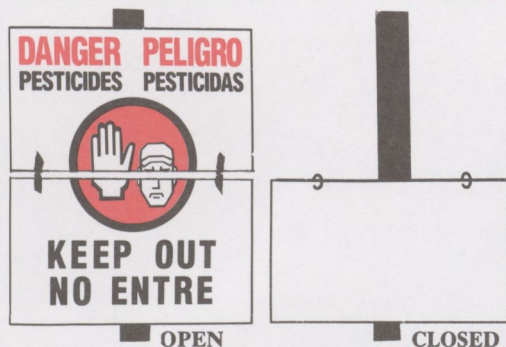
EPA allows for an exception in the size of the warning sign for certain situations. These reusable plastic signs are 5"x5" and include a 16" plastic bendable PVC stake that fits into the fluted plastic sign placard. Waterproof.

Order No. D3318

1-99 signs	100-999 signs	1000+ signs
\$.37/ea.	\$.29/ea.	\$.22/ea.

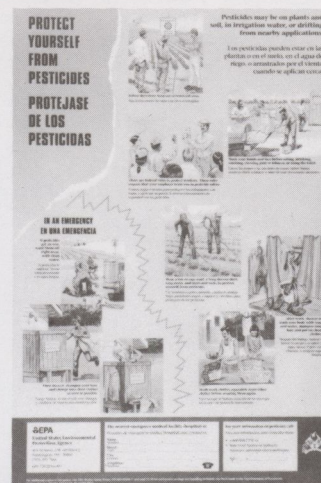
Permanent Hinged Sign Simplifies Posting

For areas frequently treated, this hinged sign can be installed for a season. When posting is required, simply flip up top half panel for sign to show. Made of high density polyethylene with UV inhibitors to prevent fading. 14"x16" size; color and legend meet WPS requirements.



Order No. D2000	1-9 signs	10-49 signs	50-499 signs	500+ signs
	\$7.95/ea.	\$6.50/ea.	\$5.72/ea.	\$5.14/ea.

Official EPA Posters



WPS Full-Color Pesticide Safety Poster

This poster must be displayed on agricultural establishments at a central location. Poster is 23"x35" and is a full-color reproduction of the official EPA format. Pictorials have Spanish and English captions. Printed on card stock for durability. Folded.

Order No. P928

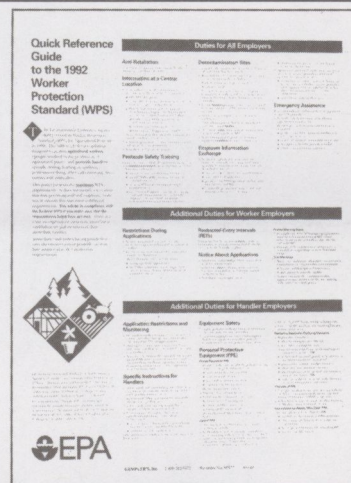
1-4	5-24	25-99	100-999	1000+
\$1.50/ea.	\$1.00/ea.	\$.75/ea.	\$.72/ea.	\$.67/ea.

Weatherproof Safety Poster

... ideal for display in wet, humid environments

Same poster as above but laminated with heavy plastic film on both sides to resist water and weather changes. 23 x 35".

Order No. P928L	1-4	5-24	25+
	\$6.50/ea.	\$5.35/ea.	\$4.95/ea.



WPS Quick Reference Guide Poster

Handy guide to employers' WPS duties. 17"x22" two-color reproduction of the official EPA format. Cardstock; folded.

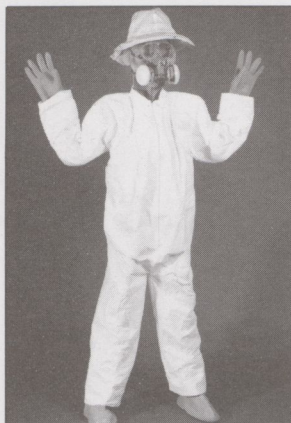
Order No. P977

1-4	5-24	25-99	100-999	1000+
\$.75/ea.	\$.64/ea.	\$.58/ea.	\$.54/ea.	\$.49/ea.

Payment options: Purchase Order (terms net 30 days), check, or Freight: F.O.B. Mt. Horeb, WI



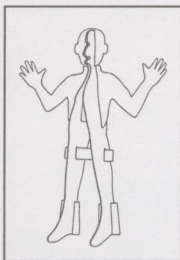
Training Kits



PPE Training Kit

... includes FRED, our 5'10" manikin

For WPS training, we have a new kit that includes a life-size manikin. Made of durable 350# doublewall cardboard, this manikin assembles in two minutes and is designed so that the respirator, goggles and baseball hat fit securely. It's reusable, easy to store and lightweight for travel.



MANIKIN is balanced to self-stand. No external supports are required.

