

Meeting 21st Century Challenges

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USGA

5th Golf Innovation Symposium

USGA®



Industry Challenges



Poll Question

What is the leading influencer on U.S. golf course maintenance budgets?

1 / Equipment

2 / Labor

3 / Plant control products

4 / Water

Industry Challenges

LARGEST GOLF COURSE MAINTENANCE EXPENSES

Labor	56%
Fungicides	5%
Fertilizer	5%
Equipment (Lease/Maintenance)	9%

Poll Question

What percentage of U.S. golf course superintendents have a university degree?

1 | 18%

2 | 35%

3 | 48%

4 | 63%



Undergraduate
Degrees

48%

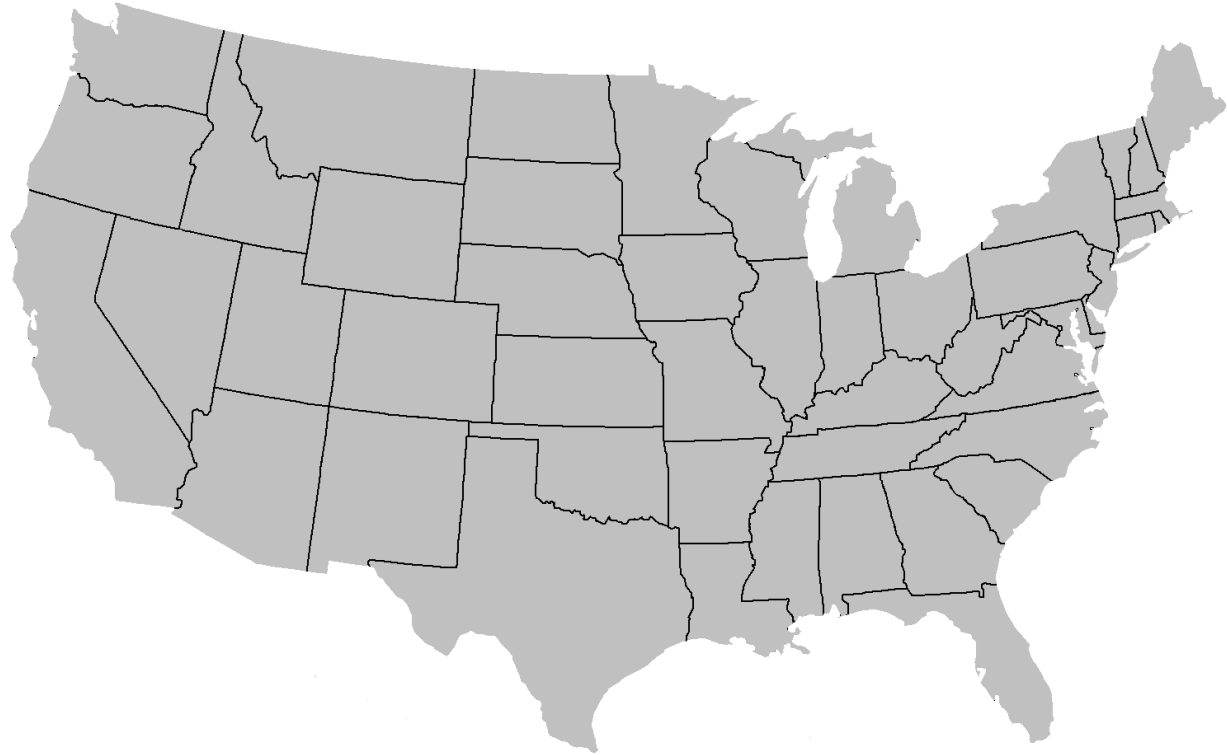
51%

Graduate
Degrees

Industry Challenges

- Water
- Government regulations

**AVERAGE 18-HOLE
MAINTENANCE BUDGET
FOR WATER**



Industry Challenges

- Water
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**AVERAGE 18-HOLE
MAINTENANCE BUDGET
FOR WATER**

Upper West/Mountain
(37% purchased) **11%**



Industry Challenges

- Water
- Government regulations

AVERAGE 18-HOLE MAINTENANCE BUDGET FOR WATER

Southwest
(70% purchased) **25%**

Upper West/Mountain
(37% purchased) **11%**



Industry Challenges

- Water
- Government regulations

AVERAGE 18-HOLE MAINTENANCE BUDGET FOR WATER

Pacific (48% purchased)	29%
Southwest (70% purchased)	25%
Upper West/Mountain (37% purchased)	11%



