

THE UNITED STATES INTERNATIONAL TRADE COMMISSION

In the Matter of:)
) Investigation Nos.:
 TOW-BEHIND LAWN GROOMERS) 701-TA-457 and
 FROM CHINA) 731-TA-1153 (Final)

Tuesday,
 June 16, 2009

Room No. 101
 U.S. International
 Trade Commission
 500 E Street, S.W.
 Washington, D.C.

The hearing commenced, pursuant to notice, at 9:30 a.m., before the Commissioners of the United States International Trade Commission, the Honorable SHARA L. ARANOFF, Chairman, presiding.

APPEARANCES:

On behalf of the International Trade Commission:

Commissioners:

SHARA L. ARANOFF, CHAIRMAN
 DANIEL R. PEARSON, VICE CHAIRMAN
 DEANNA TANNER OKUN, COMMISSIONER
 CHARLOTTE R. LANE, COMMISSIONER
 IRVING A. WILLIAMSON, COMMISSIONER
 DEAN A. PINKERT, COMMISSIONER

APPEARANCES: (Cont'd.)

Staff:

MARILYN R. ABBOTT, SECRETARY TO THE COMMISSION
WILLIAM R. BISHOP, HEARINGS AND MEETINGS
COORDINATOR
SHARON BELLAMY, HEARINGS AND MEETINGS ASSISTANT
JENNIFER MERRILL, INVESTIGATOR
LINDA WHITE, INTERNATIONAL TRADE ANALYST
NANCY BRYAN, ECONOMIST
CHARLES YOST, ACCOUNTANT/AUDITOR
KARL VON SCHRILTZ, ATTORNEY
JAMES McCLURE, SUPERVISORY INVESTIGATOR

In Support of the Imposition of Antidumping and
Countervailing Duty Orders:

On behalf of Agri-Fab, Inc.:

MICHAEL COHAN, President, Agri-Fab, Inc.
GARY HARVEY, Vice President, Finance, Agri-Fab,
Inc.

MARK S. ZOLNO, Esquire
KAZUMUNE V. KANO, Esquire
JOHN P. SMIRNOW, Esquire
Katten Muchin Rosenman LLP
Chicago, Illinois

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P R O C E E D I N G S

(9:30 a.m.)

1
2
3 MS. ABBOTT: Will the room please come to
4 order?

5 CHAIRMAN ARANOFF: Good morning. On behalf
6 of the U.S. International Trade Commission I welcome
7 you to this hearing in Investigation Nos. 701-TA-457
8 and 731-TA-1153 (Final) involving Tow-Behind Lawn
9 Groomers from China.

10 The purpose of these investigations is to
11 determine whether an industry in the United States is
12 materially injured or threatened with material injury
13 or the establishment of an industry in the United
14 States is materially retarded by reason of subsidized
15 and less than fair value imports of tow-behind lawn
16 groomers from China.

17 Schedules setting forth the presentation of
18 this hearing, notices of investigation and transcript
19 order forms are available at the public distribution
20 table. All prepared testimony should be given to the
21 Secretary. Please do not place testimony directly on
22 the public distribution table.

23 All witnesses must be sworn in by the
24 Secretary before presenting testimony. I understand
25 that parties are aware of the time allocations. Any

1 questions regarding time allocations should be
2 directed to the Secretary.

3 Finally, if you will be submitting documents
4 that contain information you wish classified as
5 business confidential your requests should comply with
6 Commission Rule 201.6.

7 Madam Secretary, are there any preliminary
8 matters?

9 MS. ABBOTT: Madam Chairman, no. I note,
10 though, the first panel, the Petitioners, are seated,
11 and all witnesses have been sworn.

12 (Witnesses sworn.)

13 CHAIRMAN ARANOFF: Thank you. Let us
14 proceed then with opening remarks.

15 MR. ZOLNO: Good morning, Madam Chairman and
16 members of the International Trade Commission. My
17 name is Mark Zolno. I'm an attorney with the law firm
18 of Katten Muchin Rosenman in Chicago.

19 We are proud to represent Agri-Fab, Inc.,
20 the Petitioner and leading domestic producer of
21 tow-behind lawn groomers, also referred to as TBLGs or
22 simply as lawn groomers. With me today are Mike
23 Cohan, president of Agri-Fab; Gary Harvey, vice
24 president of Finance of Agri-Fab; and Kaz Kano and
25 John Smirnow, both attorneys with Katten Muchin

1 Rosenman.

2 We are here today at the culmination of an
3 investigation that was launched nearly one year ago on
4 lawn groomers imported from China that were sold at
5 less than fair value and supported with
6 countervailable subsidies from the Chinese Government.
7 Our client, a long-established, privately held
8 business from the heartland of rural America, is the
9 primary manufacturer of lawn groomers in the United
10 States. As you will hear, it has been decimated by
11 unfairly priced subject imports.

12 Only yesterday, the U.S. Department of
13 Commerce issued its final determinations. It found
14 that Chinese manufacturers had been selling their
15 products at less than fair value and calculated
16 dumping margins of over 386 percent. In addition,
17 Commerce found that most Chinese lawn groomers were
18 receiving a countervailable subsidy at the rate of 265
19 percent. These massive margins exemplify the extent
20 to which these unfair trading practices were taking
21 place.

22 Clearly the Department of Commerce has
23 established that lawn groomers were not coming in from
24 China with a level playing. For the final phase of
25 this investigation, high margins are now imposed on

1 all lawn groomers coming in from China regardless of
2 the Chinese manufacturer.

3 One mandatory Respondent, Princeway,
4 received a relatively low preliminary dumping margin.
5 However, we found evidence in some of Princeway's
6 submissions which suggested that, to put it mildly,
7 Princeway was not playing by the rules. When this
8 fact was brought to Commerce's attention, Princeway
9 ultimately refused to allow Commerce to conduct a
10 verification at its facilities in China, and its
11 dumping margin now exceeds 386 percent.

12 We are now requesting that the International
13 Trade Commission issue a final determination that
14 imports of lawn groomers from China have caused or are
15 threatening to cause material injury to the domestic
16 lawn groomer industry.

17 The volume of these unfairly priced Chinese
18 lawn groomers has increased dramatically since 2006.
19 These unfair trading practices have forced Agri-Fab
20 and other members of the domestic industry to sell
21 their products at suppressed or depressed prices in
22 order to remain competitive in the face of increasing
23 materials cost.

24 In some cases Agri-Fab did not even get the
25 chance to lower its prices, and unfairly priced lawn

1 groomers from China caused a total loss of at least
2 one customer's business. As a result, Agri-Fab has
3 suffered material injury, having been forced to reduce
4 production and employees, eliminate shifts, face
5 declines in profits and suffer other adverse effects.

6 You will hear presentations today from Mike
7 Cohan, Agri-Fab's president, who will provide a brief
8 history of Agri-Fab and its place in the domestic lawn
9 groomers industry. Mike will discuss how Agri-Fab's
10 efforts to provide innovative products and maximize
11 efficiency of production have been of little use
12 against unfairly priced and subsidized Chinese
13 imports.

14 Mike will also relate for you his visits to
15 manufacturing facilities in China where he encountered
16 firsthand the kind of unfair business practices that
17 prompted Agri-Fab to seek relief from the ITC.

18 Finally, Mike will tell you what his sales
19 representatives have faced when they approach
20 customers in the United States and are told to match
21 prices that do not even cover Agri-Fab's material
22 cost.

23 You'll also hear from Gary Harvey,
24 Agri-Fab's vice president of Finance, who will talk
25 about the effects of the surge of Chinese lawn

1 groomers on the domestic industry. Gary will focus on
2 the financial impact that Chinese imports have had on
3 Agri-Fab's production and sales volume, pricing and
4 employment.

5 He will show you how Agri-Fab has been
6 unable to price its merchandise to account for rising
7 cost of steel and other raw materials and how
8 Agri-Fab's profits, employment and overall financial
9 health have deteriorated as a result.

10 We look forward to assisting the Commission
11 in making this critical decision and would be pleased
12 to provide answers to your questions either during
13 today's testimony or in our postconference brief.

14 Once again, thank you very much for the
15 opportunity to appear to present our case, and I would
16 now like to introduce Mike Cohan.

17 MR. COHAN: Good morning, Madam Chairman,
18 members of the Commission and Commission investigative
19 staff. I would also like to thank you for giving us
20 the opportunity to appear before you today and speak
21 on behalf of Agri-Fab to discuss the antidumping and
22 countervailing duty investigations.

23 My name is Mike Cohan. I am the president
24 of Agri-Fab, a position I've held since August of
25 2007. I have over 30 years' experience in this

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1 industry, all of them with Agri-Fab.

2 Prior to becoming the president of Agri-Fab
3 I was plant manager, vice president of Operations,
4 began my career on the shop floor and have worked in
5 virtually every area of the manufacturing, including
6 welding, assembly, fabrication, painting, supervision,
7 production control, so as we have done our tour
8 through the plant I enjoyed showing you through.

9 Agri-Fab is a leading producer of tow-behind
10 lawn groomers in the United States. We're also one of
11 the two largest employers in the town of Sullivan,
12 Illinois, where our headquarters and manufacturing
13 facilities are located. To this day, nearly all of
14 our lawn groomers are produced in Sullivan. We have a
15 380,000 square foot production facility in Sullivan
16 and another 300,000 square foot distribution facility
17 in nearby Decatur, roughly 30 miles away.

18 Agri-Fab has stayed in the forefront of the
19 tow-behind lawn groomer industry by expanding,
20 reinvesting in our plant and equipment to improve our
21 products and processes and pushing the envelope in
22 designing new and different lawn groomers that appeal
23 to our customers.

24 Just recently we launched the new Smart
25 series of groomers, which includes an extra large

1 sweeper, spreader and a modular unit that allows users
2 to quickly switch out different aerator and dethatcher
3 components without the need for tools. Our constant
4 focus on improving both the lawn groomer product line
5 and our production processes using lean manufacturing
6 techniques has allowed us to maintain our position as
7 an industry leader.