Kit contains PPE for complete head-to-toe protection:

- 1 - 5'10" MANIKIN with its own 12 1/2" W x 49" L X 2" D storage box
- 1 - white TYVEK chemical-resistant coverall
- 1 pr. NITRILE green, chemical-resistant gloves
- 1 - indirectly-vented chemical splash goggles
- 1 - NIOSH-approved dual-cartridge respirator with one set of pesticide cartridges and pre-filters
- 1 pr. yellow latex chemical-resistant booties
- 1 - liquid-proof yellow overcap (fits over your cap)

Other Kit contents not pictured:

- 1 - PVC green chemical-resistant 35"x45" apron
- 1 - EPA-approved 14"x16" field WARNING sign
- 1 - GEMPLER'S WPS Reference Guide with official How to Comply Manual, 156 pages

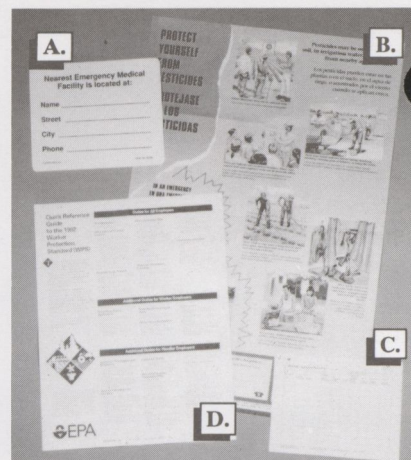
Kit - shipped in two boxes
Fred, our 5'10" manikin, ONLY

Order No.	1-5/kits	6-24 /kits	25+/kits
1295A	\$59.50/ea.	\$53.00/ea.	\$49.00/ea.
6697A	\$10.95/ea.	\$ 9.95/ea.	\$ 8.95/ea.

GEMPLER'S Central Posting Kit

Handy for demonstrating WPS "central posting" requirements

Each Central Posting Kit contains one each of the following . . .



Description	Catalog Price
A. GEMPLER'S 10"x12", .050 Plastic EMERGENCY MEDICAL FACILITY Sign	\$5.95/ea.
B. EPA's Official 23"x35" Full Color PESTICIDE SAFETY Poster	\$1.50/ea.
C. GEMPLER'S 50-sheet 8 1/2" X 11" PESTICIDE APPLICATION POSTING Tablet	\$2.95/ea.
D. EPA's Official 17"x22" Quick Reference Guide Poster (Summarizes compliance requirements of Worker Protection Standard. Not required for Central Posting, but helpful information.)	\$.75/ea.
	\$11.15 Value

Order No. 1019B

ONLY \$780/kit

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Low-Cost EPA / WPS Training Materials

Extra copies of this Mini Catalog are available at no charge.

Request Order No. EPA-MC when calling ...

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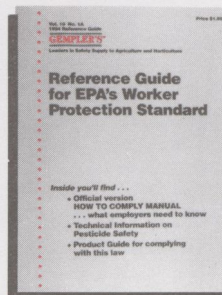
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Bulk Rate
U.S. Postage
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Order Code = 102A2

OUR BEST DEAL



GEMPLER'S™

WPS Reference Guide

Includes complete official version of EPA's "How to Comply Manual" for employers plus technical information on pesticide safety, as well as a complete product guide for safety equipment and signage required for WPS compliance. 156 pages.

Order No. EPA-HTC

1-24	25-99	100-999	1000+
\$1.00/ea.	\$.75/ea.	\$.55/ea.	\$.35/ea.

Taking Care Of Business

By Rob Stephens, Stephens Turf Farms
Little Rock, Arkansas

LIABILITY, Are You Covered?

With expotential increases in monetary damage awards for personal injury judgements, and the "See you in court!" mentality of today, now is a good time to review your liability insurance coverage. Think of the worst possible scenario and then ask yourself if your insurance will cover the liability exposure. Other than car and truck liability insurance, here are some items to look for when you are reviewing your coverages:

Operations and premises coverage.

All farm owners need insurance to protect general farm operations on AND off of their premises. This coverage will provide protection for non-employee bodily injury and property damage that might arise in the course of the business operations. A good item to check for is premises liability coverage. This would pay medical expenses, to a limit, for accidents to customers or visitors to your farm, no matter who is at fault.

Product liability coverage. This may seem a bit strange for a turf farm, but if you provide sod to athletic fields or public facilities there is possible exposure due to injuries resulting from activities on your turfgrass. This might occur whether your farm installed the sod or not.

Hired and non-owned vehicles coverage. This insurance provides coverage for accidents by your employees using their vehicles on company business and also leased vehicles and their drivers. This is almost a requirement for any business.

Directors' and officers' liability coverage. Make sure your policy covers all your employees, corporate officers and any one affiliated with your farming operations. Attorneys like to name as defendants in liability suits anyone even remotely associated with the case as a catch-all tactic. Likewise, be sure you are covered personally if you serve as an officer or director of another entity. Get a certificate of insurance from that entity's insurance company providing coverage for you while serving in an official capacity.

Umbrella policies. Umbrella policies will provide additional monetary coverage in excess of 1 million dollars to your existing liability insurance policy. A rule of thumb is to have at least enough dollar amount coverage for all of your assets and defense costs associated with a claim against you. Only you can determine what you feel comfortable with. Many businesses carry umbrella coverage because it costs very little to

have and provides a great amount of security.

