

THE SCOTTS COMPANY PERSPECTIVE ON PRODUCT DEVELOPMENT FOR SUSTAINABLE TURFGRASS. Robert W. Harriman, Vice President, Biotechnology, The Scotts Company, 14111 Scottslawn Rd., Marysville, OH 43041.

Turfgrass provides a broad spectrum of environmental and human health benefits. The Scotts Company has almost one hundred years of history developing products to assist both professional and residential turf managers. As one would expect, the number and quality of products has changed significantly over that time. With improvements in technology and increased environmental awareness, expectations are rising on product developers and university scientists to provide superior stands of grass that are also more environmentally sustainable. Scotts has focused its attention on five areas of development to provide products and information that will assist turfgrass managers with these challenging goals. While each development area will be introduced, the talk will focus on developing varieties with enhanced aesthetics that require fewer inputs and less energy to maintain.