8 Agri-Fab is also focused on providing
9 employment for the community, a goal that has carried
10 over from related businesses formed during the Great
11 Depression. Maintaining and creating local jobs is a
12 bedrock principal of our company.

13 In the absence of Agri-Fab, Sullivan,
14 Illinois, would suffer a devastating economic blow.
15 We currently employ over 300 people on both a full-
16 and part-time basis, although this number is
17 significantly lower than it was just a few years ago.
18 The Commission should also recognize that the majority
19 of our raw material purchases are from domestic
20 suppliers so that we may foster ties to our community
21 and contribute to keeping other jobs in the United
22 States.

23 We're also important to Sullivan in ways
24 other than providing employment. We've been donating
25 money to area organizations continually since 1977.

1 In the last 10 years, we've given over \$2 million in
2 grants, scholarships and other donations.

3 Since 1989, Agri-Fab has also maintained an
4 on-site child care facility for our employees. In
5 addition, we've help found a steel service center in
6 the neighboring town of Arcola. We've also donated
7 space for Sullivan's volunteer fire department to
8 train.

9 These are just a few examples of how our
10 company was built on the foundation of working hard
11 and giving back to our employees and recognizing those
12 in the local community who have helped us along the
13 way.

14 Unfortunately, everything we have worked for
15 is in jeopardy due to dumped and subsidized imports
16 from China. We made that case during the preliminary
17 staff conference a year ago, and you agreed with the
18 issuance of your affirmative determination. Since
19 that time, the adverse effects of Chinese imports have
20 only become more apparent.

21 As I mentioned during the preliminary
22 conference, we don't immediately point the finger or
23 look for bailouts as soon as things start to go bad.
24 Instead, we look within ourselves and try to find ways
25 to improve our situation.

1 We improved our production methods,
2 including the way in which our personnel are used
3 during production and assembly of our lawn groomers.
4 We've invested in computer technology, powder coat
5 painting methods, automation and other technological
6 advancements regarding assembly line operations.
7 We've also invested in outside consulting services to
8 improve our overall business practices.

9 In addition, we believe Agri-Fab has without
10 a doubt the most efficient and environmentally
11 friendly production process in the industry and that
12 our efficiency and use of technology and advanced
13 production techniques have saved jobs, not replaced
14 them.

15 However, we simply cannot compete with
16 Chinese lawn groomers when the playing field is so
17 uneven no matter how efficient our production methods
18 are. In many cases, Chinese producers are exporting
19 products to the U.S. that are direct copies of our own
20 products; only the Chinese imports are sold at less
21 than Agri-Fab's cost of production or in some cases
22 even the cost of our materials.

23 To explain this, I want to give you a
24 historical anecdote that I related in the preliminary
25 conference. We first started seeing the Chinese

1 knockoffs of our products in 2003. We were very
2 curious about who was doing this and to what extent
3 our products were being copied.

4 At the invitation of a Chinese manufacturer,
5 we went to China to view its manufacturing facility
6 and observe the company copying our products. We
7 later discovered that this producer had obtained
8 pictures from our website and samples of our products
9 which had been used to reverse engineer our groomers.

10 At the time we thought that we could limit
11 these products from flooding the U.S. market by
12 entering into an agreement with this company. We
13 entered into a manufacturing and supply agreement to
14 purchase several products besides lawn groomers in
15 exchange for the promise that this company would not
16 sell the groomers to our competition or our customers.

17 Unfortunately for us, this company broke the
18 agreement and started selling lawn groomers directly
19 to our customers and competitors. This company, just
20 like the Chinese lawn groomer industry as a whole, got
21 its start by taking our products, reverse engineering
22 them, copying them and selling them back in the U.S.
23 at unfair prices. This strategy results in the
24 Chinese producers avoiding the high cost of research
25 and development of the subject products.

1 I'm not relating this to you simply to
2 accuse Chinese producers of stealing. Rather, it
3 became clear to us that Chinese lawn groomer producers
4 have established and expanded their businesses by
5 taking lawn groomer designs, including ours,
6 reproducing them in China and exporting vast
7 quantities to the United States at prices against
8 which we cannot compete.

9 We've seen the volume and variety of
10 low-priced Chinese imports increase substantially over
11 the past three years, especially in 2007 and 2008, and
12 covering all of our products that are the subject of
13 our petition. As I mentioned before, we pride
14 ourselves on working hard and striving to create
15 efficient production methods and innovative products,
16 but these qualities cannot protect us from unfairly
17 priced imports from China.

18 The Smart series of lawn groomers is our
19 latest example of innovation. However, being
20 innovative is of little advantage when our new
21 products are quickly copied in China and sold back to
22 the United States at prices that do not even cover our
23 material cost, not to mention the prototyping, testing
24 and other research and development costs.

25 As Gary will discuss, the recent onslaught

1 of Chinese imports has had a severe adverse impact on
2 our business. However, I can tell you that all of us
3 at Agri-Fab can see how Chinese imports have changed
4 the way we sell our products.

5 Our salespeople are at the front lines of
6 our company, and they have the most direct knowledge
7 of how we have lost sales and lost customers because
8 of low-priced Chinese imports. Even today our sales
9 professionals are being asked for lower prices by
10 purchasers who got used to unfairly priced Chinese
11 imports.

12 Most lawn groomer manufacturers, including
13 Agri-Fab, do very little direct selling to the public.
14 The vast majority of our sales are to home improvement
15 retailers, and a good number of these sales are to a
16 few large national or regional retail chains. These
17 customers are very important to us, and we make every
18 effort to keep them happy.

19 For all of our customers, we make an effort
20 to provide the best value for our products. I want to
21 focus on the word value for a minute because I believe
22 it's an important term here.

23 Excuse me just a second.

24 (Pause.)

25 MR. COHAN: For a long time, both we and our

1 customers perceived value to constitute a complete
2 package of service and quality. While it was
3 important to sell our products at a reasonable price,
4 it was just as important, if not more so, to have the
5 best customer service, product range and availability,
6 technical support and warranty coverage.

7 This combination of factors was where we
8 could show our customers that we were offering the
9 best value for our products. Now the game has
10 changed. While you still hear the term value, it has
11 come to mean that price is the factor above all
12 others. When our customers come to us explaining the
13 need to offer the best value for our products, it is
14 nothing more than their way of asking us to lower our
15 prices to meet the Chinese imports.

16 On several occasions our sales reps have
17 gone to a customer, demonstrated our product lines,
18 touted all of the advantages that our company and our
19 products can offer, and we were simply told in
20 response that the customer got a low-price quote from
21 China and that we need to match that price. More
22 often than not that price was less than even our cost
23 of materials.

24 As a result, we simply lost sales with a
25 number of our customers, whether large or small, new

1 or longstanding. As Gary will tell you, the impact
2 was so extreme and so quick that in some cases we
3 didn't even have the opportunity to present a
4 counteroffer to our customers.

5 In short, we are being overrun with unfairly
6 priced lawn groomers from China. While Gary can give
7 you a better idea of the extent of injury that we have
8 suffered, I can tell you that based on my experiences
9 talking and meeting with our sales reps, we've seen
10 significant sales erosion, particularly during 2008,
11 as we indicated to the Commission in our questionnaire
12 response.

13 We are here because this investigation
14 represents our best and possibly last hope at leveling
15 the playing field and remaining competitive in this
16 industry. In the absence of an affirmative
17 determination by the Commission, the migration of lawn
18 groomer production from the United States to China
19 will continue and may even force us to transform from
20 the largest domestic producer of lawn groomers into
21 just one more importer of Chinese tow-behind lawn
22 groomers.

23 With that, I'd like to introduce Agri-Fab's
24 vice president of Finance, Gary Harvey. Thank you.

25 MR. HARVEY: Thank you, Mike. Our profits

1 and capital investments have declined, and our working
2 capital has been reduced, the capacity usage in our
3 manufacturing facility was significantly down, our
4 vendor purchases were reduced and our employment was
5 significantly off its levels from prior years.

6 Today the problems we face from Chinese
7 imports have gotten more pronounced. Just about every
8 financial indicator that had dropped in 2007 continues
9 to drop and fall in 2008 in response to Chinese
10 imports.

11 Without going into any confidential business
12 information, it is safe to say that our financial
13 results in 2007 were downright rosy compared to the
14 results of the end of 2008. We were hit especially
15 hard on the pricing of our products by Chinese
16 imports. We really began to see the effects in 2008,
17 and I believe you see from our questionnaire responses
18 that our price had particularly suffered that year.

19 Chinese imports simply eliminated our
20 ability to raise prices in response to rising material
21 costs. When the cost of our input materials used to
22 produce lawn groomers such as steel increased
23 throughout much of 2008, we were not able to increase
24 our prices to cover those costs. It was only towards
25 the end of 2008 that we were able to get some price

1 relief.

2 To the extent that the depressed economy has
3 subsequently decreased some of these material costs,
4 we are now being asked by our customers to lower
5 prices yet again. As Mike mentioned, it has gone so
6 far that customers have asked us to lower our prices
7 to reflect what the customers could have paid for the
8 Chinese imports before the Department of Commerce's
9 preliminary margins went into effect.

10 As much as we were forced to suppress and
11 depress our prices in 2008, they do not reflect the
12 case that we've simply lost sales altogether. As Mike
13 mentioned, for several large accounts we did not have
14 the opportunity to present lower counteroffers. We
15 simply lost the business. You do not see this just by
16 looking at the prices of the products that we did sell
17 in 2008.

18 The loss of business we have suffered is due
19 to dumped and subsidized imports from China. The
20 downturn in both the housing market and economy in
21 general has certainly hurt. It is not, however, the
22 cause of our troubles.

23 As I testified in the preliminary
24 conference, we started to see Chinese imports enter
25 the market at a time when the market itself was

1 relatively flat or growing. The lawn grooming
2 industry undergoes cyclical patterns and has been
3 around long enough to weather previous downturns in
4 the housing industry. We were around during the
5 recessions of the early 1980s, and we have seen a
6 number of corrections in the housing market.

7 I'm not trying to make light of the economy
8 or its effects on our industry, but we are not sitting
9 here in front of you because of the economy or because
10 of the housing market crisis. The poor economy
11 essentially has nothing to do with why we are being
12 told by our customers to match prices that may not
13 even cover our material cost.

