

**For more information, contact:**

Steve Hanson  
GRIP IDEAS  
(480) 488-0969  
steve@gripideas.com

**FOR IMMEDIATE RELEASE**

## **Superintendents Give Econem<sup>®</sup> Biological Nematicide High Marks on Performance**

*Feedback positive for all measures with nematode reduction,  
general turf improvement and improved density scoring highest*

**February 28, 2011 – ALACHUA, Fla.** – A [recent survey](#) conducted on the effectiveness of Econem<sup>®</sup> has shown that golf course superintendents are extremely pleased with Econem performance. Introduced in February 2010, Econem biological nematicide for sting nematode control is the first EPA-registered product based on *Pasteuria*, a naturally-occurring soil bacteria long recognized as a promising biological control agent against nematodes.

"We're thrilled to see such overwhelmingly positive feedback for Econem in such a short time on the market," said Dave Duncan, Ph.D., chief executive officer for Pasteuria Bioscience. "This feedback shows that Econem can offer effective and sustainable sting nematode control."

The [survey](#) was provided to golf course superintendents that had used Econem. A total of 15 responses were received and summarized. The objective of the survey was to get "in-the-field" feedback related to the performance of Econem. Superintendents were asked to rank Econem on a 0 (No Improvement) to 5 (Excellent Results) scale for five key performance criteria. Both quantitative and qualitative data were gathered and analyzed.

### **Econem Performance Results**

In total, Econem averaged a 3.86 ranking equaling 'Good Improvement'. The effectiveness of Econem ranked best for nematode control followed by general turf improvement and turf density improvement.

All surveys received were utilized in the results. A majority of the responses were from course superintendents in Florida (10), but responses were also received from Alabama (2), Georgia (2) and South Carolina (1).

The quantitative survey results summarized:

<b>Performance Criteria</b>	<b>Performance Average</b> 0 (No Improvement) to 5 (Excellent Results)
Nematode Reduction/ Suppression	4.00
General Turf Improvement	3.97
Turf Density Improvement	3.97
Improved Stress Tolerance	3.77
Turf Root Improvement	3.60
<b>Overall</b>	<b>3.86</b>

n = 15

In addition to the qualitative feedback, superintendents also shared opinions about Econem performance.

"I think the product worked well so far. It performed better than I thought it would," said Mike Meisenhelter, golf course superintendent at Panther Run, Ave Maria, FL.

"Worked great – saved a lot of turf area during this past summer," said Todd Daniel, golf course superintendent at Riverchase Country Club, Birmingham, AL.

"Performed well and plan on continuing use of the product," said Chuck DeCerce, assistant superintendent at The Rookery at Marco, Naples, FL.

To view the Econem survey results, [click here](#). For more information about Econem, please contact Jay McCord at 904-502-4695.

### **About Pasteuria Bioscience**

Pasteuria Bioscience, Inc. was founded in 2003 in the University of Florida's Sid Martin Biotechnology Incubator. The company was developed to commercialize its revolutionary technology for production of nematode control products based on *Pasteuria* technology.

Pasteuria Bioscience is developing products based on *Pasteuria* spp. to treat major nematode pests in most agricultural crops. Econem is its first product providing sting nematode control for the golf and sports turf markets. Additional Pasteuria Bioscience products in development will offer nematode control in agronomic crops such as soybean and cotton as well as in specialty crops such as vegetables and banana

For more information, visit the Pasteuria Bioscience web site at <http://www.pasteuriabio.com>.

###