"Reality Check" for New Products, Concepts and Technologies: Guidelines

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Format: 3 hr workshop

Turfgrass managers are routinely confronted with claims for new products, concepts, and technologies. As a professional desiring to stay on the cutting-edge of turfgrass science, each turf manager must consider how to make common-sense decisions about new products, concepts, technologies. In this presentation, we will address:

I. The Basics (30 min).
   - Overview of the Soil-Plant-Atmospheric-Man Turfgrass Ecosystem.
   - Identifying problems. Maintaining focus when addressing field problems. What am I managing -- primary, secondary/symptoms, perceived, or non-existent problems?

II. Areas of Confusion or Challenges (120 min)
   - Should I add microorganisms to the soil?
   - Should I add organic matter to the turf?
   - Blurring the lines of basic fertilization – confusing of soil, water quality, tissue testing; biostimulants; bionutritionals;
   - Product label and ingredient issues
   - Aerated irrigation water
   - Are K and Si important?
   - Other topics of audience interest

III. Guidelines and Key Questions When Considering a New Product, Concept, or Technology (30 min)
   - Foundational principles for wise decision-making
   - Eight key questions

Seminar Objectives

Objective 1. After completing this program, the attendees will understand the difference between primary, secondary, and non-existent problems (problems thought to exist but are not really present).

Objective 2. After completing this program, the attendees will have specific guidelines and knowledge to select new products and technologies on the basis of: true problems, science, and economics.