14 What the economy does, however, is make us
15 even more vulnerable to the effects of Chinese
16 imports. It is problematic enough to manage a
17 business when overall demand is stifled. The decrease
18 in overall demand, however, is being compounded by
19 having to compete against unfairly priced Chinese
20 imports so not only is the pie getting smaller; the
21 share of the pie being eaten up by subsidized Chinese
22 imports continues to grow.

23 Finally, I want to address what's been
24 happening with Agri-Fab the last few months. You'll
25 probably notice that my discussion so far has been

1 limited to what's happened to Agri-Fab as of the end
2 of 2008. That is because the Department of Commerce
3 began to impose dumping duties on imports of lawn
4 groomers in January 2009. After these duties were
5 imposed, we began to see some signs of life in the
6 market.

7 Without going into proprietary information,
8 we were able to implement some much needed price
9 increases on our products, and we did recover some
10 business from both old and new customers. Of course,
11 we are still nowhere near the production and sales
12 values of our better years, so there's still quite a
13 bit of work to do.

14 If anything, however, this tells us that
15 these investigations are doing exactly what they're
16 supposed to do. They have enabled us to go to our
17 customers and reintroduce the concept of overall value
18 that we have offered for the last 30 years.

19 With a level playing field, we have finally
20 been able to see our numbers trending upward for the
21 first time in a long time. This is another reason why
22 the Commission should see that the recession or the
23 housing crisis is not the cause of the domestic
24 industry's injury.

25 Having said that, it is clear that the

1 primary reason that we have seen any sort of success
2 in 2009 is because of the preliminary duties that
3 Commerce has imposed. We have no reason to believe
4 that these trends in the lawn groomer industry would
5 have suddenly changed in 2009 for any other reason
6 than Commerce's preliminary determination.

7 Without an affirmative final determination
8 by the Commission, we understand that these duty
9 margins would disappear. If that happens, imports
10 from China would flood right back into the U.S., and
11 we would just revert back to the same precarious
12 position that caused us to petition for relief.

13 We therefore believe that the conditions
14 that existed in 2008 before any dumping margins were
15 imposed represent the genuine condition of the U.S.
16 lawn groomer market and the state of the domestic
17 industry.

18 In conclusion, like my colleagues before me,
19 I respectfully request the Commission issue an
20 affirmative determination that the domestic industry
21 is materially injured by reason of imports of
22 tow-behind lawn groomers from China.

23 Thank you for your time. I would now like
24 to introduce John Smirnow, who will discuss domestic
25 like product.

1 MR. SMIRNOW: Thank you, Gary. Good
2 morning, Madam Chairman, Commissioners and Commission
3 staff. My name is John Smirnow, and I'm an attorney
4 with the law firm of Katten Muchin Rosenman.

5 By now you are aware of the four products
6 which we believe comprise a single domestic like
7 product: Tow-behind sweepers, spreaders, dethatchers
8 and aerators. Each of these products contribute to
9 the single function of lawn grooming.

10 As we'll explain, the Commission's six
11 factor like product analysis leads to we believe only
12 one conclusion: Tow-behind sweepers, aerators,
13 dethatchers and spreaders constitute a single domestic
14 like product. The record also indicates that the
15 domestic like product does not include any other
16 product such as lawn carts or push products.

17 I will now address each of the six domestic
18 like product factors in turn. Common manufacturing
19 facilities, production processes, production
20 employees. With regard to common manufacturing
21 facilities and production employees, Agri-Fab's lawn
22 groomers are produced within the same facilities and
23 by the same production employees.

24 Each groomer utilizes steel that is stamped,
25 cut or pressed using the same machinery. Tubing for

1 the various items is also bent on the same machinery.
2 Many of the bolts, nuts, washers and other materials
3 used to assemble all of the four lawn groomers are
4 interchangeable. The various subcomponents for each
5 item are also painted on the same paint line.

6 Furthermore, Agri-Fab's production employees
7 are generalists. As some of you may have seen during
8 your tour of Agri-Fab's facilities, Agri-Fab employees
9 are trained to produce each of the four categories of
10 lawn groomers.

11 The packing operations for each of the
12 groomers are also the same. Accordingly, we believe
13 this factor is unquestionably in favor of a finding of
14 a single domestic like product.

15 Channels of distribution. With regard to
16 channels of distribution, it is also obvious to us
17 that tow-behind lawn groomers are all marketed and
18 advertised to the same customers and sold in the same
19 channels of distribution. Part of the reason lawn
20 groomers are viewed as one like product is because
21 lawn groomers are sold alongside one another in the
22 same sections of the same home improvement retail
23 stores.

24 You would not, for example, need to go to
25 one store to purchase an aerator and another store to

1 purchase a dethatcher or a spreader or a sweeper. You
2 would get all four of these in the same area within
3 the same store. This is another factor that we
4 believe strongly favors a finding of a single domestic
5 like product.

6 With regard to push products, retail stores
7 generally do not advertise tow-behind lawn groomers
8 and push products together. In addition, Agri-Fab's
9 customers often assign separate buyers to purchase tow
10 groomers versus push products. This is because tow
11 groomers and push products are designed for different
12 ultimate customers.

13 Tow groomers are unnecessary for consumers
14 who do not own riding mowers, while those who do will
15 most likely avoid push products. Accordingly, we
16 believe this factor also strongly supports a finding
17 of one domestic like product.

18 Physical characteristics and uses. With
19 respect to physical characteristics and uses, the lawn
20 sweepers, aerators, dethatchers and spreaders show a
21 number of common physical characteristics, including a
22 steel frame, a tow hitch, an engage/disengage
23 transport handle and in most cases two wheels and a
24 single axle. Lawn groomers are also similar in size
25 and share a variety of parts, as I noted previously,

1 including washers, screws, bolts and nuts.

2 As to use, all lawn groomers are designed to
3 be attached to a residential lawn tractor, all-terrain
4 vehicle, utility type vehicle or similar vehicle in
5 order to groom lawns. Products perform specific and
6 complementary functions, but they all work towards the
7 common purpose of maintaining a healthy and well
8 groomed lawn. These functions complement one another,
9 and the user ideally would have all four of these at
10 his or her disposal.

11 As compared to other products, however, such
12 as push products or carts, the end uses of tow-behind
13 lawn groomers are, we believe, clearly distinct. With
14 regard to push products, which are generally smaller,
15 the key physical difference is that push products have
16 a handle rather than a hitch.

17 Push products have no physical feature which
18 allows them to be attached to a residential lawn
19 tractor, ATV or other vehicle. Because of this, even
20 if the result of using tow-behind lawn groomers and
21 push products is to groom and maintain lawns, the
22 means are different.

23 With regard to carts, their end uses are
24 different from tow-behind lawn groomers. Carts serve
25 an entirely different purpose from lawn groomers.

1 They transport or haul material from one place to
2 another. While what the customer is hauling may be
3 related to lawn care maintenance, the carts themselves
4 do not directly act upon the lawn as each of the TBLGs
5 do.

6 Therefore, you should find that this factor
7 also weighs in favor of a finding of a similar
8 domestic like product, which does not include carts or
9 push products.

10 Customer and producer perceptions. Speaking
11 on behalf of the largest domestic producer of lawn
12 groomers, lawn groomers constitute one domestic like
13 product to Agri-Fab. Just as importantly as we noted
14 previously, our customers also perceived tow-behind
15 lawn groomers to constitute a single product family.

16 When Agri-Fab's sales representatives meet
17 with customers to discuss purchase orders, they will
18 nearly always present and otherwise treat lawn
19 groomers as a full product line within the same
20 family.

21 In addition, again as I noted previously,
22 many of our customers have separate buyers dedicated
23 to tow groomers versus push products. This is further
24 evidence that customers view tow-behind lawn groomers
25 as a separate and distinct category, and because

1 tow-behind groomers and push products are used in
2 significantly different ways they are perceived by
3 customers to be different products.

4 Price. With regard to price, lawn groomers
5 generally fall within a narrow price range from
6 approximately \$60 to \$400. Within this range there
7 are significant overlaps between categories.

8 Dethatchers are the least expensive lawn groomers,
9 ranging in price from \$60 to \$100 at retail.

10 While the price for spreaders and aerators
11 also start at \$60, prices for these items can range up
12 to around \$300 retail, which then overlaps with
13 sweepers which are generally priced in the \$170 to
14 \$400 range.

15 In general, push products are uniformly less
16 expensive than tow-behind groomers since they are
17 smaller and have fewer components than tow-behind
18 products. If there is any overlap in price between a
19 push groomer and a comparable tow groomer, it is a
20 very small overlap. In any case, it is not enough for
21 this one factor to have some small overlap to then
22 determine that push products are part of the same like
23 product.

24 Interchangeability. Finally, with respect
25 to interchangeability it is true that each category of

1 lawn groomers performs a unique function. However,
2 they perform these functions in a complementary way in
3 order to achieve a common goal: Lawn grooming.

4 In addition, a number of lawn groomers are
5 multi-functional, such as a combination spreader/
6 aerator or a sweeper/dethatcher. As Mike indicated
7 during his testimony Agri-Fab recently introduced a
8 modular grooming system to its product line-up. This
9 system includes a platform and several grooming
10 components including a dethatcher and several
11 varieties of aerators. These combination groomers are
12 at least partially interchangeable with individual
13 groomers.

14 As for comparisons between tow-behind lawn
15 groomers and other products, as a practical matter
16 they are not interchangeable. Carts, for example, do
17 not perform any of the lawn grooming functions that
18 are performed by sweepers, aerators, dethatchers or
19 spreaders. They serve a different purpose from lawn
20 grooming altogether.

21 Similarly, tow-behind groomers and push
22 products are also not interchangeable as a practical
23 matter. This is best explained by comparing lawn
24 groomers to lawnmowers. Generally the type of person
25 who purchases a riding lawnmower has a big enough yard

1 where a push mower would not be practical.

2 Similarly, if you have a small yard you have
3 no need for a riding mower, and you use the push mower
4 instead. This analogy works the same way with lawn
5 groomers. The way in which tow and push products are
6 used simply do not make them practically
7 interchangeable.