Meeting Challenges

RESEARCH



EDUCATION



IMPLEMENTING SOLUTIONS



USGA Green Section

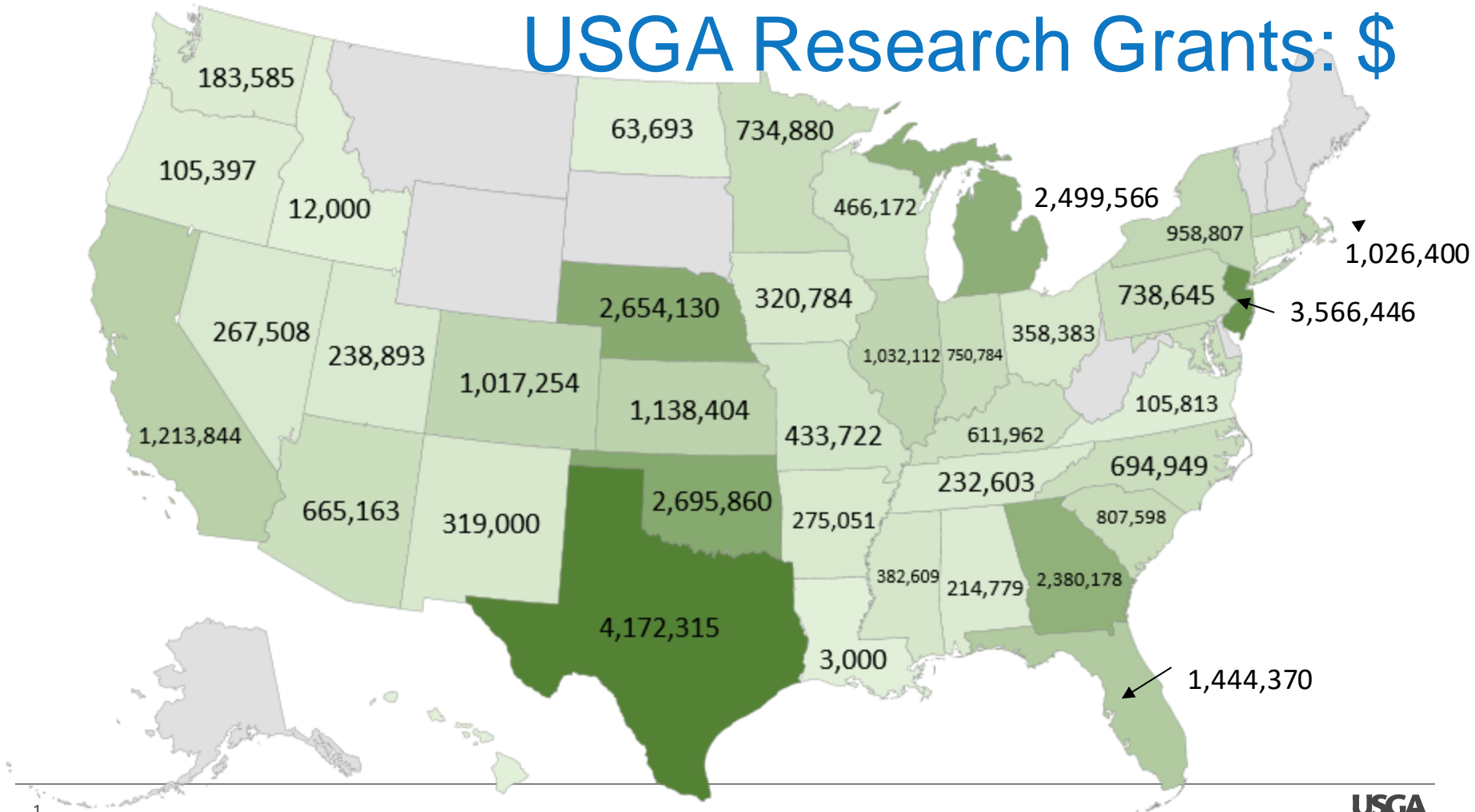


Research

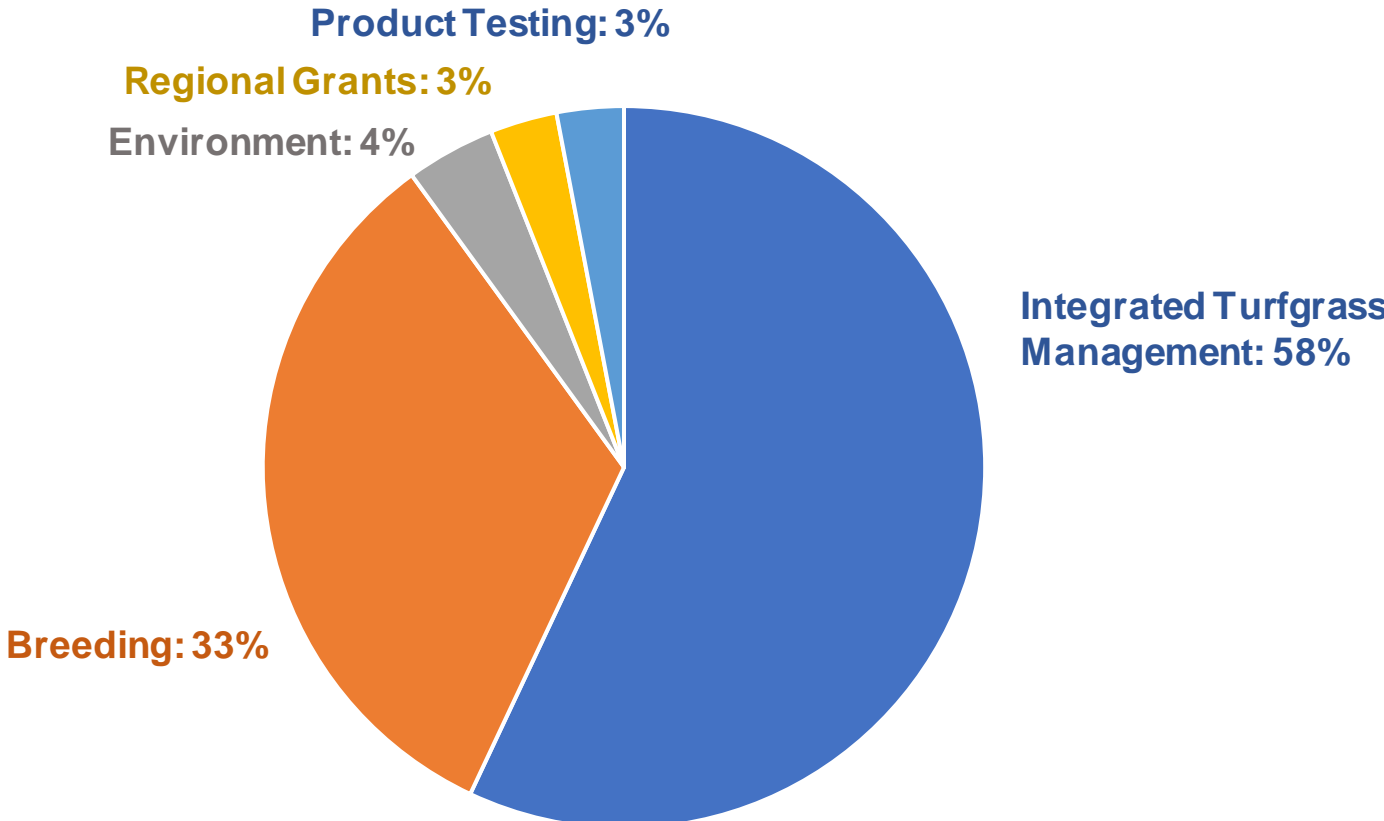
A photograph of two men on a golf course. The man on the left is wearing a black jacket, a black cap, and jeans, and is holding a clipboard and pen, looking down at it. The man on the right is wearing a red and black jacket, glasses, and dark pants, and is pointing towards the grass. The background shows a large green field, trees, and a building under a clear sky with a lens flare effect.