Certificates of insurance and binders.

Make sure independent contractors you hire have adequate insurance coverage by getting certificates of insurance from their insurance companies before they start working for you. When buying vehicles or equipment, contact your insurance agent and bind coverage immediately after purchase and before heading back to the farm.

Contact your insurance company and arrange for a loss control agent to review your liability exposures. This is usually done at no cost to you and it will also identify potential accidents before they happen.

In general, familiarize yourself with all of your insurance policies and ask questions of your insurance agent. Sometimes the cheapest insurance isn't the best or the right coverage for your farm's operations. Research the insurance company when asking for quotes. Look for claim payment history by contacting your state's insurance commission. Make sure the insurance company you buy from will stick with you if you have to "See somebody in court!"

Member Marketing Tip

By Harold Humphries, South West
Instant Lawn, Boyanup, Australia

Remember Your Customer's View

Every now and again, a customer will make some awkward request of you, to assist with some problem that the customer is facing.

In such cases, if you cannot help in the way requested, by taking a moment to look at the situation from your customer's point of view, you may be able to make some positive suggestion as to what you **can** do to help out.

For Example: Your customer's project is supposed to be completed for an official

opening on Saturday. However, the reticulation (water and sewer service) is behind schedule. Your customer has been told it will be functional by Friday, but he has his reservations about it.

Your customer requests, in effect, that you be on standby for an immediate delivery when he has his water in operation. Naturally, this is during your busiest time of year.

From your customer's point of view, he cannot commit himself to receiving the lawn, in hot weather, until he knows he will be able to get water on it. But this

may be too late for you to schedule a delivery in time to meet his deadline.

It might be feasible to suggest, "If you can let us know by 11 am, Friday, we could keep our harvesting team going, if you could arrange transport to pick the turf up from the farm."

Even if your suggestion does not overcome the problem, at least your customers will appreciate that you were prepared to do what you could to assist.

ASPA welcomes volunteer authors for both "Taking Care of Business" and "Member Marketing Tip."

Disaster Assistance Guide Available

An excellent, well-written and very informative new book entitled, "Farmers' Guide to Disaster Assistance," is now available from the Farmers' Legal Action Group (FLAG).

Nearly a half-inch thick, the 8 1/2 by 11-inch publication provides detailed examples of the steps that must be taken and the forms that must be used.

Copies can be purchased by farmers and nonprofit organizations at a cost of just \$12.95 from FLAG, Disaster Guide, 46 East 4th St., Suite 1301, St. Paul MN, 55101.

FLAG is a nonprofit, tax-exempt law firm that provides legal and technical assistance to farmers, ranchers and attorneys. The disaster guidebook was funded in part by a grant from FARM AID which has distributed more than \$11.5 million in grants to farm groups in 44 states.

Employee Health Insurance Report Now Required

On or before Feb. 1, 1995, all employers who provide medical insurance must report the employees' name, Social Security number, type of coverage, period of time covered and details of the insurance company.

Although a form has not been completed, employers should begin to capture this information now rather than waiting until year's end.

ASPA Action

SOD FARM WETLANDS DEFINITIONS SEEN AS VERY POSITIVE

Sod farming will now be clearly defined as a farming operation within the definitions of wetlands, in an understanding reached by ASPA and authors of a Memorandum of Agreement (MOA) drafted by the Environmental Protection Agency, Soil Conservation Service, Army Corps of Engineers and the Fish & Wildlife Service. Although the MOA defines farming as related to the production of food and fiber, seemingly eliminating sod farming, it also stipulates that "intensively used or managed lands," will also qualify. ASPA, because of its efforts in this area, has received assurances that the field handbook will stipulate the inclusion of sod farming.

On the legislative front, ASPA has also been successful in bringing former inconsistencies to the attention of both Senators and Congressmen working on various parts of the Clean Water Act. ASPA members in state's whose elected officials sit on major committees have been very effective in writing letters to support and expand the industry's position.

Both the Administrative and Legislative actions are designed to ensure that sod farming receives treatment equal to all other agriculture, a situation that has not previously existed because of a Corps of Engineers ruling that decided sod farming was not farming.

ASPA RESPONDS TO WHITE HOUSE INVITATION REQUEST

At the request of the White House, ASPA provided the names of its Michigan members so they could be invited to a special presentation by President Clinton at the G-7 Jobs Conference in Detroit. The G-7 meeting brought together the seven largest free-market countries to discuss jobs expansions in the world.

DISASTER ASSISTANCE & CROP INSURANCE RECEIVING ACTION

With help from ASPA, more and more disaster relief applications are receiving action and response. Please provide the ASPA office with any information you may have regarding your own application, to help create a complete file on this matter and make ASPA aware of any problems you may have. On a related issue, ASPA has begun efforts to ensure that sod farms will be included in legislation being proposed by the US Dept. of Ag. that would establish crop insurance programs and eliminate any future disaster assistance programs. As of its initial writing, the law focused only on "food and fiber." Such a program would be unacceptable to the turfgrass sod industry.

BUSINESS MANAGEMENT

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