8 Given the foregoing, we believe the
9 Commission should find one domestic like product
10 comprised of each of the four tow-behind lawn
11 groomers. The Commission should also define the
12 domestic like product to include the lawn groomer
13 parts identified within the scope.

14 Even though the semi-finished products
15 analysis wasn't in controversy at the prelim, I'm
16 going to just quickly go through that for you. As
17 discussed in our petition and prehearing brief, TBLG
18 parts are dedicated exclusively for use with lawn
19 groomers and are not used in any finished product
20 other than lawn groomers.

21 They exhibit the physical characteristics of
22 parts of completed lawn groomers. Lawn groomers
23 cannot perform their end uses without these parts, and
24 these parts serve no function independent of their
25 function within the lawn groomer. Finally, we are

1 unaware of any instances of these parts being sold in
2 commerce other than for warranty purposes.

3 For these reasons and for the reasons set
4 forth within our prehearing brief and other
5 submissions, the described parts should also be
6 included within the domestic like product consistent
7 with the scope language.

8 In summary, the Commission should find, as
9 it did in the preliminary determination, that the
10 record at hand indicates that there are more
11 similarities than differences among the four types of
12 TBLGs. The Commission should therefore find one
13 single domestic like product co-extensive with the
14 scope of these investigations.

15 Thank you for your time. We look forward to
16 answering any questions you may have.

17 CHAIRMAN ARANOFF: That completes your
18 direct presentation?

19 MR. ZOLNO: Yes, it does.

20 CHAIRMAN ARANOFF: Thank you very much. I
21 want to welcome all of you here this morning. Welcome
22 the witnesses who have come in from Agri-Fab to be
23 with us; express our appreciation for your hospitality
24 a few weeks back when we came to tour the facility,
25 which was very helpful in getting us prepared for

1 today.

2 We are going to start the questioning this
3 morning with Commissioner Williamson.

4 COMMISSIONER WILLIAMSON: Thank you, Madam
5 Chairman.

6 I also want to express my appreciation to
7 the witnesses for coming today and also we found the
8 tour very, very useful. We appreciate that very much.

9 I would like to continue a little bit on
10 this question of like product, and wondered if Agri-
11 Fab has conducted studies of consumer purchasing
12 patterns with regard to these rumors at issue. For
13 example, do you know the extent to which consumers
14 typically buy a whole set of two-behinds at the same
15 time?

16 MR. COHAN: We have done some preliminary
17 research on that and that's something that we would
18 address in the post brief. It is data that we have
19 compiled that the rest of the industry may not have.

20 COMMISSIONER WILLIAMSON: Okay. Good.
21 Well, when you do that, you can also address if they
22 buy them at the same time, or do they buy one unit
23 first, and if people buy one unit first, what do they
24 typically buy and why, and also whether or not the
25 people who would buy, if you say they buy all four,

1 would they also buy the carts or rollers at the same
2 time too; just that whole combination of question of
3 how do consumers purchase the products. I don't know
4 if there is anything you want to say now or you want
5 to save it all for posthearing.

6 MR. COHAN: We would prefer to address that
7 posthearing. The only thing I'd say right now is that
8 the Smart-link that we have on the market today is
9 addressing that same issue where consumers are coming
10 in and buying similar -- the whole package. They are
11 getting the platform with the aerator and the detacher
12 available to go with it at the same time out the door,
13 so specifics on that we would prefer to furnish after
14 the hearing.

15 COMMISSIONER WILLIAMSON: Okay. At that
16 time would you also address the question the extent of
17 the sales of the Smart-link products?

18 Also, are the Smart-link sales included in
19 the data that you provided to the Commission in terms
20 of the use of the use of the different products -- the
21 number of sales of the different products?

22 MR. HARVEY: Yeah, we did include Smart-link
23 and the other Smart products in the data that we
24 provided, more recent data.

25 COMMISSIONER WILLIAMSON: Okay, thank you.

1 I think you did say something about how are
2 the four types of groomers displayed in most retail
3 establishments. Are they usually all in one section?

4 MR. COHAN: Yes, they are usually all right
5 together.

6 COMMISSIONER WILLIAMSON: Would things like
7 wagons be in the same section or someplace else?

8 MR. COHAN: It depends upon the particular
9 retailer. Some of them may have a wagon on that same
10 floor plan.

11 COMMISSIONER WILLIAMSON: Okay. I was
12 wondering also do you experience any competition with
13 imports from China of other product such as push
14 spreaders or tow-behind carts?

15 MR. COHAN: The two-behind carts, a lot of
16 that volume moved to China quite a few years ago, so
17 it's definitely out there. The push spreaders from
18 China, I don't think there is a whole lot for us on
19 that side. We would have to look and see.

20 COMMISSIONER WILLIAMSON: Is there some
21 reason why the -- you're saying basically that the
22 carts, the Chinese sort of got into that section
23 first?

24 MR. COHAN: That's been probably 10 years
25 ago that a lot of the carts were imported.

1 COMMISSIONER WILLIAMSON: Why did they go
2 after that first, or why was that where you saw the
3 first signs of competition?

4 MR. COHAN: I'm afraid you would have to ask
5 them why they chose that one first. It may be easier
6 to copy, smaller package.

7 COMMISSIONER WILLIAMSON: Talking about
8 copy, I was wondering are any of your products
9 protected by a patent or trademark?

10 MR. COHAN: We have become an expensive
11 process of doing that with so many things that we've
12 been developing. Some of the older products were not
13 protected.

14 COMMISSIONER WILLIAMSON: So I assume that
15 means you're expecting that you would be use
16 intellectual property laws to deal with --

17 MR. COHAN: Yes.

18 COMMISSIONER WILLIAMSON: Thank you. In
19 your sort of contract negotiations with your
20 customers, do they often ever mention subject imports
21 or the subject import prices during negotiations?

22 MR. COHAN: They would not necessarily
23 mention a particular quote. They may say, here is the
24 price that you have to meet. I believe we furnished
25 documentation on a specific example of that, and that

1 was a Chinese import scenario.

2 COMMISSIONER WILLIAMSON: And has this sort
3 of competition influenced the way you price your
4 products? Is pricing done to meet the import
5 competition?

6 MR. COHAN: Could you repeat that one,
7 please?

8 COMMISSIONER WILLIAMSON: In making your
9 pricing decisions, to what extent are they influenced
10 by what the imports?

11 MR. COHAN: Over the last couple of years
12 there has been a good bit of influence in trying to
13 hold onto business, and taking a lower margin, and I
14 think that's in some of the BPI information where you
15 can see what we've done there.

16 COMMISSIONER WILLIAMSON: Okay. I guess
17 there is some non-subject imports from -- non-subject
18 imports from Mexico are basically limited to only one
19 model, and I was just wondering why is this the case?
20 Is there an explanation for that?

21 MR. HARVEY: Why is the case that there is
22 only one imported model from Mexico?

23 COMMISSIONER WILLIAMSON: Yes.

24 MR. HARVEY: At this time that's all we've
25 chosen to do ourselves, and we're not aware of any

1 others.

2 COMMISSIONER WILLIAMSON: Okay. I was
3 wondering can you address any rationale for why they
4 decide to say import that one particular model from
5 Mexico?

6 MR. HARVEY: I think that's something we
7 would like to address later in the posthearing brief.

8 COMMISSIONER WILLIAMSON: Okay. Thank you.
9 And also you can say now or in posthearing how quickly
10 or how easily could production of other types of tow-
11 behind lawn groomers be ramped up in Mexico?

12 MR. HARVEY: From Mexico? Okay.

13 COMMISSIONER WILLIAMSON: Madam Chairman,
14 that's all the questions I have at this time for this
15 round. Thank you.

16 CHAIRMAN ARANOFF: Commissioner Pinkert.

17 COMMISSIONER PINKERT: Thank you, Madam
18 Chairman, and I would like to welcome you all and
19 thank you for being here today to help us understand
20 what's going on in this industry.

21 This first question may require a
22 posthearing response rather than one here at the
23 hearing, but I'm wondering whether you have any
24 explanation for the positions taken by other domestic
25 companies with respect to this petition.

1 MR. COHAN: I think we would prefer to
2 answer that posthearing.

3 COMMISSIONER PINKERT: Mr. Zolno, do you
4 have any response?

5 MR. ZOLNO: Not at this time.

6 COMMISSIONER PINKERT: Thank you. Turning
7 to the domestic-like product issue and looking at the
8 statutory definition, would you agree that physical
9 characteristics and uses are the two most important
10 factors to be considered in defining the domestic-like
11 product?

12 MR. SMIRNOW: I would not necessarily agree
13 with that, no. Of the six, the first five, other than
14 price, you look at the first five and then if relevant
15 price, I would not necessarily say physical
16 characteristics and uses are more important than
17 others. Common manufacturing facilities I think is
18 equally important.

19 COMMISSIONER PINKERT: Thank you. Now
20 specifically with regard to physical characteristics
21 and uses, which I understand your answer to my
22 previous question is that they are not the most, the
23 two most important factors, but specifically with
24 regard to those factors, would you agree that the
25 individual types of TBLGs in fact do not have the same

1 physical characteristics or the same uses?

2 MR. SMIRNOW: I would say that there are
3 overlaps in physical characteristics that we
4 discussed. For physical characteristics, there are
5 similarities and there are differences, and you think
6 of a spreader, for example, as compared to an aerator,
7 they could both have wheels, they have a hitch, they
8 have a unit to pull them up. As far as use, the
9 spreader is used to spread things. The aerator is
10 used to penetrate the soil. But there is an umbrella
11 -- there is an umbrella use of lawn grooming that we
12 think is kind of over-arching, and then you have the
13 four kind of specific functions and uses.

14 So I think for physical characteristics,
15 while there are differences at the individual level,
16 there is also quite a bit of commonality.