Focus on
Sustainable
Grasses

USGA Research Grants: \$



USGA Research Grants

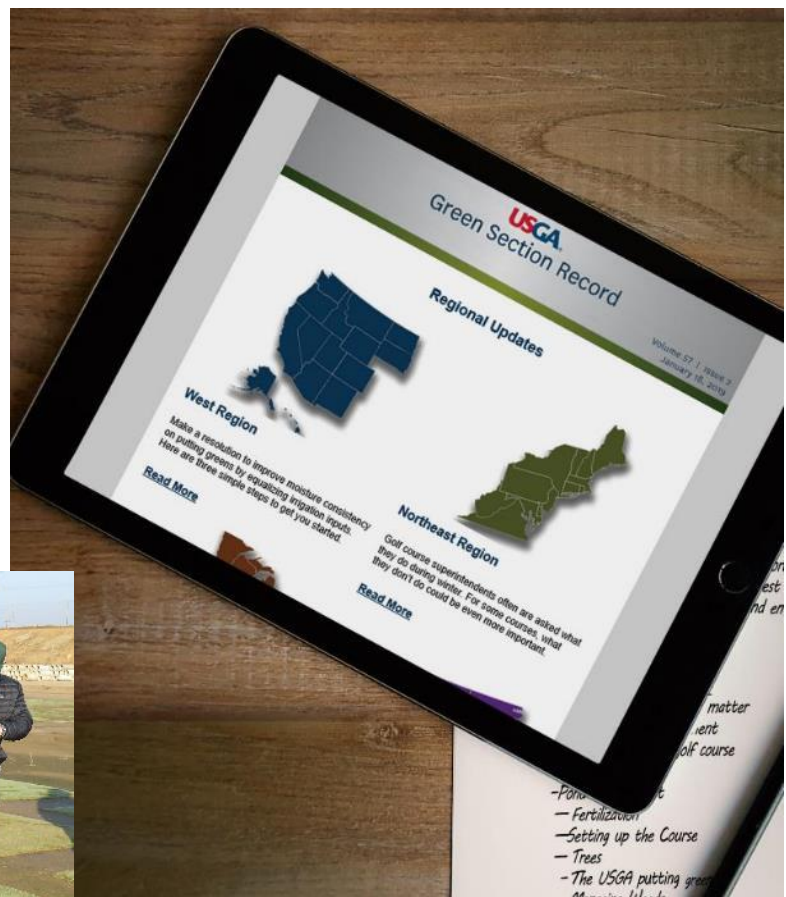


Technology



Continuing Education





Green Section Record

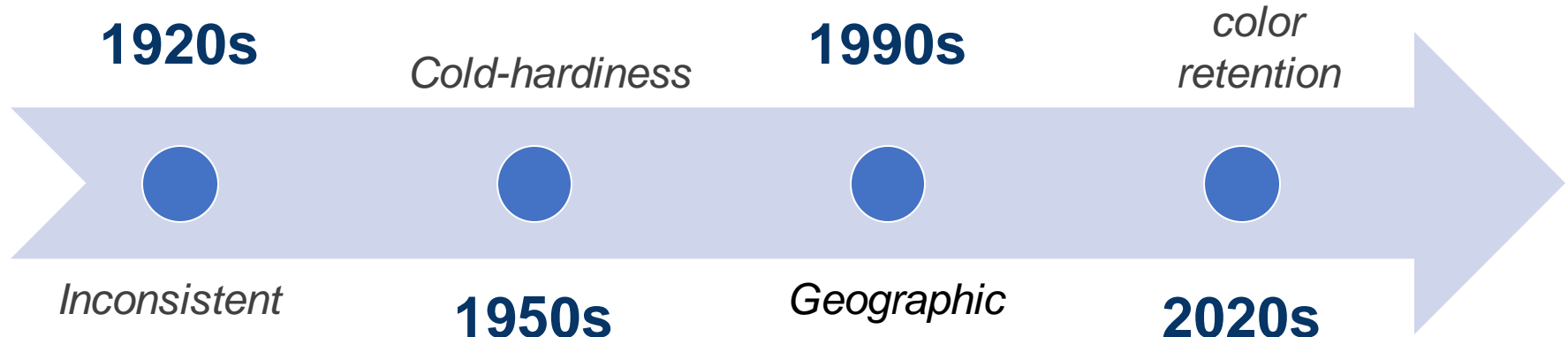
Consulting

Directly providing
solutions



Case Study: Bermudagrass Advancements

Case Study: Bermudagrass Advancements





A photograph showing the silhouettes of three people standing on a golf course green at sunset. The sun is low on the horizon, creating a warm, golden glow and casting long shadows. The background features a line of trees and a clear sky with some light clouds. The overall mood is peaceful and reflective.

Thank you!

5th Golf Innovation Symposium

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