17 COMMISSIONER PINKERT: Perhaps in the
18 posthearing if you could compare the facts of this
19 case with regard to the domestic-like product issue
20 with the facts of some of our key precedence in this
21 area, that would be helpful, and I want to mention
22 three precedents:

23 The heavy-forged hand tools case from China,
24 that's 1991; the folding metal tables and chairs from
25 China case, which is a 2002 case; and certain valves,

1 nozzles, and connectors of brass from Italy for use in
2 fire protection systems case, and that's a 1984 case.

3 MR. SMIRNOW: We will do that. We will
4 address those.

5 COMMISSIONER PINKERT: Thank you. Now,
6 assuming that we were to find multiple like products,
7 and I understand that you're not conceding that
8 assumption, but if we were to find that in this case,
9 do you agree with the staff report that the
10 combination spreaders-aerators should be treated as
11 spreaders for purpose of a multiple domestic-like
12 product definition?

13 MR. SMIRNOW: We would say that if you have
14 to put it in either a spreader or an aerator category,
15 it would be more -- lean toward the spreader.

16 COMMISSIONER PINKERT: Thank you. If there
17 is anything in addition to that that you want to
18 elaborate on with respect to that distinction, feel
19 free to do that in the posthearing.

20 MR. SMIRNOW: Okay.

21 COMMISSIONER PINKERT: Now turning to some
22 of the impact issues in this case, I'm wondering, just
23 looking at all the data, and this is not based on
24 dividing it up into separate like products, but
25 looking at all of the aggregate data for the industry,

1 does the argument that there is a correlation between
2 subject import penetration and domestic industry
3 performance founder on the experience and the data
4 related to 2007?

5 MR. SMIRNOW: Does it -- could you repeat
6 the question?

7 COMMISSIONER PINKERT: In other words, part
8 of the argument as I understand it in this case is
9 that there is a correlation between subject import
10 penetration and some of the difficulties that the
11 industry has been experiencing.

12 MR. SMIRNOW: Right.

13 COMMISSIONER PINKERT: I'm looking at 2007
14 on an aggregated basis, on other words not dividing it
15 up into separate domestic-like products, and I'm
16 wondering how is the correlation evident in the 2007
17 data?

18 MR. SMIRNOW: I think we will address that
19 in the posthearing, but I guess I just wouldn't want
20 to limit it to 2007, I would want to look at '06, '07,
21 '08, and also you need to keep in mind too that there
22 is a lag time for when something is imported and when
23 it's sold.

24 For example, now retailers are still --
25 Chinese imports have slowed greatly given the

1 existence of the margins probably towards the end of
2 '08, but you're still seeing, if you go to the home
3 improvement retailers you are going to see a lot of
4 Chinese merchandise being sold out.

5 So I think there, and we'll address this in
6 the posthearing, but there could be some lag period
7 there.

8 COMMISSIONER PINKERT: And I understand that
9 it might be better for the posthearing to get into
10 some of these issues, but just so I understand what
11 you're saying, would it be the position of the
12 domestic industry that the 2007 performance in terms
13 of cost of sales and in terms of profitability
14 reflects 2006 import penetration or does it reflect
15 2007 import penetration?

16 MR. SMIRNOW: We'll address that, but Gary
17 would say that there would be both. You would see
18 both of that, both the lag as well as the immediate
19 effect.

20 COMMISSIONER PINKERT: Well, I do think, Mr.
21 Harvey, in your testimony you talked about 2008 and
22 how things really began to so signs that there was
23 just deterioration as a result of the imports in 2008.
24 What's your view of 2007?

25 MR. HARVEY: We also saw a deterioration in

1 2007 as well as a result of imports for our own
2 situation now. Some of the total data that you're
3 looking at, aggregate data, we haven't seen so I'm not
4 sure exactly what that shows, but in terms of our
5 situation we've seen the deterioration in that period
6 as well.

7 COMMISSIONER PINKERT: Thank you.

8 MR. SMIRNOW: '07 is when they started to
9 bite, but really the wave hit, and there were in
10 particular two large accounts that were directly
11 affected by subject imports in '08.

12 COMMISSIONER PINKERT: Thank you. I assume
13 that you will get into this further in the
14 posthearing.

15 MR. SMIRNOW: Yes.

16 COMMISSIONER PINKERT: Thank you. Well, I
17 will save my additional questions until the next
18 round, and I appreciate your answers.

19 CHAIRMAN ARANOFF: Can you describe for me,
20 you described it a little in your direct testimony but
21 I want to clarify it for the record, how exactly do
22 the Chinese imported products compete for sales at
23 your major retailer accounts?

24 For example, do sales representatives of
25 Chinese producers call directly on these retailers or

1 do the retailers tend to research alternate sources
2 and reach out to Chinese producers?

3 MR. COHAN: It happens both ways. At trade
4 shows you will have Chinese manufacturers there
5 representing what they can do. You also have
6 purchasing people within these companies that are
7 looking for import products, so it's happening both
8 ways. Just like when we were contacted, it was, you
9 know, a Chinese company that contacted us to see if we
10 wanted to buy some of our own product basically.

11 CHAIRMAN ARANOFF: I know what happened in
12 that case is confidential but do we have any
13 information in the record of who that producer was?

14 MR. COHAN: Yes, we do.

15 CHAIRMAN ARANOFF: Okay. And you had
16 mentioned that you had an agreement for a period of
17 time with that producer. Do we have the details on
18 the record as well as to what the products were that
19 you had agreed to purchase from them and what
20 happened?

21 Can you get closer to your microphone? The
22 court reporter can't hear you.

23 MR. ZOLNO: The agreement was that Agri-Fab
24 would purchase non-tow-behind products from the
25 Chinese. I don't have a record, but I could clarify

1 that that type of product --

2 CHAIRMAN ARANOFF: Okay. I don't know how
3 much detail we need on non-two-behind products but I
4 think would be helpful to have information who the
5 producer was, when the agreement was entered into,
6 what the terms were and what went wrong just so we
7 have that background.

8 Now, you've mentioned that you sometimes
9 have Chinese producers who are approaching your
10 customers directly and sometimes it's the customers
11 approaching the producers. Do you ever experience
12 head-to-head bidding for a customer's purchase? Would
13 a particular customer, for example, put out a request
14 for quotations and say, I'm going to buy aerators of
15 such and such a size, put in your bid?

16 MR. COHAN: Not exactly in the way that
17 you're describing it. Normally we're showing a group
18 of lawn groomers, giving our price for the coming
19 year, and then they may come back and say, in the case
20 of a document that you have currently here is the
21 prices you need to match.

22 CHAIRMAN ARANOFF: Are other accounts a
23 which you have not faced competition from subject
24 imports, and if so, why do you think that's the case?

25 MR. COHAN: I'd have to look but I can't

1 think of any off the top of my head that we haven't
2 faced the same issue.

3 CHAIRMAN ARANOFF: Do purchasers tend to buy
4 all of their TBLGs from one supplier or do they tend
5 to split their purchases among more than one supplier?

6 MR. COHAN: Depends upon the particular
7 retailer and how they want to go about it, but we have
8 some customers who will buy the whole group from us,
9 some may still have an import that they're using up so
10 they're not looking to buy that yet, and other
11 customers do want to shop the line.

12 CHAIRMAN ARANOFF: Okay. But aside from the
13 current issue with inventory that might be remaining
14 that they might be trying to sell or bring in other
15 products, just in a more typical pattern.

16 MR. COHAN: Yes, they may buy some of their
17 groomers from us and some from domestic competition,
18 yes.

19 CHAIRMAN ARANOFF: Okay. And would they be
20 buying the same thing, and would they be buying two
21 46-inch spreaders from two different manufacturers or
22 would they be buying --

23 MR. COHAN: No, they may buy a 42-inch
24 sweeper from us and a 46-inch sweeper from a
25 competitor, or a 40-inch detachers and a 48-inch

1 detacher from someone else.

2 CHAIRMAN ARANOFF: Okay. And then when they
3 are marketing these products to their own customers at
4 the retail level, are they selling them and say, this
5 one is bigger than this one and that's the difference
6 between them, or are they trying to sell, you know,
7 based on a good, better, best type of concept?

8 MR. COHAN: Some customers will take both
9 approaches. You will actually see an ad from some
10 customers that say good, better, best, and a lot of
11 times the best does wind up being the largest.

12 MR. SMIRNOW: Chairman, on your previous
13 question Gary had wanted to add something.

14 MR. HARVEY: Yes. Just regarding the way
15 the customers purchase the different products within
16 the TBLGs, traditionally in the past it was more of a
17 one stop shop. The customer would come to us and buy
18 pretty much all the products at once. But that's one
19 of the changes we have seen in the industry and in the
20 marketplace is that as these lower priced products
21 became available from China we started to see more
22 what we call cherry-picking where they will pick a
23 lower priced aerator or spreader or something like
24 that from the Chinese competition, and then fill the
25 rest of the line out with our or maybe with some

1 other domestic producers' product.

2 CHAIRMAN ARANOFF: Is it usual or unusual
3 for a retailer to sell a private label TBLG that
4 you've manufactured alongside your own branded
5 product?

6 MR. HARVEY: We see both. As far as how
7 much of each, I guess I can't really say right now,
8 but we do both. We manufacture under a retailer's
9 label and also under our own label the same product.

10 CHAIRMAN ARANOFF: And it's not uncommon for
11 the same retailer to sell both next to each other?

12 MR. HARVEY: I don't know that that's that
13 common. I'm not aware of too many situations like
14 that.

15 CHAIRMAN ARANOFF: Okay. If you could help
16 us for purposes of posthearing to assess whether or
17 not it's a widespread practice in the industry, that
18 would be helpful. In fact, I'd also be interested,
19 you know, what the typical price spread, if any, might
20 be between a retailer selling your private label
21 product and your branded product in the same store.

22 MR. HARVEY: Okay.

23 CHAIRMAN ARANOFF: Thanks. Let me turn to a
24 different question on pricing. In this case, also in
25 a case where retailers service direct importers of the

1 subject product we run into a situation where we can't
2 include the transaction prices for retailers' imports
3 when we are doing our price comparison because the
4 sales aren't made at the same level of trade, and so
5 the question I have considering that there are, you
6 know, some large retailers that this might describe,
7 is there any way that we can consider the pricing
8 information that is supplied by retailers who directly
9 import the product and what weight should we give to
10 that information compared to the other price
11 comparison information that we have in the record?

12 MR. SMIRNOW: We would say yes, and this is
13 something that we've addressed in the prehearing brief
14 when we gave an example. There is a table in the
15 prehearing brief where we based on conservative
16 estimates tried to get a sense as to what an importer
17 under that scenario what their pricing would be like
18 at a comparative level, and we will again address
19 that, highlight that in our postconference submission.

20 CHAIRMAN ARANOFF: Okay. I know that the
21 respondents are not here today, but one of the things
22 that struck me in looking over their submissions was
23 they basically characterize Agri-Fab's present injury
24 case as being based entirely on the loss of one
25 particular large customer. Can you comment on the

1 extent to which that is a fair assessment?

2 MR. HARVEY: Yeah, I think we've highlighted
3 one particular instance, but there has certainly been
4 several others in addition to that where we've lost
5 business and lost sales, and then there has also been
6 many other situations where pricing has been depressed
7 or suppressed as we talked about because of the
8 Chinese imports and the threat of potentially losing
9 business to those imports.

10 MR. SMIRNOW: I would add, too, that with
11 respect to the one party that they've referenced
12 certainly one of the huge volumes there, and I would
13 note that in their brief they said that price really
14 had nothing to do with that party's activities with
15 respect to imports. I think there is a credibility
16 issue there on the Respondent's side.

17 CHAIRMAN ARANOFF: Yes, unfortunately, we
18 are not able to ask that question today.

19 All right, my light has turned yellow. Let
20 me thank you for those answers and turn to Vice
21 Chairman Pearson.

22 VICE CHAIRMAN PEARSON: Thank you, Madam
23 Chairman. Permit me also to welcome the panelists.
24 At one time I actually knew something about things
25 that were towed behind tractors; not garden tractors,

1 but larger one. I regret that I was not able to tour
2 your facility.

3 I'd like to start by asking about overall
4 demand in the marketplace. During the period of
5 investigation what was your sense of what the overall
6 demand was, not just what you were selling because I
7 know that from the staff report, but what was
8 happening to demand overall?

9 MR. HARVEY: Overall demand, I'd say our
10 belief is early in the period probably flat to maybe
11 some slight growth. Again, our sense of it. Getting
12 into late 2008 certainly we saw or we felt like there
13 were declines in the overall industry and overall
14 demand related to the economy and the housing
15 situation.

16 VICE CHAIRMAN PEARSON: Okay. Based on your
17 considerable years of experience in this industry, at
18 what point did you start to have the sense that
19 perhaps you weren't getting what you would consider
20 your fair share of the market based on what you had
21 been accustomed to in the past?

22 MR. HARVEY: Related to the imports, it was
23 earlier. Some of it began before the period of
24 investigation, so 2004 time period I would say.

25 VICE CHAIRMAN PEARSON: So as you look at

1 the demand for 2009, are you expecting it to be
2 smaller or larger than in 2008?

3 MR. HARVEY: The overall market again, is
4 that what you're referring to? I believe just from
5 the indications again, the overall economy and the
6 housing situation, we probably feel like it's going to
7 be less than 2008 for 2009.

8 VICE CHAIRMAN PEARSON: If you were to
9 project ahead through 2010 as you do your business
10 planning, are you anticipating a rebound in demand in
11 that year?

12 MR. HARVEY: We'd say slight growth from '09
13 to 2010.

14 VICE CHAIRMAN PEARSON: Do you have any
15 projections you could share in the posthearing that
16 would give us a sense of how Agri-Fab sees the
17 prospects in this marketplace?

18 MR. HARVEY: Yes, we do. We will share
19 those in the posthearing.

20 VICE CHAIRMAN PEARSON: Okay. We deal with
21 some industries where there is published information
22 regarding likely movements in supply and price and
23 what have you, and this is not such an industry so
24 that's why I'm curious. You're running a serious
25 business. You're thinking about what's happening in

1 the marketplace, so it doesn't surprise me if you've
2 done some thinking, and to the extent you can share
3 that with us, I'd appreciate it.

4 Earlier in the direct testimony you
5 mentioned price suppression and depression. I think,
6 Mr. Cohan, you may have been the person who discussed
7 that. As I look at this record, I see that the
8 pricing of our pricing products generally increased,
9 so we would normally see that as arguing against price
10 depression. If prices are depressed, they should be
11 going down. We don't see that jumping out at us here
12 from this staff report.

13 And then in terms of suppression, we often
14 look at the cost of goods sold to sales ratio, and use
15 that as a general indication of suppression, and here
16 we see only a very slight increase in the cost of
17 sales ratio which, you know, kind of would suggest
18 little or no price suppression. So talk to me about
19 how you see price depression and suppression, how you
20 think we should understand it.

21 MR. HARVEY: Well, I think we'll probably
22 have to address most of that in the posthearing brief,
23 but in general, specifically with 2008, there were
24 significant increases in our cost with little ability
25 to pass those cost increases in our pricing. So I

1 believe that there should be -- should show a little
2 more than a slight increase in cost of sales as a
3 percentage of sales.

4 VICE CHAIRMAN PEARSON: Right, and we, of
5 course, have to deal with aggregate information for
6 the industry, treating the industry as a whole, and so
7 that's what I was looking at when I was referring to.

8 MR. HARVEY: Okay.

9 VICE CHAIRMAN PEARSON: Not a huge change in
10 the cost-to-sales ratio.

11 MR. HARVEY: Again, you know, not seeing the
12 aggregate data, I'm not sure what the report looks
13 like, but our experience is different than that is
14 what I would say.

15 MR. SMIRNOW: We'll address that in the
16 postconference submission.

17 VICE CHAIRMAN PEARSON: Okay. Well, you
18 probably are familiar enough with our statute so that
19 you know that we are required to look at changes in
20 volume of the subject imports, change in prices in the
21 domestic market, and impact on the industry. And as I
22 look at this just perfunctorily, it's not too hard to
23 see some volume effect. I can observe that. The
24 price effect gets to be more complicated. It doesn't
25 jump up and whack me over the head, and that's why I

1 would like you, to the extent you can, explain more to
2 me how we should recognize price effects on the basis
3 of this record.

4 MR. SMIRNOW: Yes, for now I would say
5 underselling jumps off the page at me when I look at
6 the underselling, and there are two categories that we
7 distinguished in our prehearing brief I think are
8 distinguishable. Once those are distinguished the
9 underselling is across the board.

10 VICE CHAIRMAN PEARSON: Okay, but it's not
11 so terribly unusual that we have cases in which there
12 is a pattern of underselling that may or may not
13 affect the prices of like product.

14 MR. SMIRNOW: If you lose the sale, then
15 you're not even given the opportunity to compete with
16 the price, you lose the same. So the underselling can
17 be considerably important in that context.

18 VICE CHAIRMAN PEARSON: So you're relying
19 more heavily on evidence of lost sales and lost
20 revenues?

21 MR. SMIRNOW: Potentially. I'll address it
22 in the postconference, but yes, we did have a
23 considerable lost sale, lost revenue where Agri-Fab
24 didn't even have the opportunity to lower its prices.
25 It just lost the business which I think Mike had

1 indicated during our testimony. But we will give you
2 specific examples of that and the relevance of that in
3 the context of depression and suppression.

4 VICE CHAIRMAN PEARSON: Okay, because we do
5 have a modest number of instances that were confirmed
6 of lost sales. Sometimes we see clear evidence than
7 we might be seeing here. So again tell me what you
8 can about this to help me understand it.

9 A related question: If demand has been
10 somewhat slack lately, why hasn't that been reflected
11 in lower prices in the marketplace? I mean, you know,
12 very often we consider that when demand falls prices
13 also fall along with it, depending on the type of
14 product and the structure of the marketplace. Could
15 you comment at all on that? Is this a product where
16 you would not expect to see a price decline when
17 demand shrivels?

18 MR. HARVEY: I think materially when we look
19 at near the end of '08, pricing was being driven by
20 the much higher material costs, when commodity prices
21 sharply rose. So even though demand was falling at
22 that point we didn't see prices follow suit.

23 Now since the end of the year, since early
24 '09, we have begun to see falling prices, and you
25 know, that's data that you wouldn't have seen so far,

1 so I think it's just too new at this point, and again
2 as we talked about in our testimony, customers still
3 refer back to that import pricing when they think of
4 prices need to return to where they were, our prices.

5 VICE CHAIRMAN PEARSON: And is that true now
6 in '09 even with the preliminary duties in place?

7 MR. HARVEY: Yes. We've had even
8 indications in '09 still that they're expecting -- the
9 customers are expecting prices at those levels, the
10 Chinese import levels from before.

11 VICE CHAIRMAN PEARSON: Are you facing
12 competition in the marketplace now from Chinese
13 product that came in subject to the preliminary
14 duties?

15 MR. HARVEY: I'm not aware of any direct
16 situations necessarily.

17 MR. COHAN: There aren't any that I'm aware
18 of. It would be product that came in prior to the
19 margins being established, and that is still out in
20 the marketplace, so it will take awhile to work
21 through that inventory.

22 VICE CHAIRMAN PEARSON: Okay, thank you for
23 that clarification. My time has expired, Madam
24 Chairman.

25 CHAIRMAN ARANOFF: Commissioner Okun.

1 COMMISSIONER OKUN: Thank you, Madam
2 Chairman. I join my colleagues in welcoming all of
3 you here. Appreciate you taking our questions,
4 providing information.

5 If I could just follow up on the Vice
6 Chairman's last question with respect to the argument
7 you have made about what weight we should give the
8 post-petition information and just make sure I
9 understand Mr. Harvey's answer. When we're looking at
10 the prices and the volume and the impact in that
11 period, you know, what's going on in the market that
12 you think we should discount and what shouldn't we
13 discount based on the filing of the petition?

14 MR. HARVEY: I guess I'd reiterate that near
15 the end of '08, both with the material situations that
16 we face and the Chinese beginning to learn about the
17 margins, we saw some opportunities to improve our
18 pricing, but then again as material costs begin to
19 fall after the beginning of 2009, we were getting
20 requests from our customers almost immediately to
21 reduce prices again.

22 COMMISSIONER OKUN: Okay. Perhaps Mr. Zolno
23 for posthearing you can just take a look at the data
24 and the argument regarding what weight the Commission
25 should give based on the pendency of the petition. It

1 would be helpful for me.

2 I just wanted to go back to a couple of
3 follow ups on the like product question. If the
4 Commission were not to accept one like product, the
5 Respondents had proposed three categories, and I
6 wondered if you could address those here or address in
7 posthearing if the Commission were to find more than
8 one like product whether you think the three
9 categories versus the four would be more appropriate.

10 MR. SMIRNOW: We'll address that in our
11 postconference submission.

12 I would note that in reviewing their
13 submission, it appeared to me that they were only
14 looking to one discrete physical characteristic to
15 distinguish, to make their like product case.

16 They went through the analysis, but at the
17 end of the day I believe they hung their hat on one
18 subcomponent of physical characteristics.

19 COMMISSIONER OKUN: Okay.

20 MR. SMIRNOW: But we'll address that in our
21 postconference submission.

22 COMMISSIONER OKUN: Okay. And then just a
23 follow up to Commissioner Pinkert's request to discuss
24 Commission precedent. If you could include in that
25 list of past cases to look at Professional Electric

1 Cutting and Sanding Grinding Tools From Japan, which
2 was a 1993 case, and also Anti-Friction Bearings?

3 In discussing those cases, if you could look
4 to what the Court had to say about the Commission
5 looking at product categories and operating elements
6 rather than the argument you've made with kind of this
7 overall function of all about taking care of your
8 lawn?

9 MR. SMIRNOW: Okay.

10 COMMISSIONER OKUN: Okay. That would be
11 helpful.

12 If the Commission were to find four like
13 products, can you tell me how the Commission should
14 evaluate the presence of nonsubject imports in this
15 spread or category or in any category, but let's just
16 say for nonsubject imports?

17 For purposes of posthearing, if you can look
18 at the presence of nonsubject imports and say how it
19 should be evaluated differently for the different
20 categories?

21 MR. SMIRNOW: Okay. We would prefer to do
22 that in posthearing.

23 CHAIRMAN ARANOFF: Posthearing, yes.
24 Gotcha. Okay.

25 And then I know that you have responded in

1 response to the Chairman's question about how we look
2 at retailers where we don't have the same level of
3 trade, and I did look at the pricing series that you
4 had provided in Exhibit 5 of your prehearing brief.

5 So for purposes of responding to that
6 question further, if you can explain to me in more
7 detail the basis for your adjustment factor that you
8 used and whether the actual data in Exhibit 2 was
9 considered when you arrived at that adjustment factor
10 to help me understand that better?

11 MR. SMIRNOW: Okay. We will.

12 COMMISSIONER OKUN: Okay. And I know that
13 you have had a chance to respond or talk quite a bit
14 about what was going on with respect to demand, and I
15 think I better understand what you're saying, but I
16 guess there was maybe even a lag for you in terms of
17 the housing market, the decline in the housing market,
18 when you started seeing that impact on demand for your
19 product.

20 I think some of the cases we've had in other
21 products and we're looking at the housing market, I
22 mean, you saw a much bigger dropoff earlier. For this
23 record we don't really see that until much later, and
24 that just would be typical because it takes a while
25 for people to -- they're not going out and buying them

1 for the lack of new homes I guess it is as that
2 explains it.

3 Is that kind of an accurate view of this
4 market right now? It actually seems like you didn't
5 get hit as hard until much, much later than some of
6 the other things that are related to home ownership.

7 MR. HARVEY: Yes, that's probably true. I
8 think, you know, our retailers, our customers, tend to
9 try to forge ahead with business as well as they can,
10 and they continued to try to drive volume maybe even
11 when the housing market did start to weaken, which
12 helped us some.

13 But again, we really didn't see much of the
14 weakness, the general weakness, until later in 2008.
15 You know, the reasons for that we don't really have a
16 lot of detail on right now.

17 COMMISSIONER OKUN: Okay. That's helpful.
18 And just so I understand it, I know in response to
19 earlier questions you talked a little bit about
20 private label products and where they're being sold in
21 a store, and I'm just trying to make sure that I
22 understand that in terms of the pricing.

23 I mean, if you go into a large retailer and
24 you see a private label alongside branded is that
25 something that they're marketing to the consumer? You

1 talked a little bit about that the purchasers now,
2 because of low-priced subject imports, might choose to
3 buy a spreader not from you, but from another company
4 and keep your spreader.

5 How are they then marketing that? Has that
6 changed? You've talked about that change in the
7 dynamics of the market. I'm trying to better
8 understand that. How has it changed how a consumer
9 perceives these products?

10 MR. COHAN: We're not always sure that the
11 consumer knows that they're looking at an import
12 product at the time they're looking at it on the store
13 shelf, especially if it is private labeled. You know,
14 we mark ours as Made In The USA on the identification
15 tag, and it does say Made In China on the other
16 products.

17 If they're comparing an Agri-Fab Made In USA
18 with a private label Chinese unit it would probably
19 depend upon what that particular retailer has chosen
20 to do, and a lot of times we don't have much say in
21 how they display the product so we're kind of at a
22 loss to help you on that one.

23 COMMISSIONER OKUN: Okay. What about in
24 terms of seasonality? The staff report reflects that
25 there is some seasonality in this market, and even the

1 four different products are used at different times of
2 the year, if I understand them, although I haven't
3 ever operated one of them like my colleague here.

4 Has any of that changed in the marketing? I
5 mean, are they sometimes sold as buy all four because
6 you need all of these to take care of your lawn or,
7 you know, if you're in there in the fall you're a
8 consumer and you're looking for one type? I'm trying
9 to understand the trends among the different products
10 that we have before us.

11 MR. HARVEY: I don't think we've seen a lot
12 of change in the seasonality of the products. They
13 typically sell in the springtime.

14 Our shipping season runs from January
15 through mid May to maybe the end of the May, and then
16 we do have some season in the fall, which is probably
17 more driven by sweeper demand than it is the other
18 products at that time because there is some fall use
19 for sweepers, but typically the season is spring.
20 People buy it early in the year so that they can use
21 it for the entire summer season.

22 COMMISSIONER OKUN: Okay. How about in
23 terms of life cycle? Has any of that changed when
24 you're looking at how long you expect a consumer to
25 own one of these products? Is it different among

1 them? How has that changed?

2 MR. HARVEY: I think that's probably
3 something we'd like to talk about posthearing --

4 COMMISSIONER OKUN: Okay.

5 MR. HARVEY: -- to give you some more detail
6 on that information.

7 COMMISSIONER OKUN: Okay. That would be
8 great. When you're doing that, if you can also kind
9 of further elaborate?

10 I know there's some information in the staff
11 report, but whether the downturned economic conditions
12 have led to more consumers looking to repair products
13 as opposed to buying them. If you have any
14 information on that, that would be great.

15 MR. HARVEY: Okay.

16 COMMISSIONER OKUN: Madam Chairman, my light
17 has turned red, but he says yes. Thank you.

18 CHAIRMAN ARANOFF: Commissioner Lane?

19 COMMISSIONER LANE: Good morning. I too
20 want to say that I enjoyed the plant tour, and it
21 helped bring everything into focus and so I think
22 maybe a lot of my questions were already answered, but
23 I do have a few.

24 Do your customers sell both domestic, your
25 product, and subject product and nonsubject in the

1 same place?

2 MR. HARVEY: Some of our customers do and
3 some don't. I think there's some distinction that we
4 haven't talked about a whole lot, and that's there are
5 retailers that carry lawn tractors and some retailers
6 that don't, but they can also potentially carry
7 tow-behind lawn groomers.

8 Many times they don't. Those choose to
9 carry nonsubject products instead because they don't
10 have the vehicle that tows the lawn groomers.

11 COMMISSIONER LANE: Well, why don't we
12 discuss this a little bit because I did have a
13 question and it was really vague because I wasn't sure
14 if it was business proprietary or not.

15 At one point I think that I learned that you
16 might have an affiliation with a major brand person or
17 entity of motorized vehicles. Did that come through,
18 and how much of your product do you sell to entities
19 that are selling the lawn tractors also?

20 MR. COHAN: I'm not sure of the affiliation
21 that you're talking about, but --

22 COMMISSIONER LANE: Well, I'm not sure if
23 it's business proprietary, but it would be a major
24 producer of lawn tractors.

25 MR. COHAN: Yes. We have no affiliation

1 with lawn tractors.

2 COMMISSIONER LANE: No. I'm sorry. I don't
3 mean affiliation. I meant marketing. Do you market
4 your product say at places that sell the lawn
5 tractors? For instance, like a Kabota --

6 MR. COHAN: Yes.

7 COMMISSIONER LANE: -- or John Deere or Ford
8 or any of those?

9 MR. SMIRNOW: Commissioner, I believe, and I
10 don't know the specific affiliation example you're
11 talking about, but I believe that's another domestic
12 producer that might have that relationship, and we
13 would be happy to --

14 I mean, we think it's public, but we don't
15 want to reveal anything here that probably shouldn't
16 be. We don't want to risk it, so to speak.

17 COMMISSIONER LANE: Well, let me just say
18 that unless I dreamed it I asked on the tour do
19 certain producers of lawn tractors sell your equipment
20 at the same location, and I was told that you all were
21 discussing that with a particular producer of lawn
22 tractors. I just wondered if that had come true.

23 MR. SMIRNOW: We'll do our best to address
24 that in a postconference submission.

25 COMMISSIONER LANE: Okay. I'm sorry. I was

1 trying not to reveal business proprietary information
2 if it were.

3 MR. SMIRNOW: Would this be something that
4 you could be more explicit through a staff request?

5 COMMISSIONER LANE: Yes. Yes.

6 MR. SMIRNOW: If we could handle it that
7 way?

8 COMMISSIONER LANE: Okay. Okay. Thank you.
9 In the staff report, and I think this is business
10 proprietary so it will be vague again.

11 Your raw material inputs. Could you provide
12 in posthearing where you get your raw material inputs
13 and how you price them?

14 MR. SMIRNOW: Yes. We'll address that in
15 the posthearing brief.

16 COMMISSIONER LANE: Okay. And do you
17 compete for customers of your product with nonsubject
18 product? I'm sorry. With subject product from
19 nonsubject countries.

20 MR. SMIRNOW: No. As far as we know, the
21 only country other than the one specific example from
22 Mexico, the only country where subject merchandise is
23 produced, the four categories are produced, is China.

24 COMMISSIONER LANE: Okay. And can you
25 explain in your posthearing more about the product

1 from Mexico and how it's sold and where it's sold?

2 MR. SMIRNOW: Yes.

3 COMMISSIONER LANE: Okay. Thank you. You
4 talked about the Smart Link product. Is that part of
5 the like product that we are discussing here today?

6 MR. SMIRNOW: Yes, it is. We've included it
7 in our data.

8 COMMISSIONER LANE: Okay. And can you
9 explain in your posthearing the difference in
10 profitability of the four different types of
11 tow-behind lawn groomers and why there is a
12 difference?

13 MR. SMIRNOW: Yes, with respect to Agri-Fab
14 specifically.

15 COMMISSIONER LANE: Yes. That's what I
16 mean. I'm sorry.

17 MR. SMIRNOW: Yes. We will do that.

18 COMMISSIONER LANE: Okay. Now, in the staff
19 report, and this is also business proprietary, how do
20 you account for the fact that when demand goes in one
21 direction sales to some customers go in another
22 direction?

23 MR. SMIRNOW: Without a specific example --

24 COMMISSIONER LANE: No. It's in the staff
25 report and so --

1 MR. SMIRNOW: Okay.

2 COMMISSIONER LANE: It is business
3 proprietary, and I thought maybe --

4 MR. SMIRNOW: Could you cite the page number
5 of the staff report? We could address it that way.

6 COMMISSIONER LANE: Okay. I'll have to find
7 it and give it to you.

8 MR. SMIRNOW: I'm sure we could go through
9 the staff on that one.

10 COMMISSIONER LANE: Okay. Thank you.
11 Typically how long do lawn groomers last? What's the
12 life cycle of them?

13 MR. SMIRNOW: I think that was something
14 that again we wanted to talk about posthearing.

15 COMMISSIONER LANE: Yes. I thought
16 Commissioner Okun's question was more like how long
17 people keep them. I wanted to know how long they
18 would last, but maybe it's the same question.

19 MR. SMIRNOW: I think it's similar, and it
20 does get into some of the research that we've done
21 that's proprietary.

22 COMMISSIONER LANE: Okay. When you make
23 products for someone else are they typically sold
24 assembled, or do customers have to assemble them when
25 they get them home?

1 MR. COHAN: Most of the integrated assembly
2 like on a sweeper is done at the plant, but the
3 customer -- most of our units are knock down. Most of
4 the TBLGs require customer assembly.

5 COMMISSIONER LANE: Okay. Thank you. Now,
6 do people generally buy all four of these lawn
7 groomers at the same time, or do they stagger their
8 purchases?

9 MR. COHAN: I think that's in the research
10 that we were going to provide posthearing.

11 COMMISSIONER LANE: Okay. Okay. I think
12 that's all I have. Thank you.

13 CHAIRMAN ARANOFF: Commissioner Williamson?

14 COMMISSIONER WILLIAMSON: Thank you, Madam
15 Chairman. I just have one question. I was just
16 wondering as to how production capacity is defined in
17 this industry.

18 I note that you produce a variety of other
19 products on the same assembly line and with the same
20 employees that you use for the groomers, so I was
21 wondering. How do you account for the ability to
22 switch production to other products when determining
23 capacity for groomers?

24 MR. HARVEY: I guess I'm not sure, you know,
25 how the aggregate data was really compiled, but

1 particularly for us we looked at our largest, highest
2 years of production in terms of volume and based our
3 analysis of capacity on that, on those volumes.

4 COMMISSIONER WILLIAMSON: So are you sort of
5 allocating the capacity based on whatever allocation
6 it was in those years?

7 MR. HARVEY: Yes. Yes, during our highest,
8 heaviest production times. We based it on that time
9 period.

10 MR. SMIRNOW: And during those times the
11 company felt like it was at 100 percent capacity for
12 TBLGs, so that's the ceiling that they've set and
13 measured capacity against that.

14 COMMISSIONER WILLIAMSON: So you also take
15 into account the non TBLG use too for the company?

16 MR. SMIRNOW: Yes. The capacity numbers is
17 peak of everything that they wanted to devote to
18 TBLGs. It was devoted to TBLGs without taking away
19 business from other areas.

20 They could build a new factory. There's
21 things they could do, but as far as shifting they felt
22 like that had already been factored into the peak,
23 that peak performance here.

24 COMMISSIONER WILLIAMSON: Okay. Thank you
25 for that clarification. With that I have no further

1 questions and wanted to thank you all for your
2 testimony.

3 CHAIRMAN ARANOFF: Commissioner Pinkert?

4 COMMISSIONER PINKERT: Thank you, Madam
5 Chairman. I just have a few more questions. I
6 understand the argument in the brief that the import
7 price data for Comparison Products 4 and 7 is
8 unreliable in your view.

9 I'm wondering whether you have any
10 suggestions, and maybe this is a good question for the
11 posthearing, but if you have any suggestions as to
12 what alternative pricing information we might
13 consider, particularly with respect to pricing of
14 Product 7, which is the only dethatcher for which we
15 have price information.

16 MR. SMIRNOW: Yes. We'll address that in
17 the posthearing brief.

18 COMMISSIONER PINKERT: Thank you. Now
19 turning to your argument about Bratsk, I'm wondering,
20 and maybe this is a good question for Mr. Smirnow.

21 I'm wondering whether there's some
22 interdependence between how we answer the domestic
23 like products question and whether we need to
24 undertake any Bratsk inquiries. So if in fact we
25 divide up the domestic like product, does that mean

1 that we would then need to do an analysis for at least
2 one of the subproducts based on the Bratsk precedence?

3 MR. SMIRNOW: Well, other than your
4 interpretation we would say no.

5 (Laughter.)

6 MR. SMIRNOW: Noting your footnote and the
7 interpretation of the --

8 COMMISSIONER PINKERT: I thought that your
9 discussion of this issue in the brief looked a lot
10 like my interpretation of Bratsk actually.

11 MR. SMIRNOW: Yes. I mean, we tried to
12 cover the Commission's views, which would include
13 yours, even though they may differ.

14 But, yes, I would say that if you break it
15 out by like products that's the first analysis, and
16 then in making your injury assessment Bratsk would
17 come into play for each of those separate like
18 products, but we don't believe that Bratsk applies
19 under any like product finding that you may have.

20 In the posthearing I'd be happy to do that
21 on a kind of product-by-product, assuming there's not
22 one like product.

23 COMMISSIONER PINKERT: That would be very
24 helpful, and I think that what you'll find when you
25 break it out product-by-product is that there's a

1 particular let's call it notional domestic like
2 product.

3 There's a particular one that raises
4 questions about this Bratsk issue, so if you can
5 elaborate on how we would deal with that that would be
6 very helpful.

7 MR. SMIRNOW: We will, and we'll assess that
8 under both interpretations of Bratsk.

9 COMMISSIONER PINKERT: Thank you. That's
10 all I have. Thank you very much.

11 CHAIRMAN ARANOFF: I want to follow up with
12 a few more like product questions. In particular,
13 I've been looking again through Agri-Fab's 2009
14 catalog, product catalog, which I think I acquired on
15 the plant tour.

16 In the catalog you tend to group your lawn
17 care implements by function, so for each function
18 there tends to be included both a tow-behind, several
19 tow-behind models, and then also some push models of
20 the same product.

21 This organization tends to suggest that
22 these products are aimed at the same market; that when
23 someone looks at this catalog they're looking by end
24 use as opposed to looking by category of tow-behind
25 versus push.

1 What should I be drawing from the
2 organization of merchandise in the catalog?

3 MR. SMIRNOW: I would say individually
4 looking at the catalog you have to look at it in the
5 context of the six like product factors. For several
6 of those it's a mixed picture. There are some that
7 favor. There are some that go against.

8 In the function context of the catalog,
9 we're not going to ignore that the catalog is
10 structured that way, but when Agri-Fab goes to its top
11 customers materials are presented. The bids are
12 presented as a family.

13 There are separate buyers. I think that's
14 more important. Common manufacturing facilities,
15 channels of distribution. I think those are more
16 important factors than the catalog that may have
17 grouped it together.

18 If you want to add something as to why it's
19 catalogued that way?

20 MR. HARVEY: No. I really would just to
21 follow up just reiterate what John said. We're more
22 focused when we sit down with a customer actually in a
23 sales meeting to focus on the family of products, the
24 TBLGs.

25 If we do go in and sell nonsubject product,

1 it's in a separate meeting with a separate buyer on a
2 separate day, a totally different process from our
3 standpoint. We may use the same catalog for both
4 meetings, but otherwise everything is different and
5 separate.

6 CHAIRMAN ARANOFF: Okay. I marvel under
7 those circumstances that there aren't two catalogs or
8 at least that the catalog isn't organized differently
9 than it is, but if there's anything else you want to
10 add on that feel free to do that in the posthearing.

11 Looking at the catalog again, you had
12 mentioned the Smart Link modular product which allows
13 you to use one platform for several TBLG products, so
14 I'm looking again at the catalog, and in particular on
15 page 41 it indicates that in addition to aerators and
16 dethatchers this platform also functions with a
17 roller, which is a nonsubject product.

18 I'm trying to figure out how to fit that
19 into the like product analysis that you've offered us,
20 which is the fact that you have these combination
21 products indicates that customers tend to think of
22 these products as a group and use them as a group, but
23 we also now find that there's a product outside the
24 set that you've given us, which works in this same
25 combination.

1 MR. SMIRNOW: I would analogize to the push
2 spreader where there are factors where there's some
3 overlap.

4 I think in this context, as I said before,
5 there are some factors that weigh against each of the
6 six and there's some that favor us, some that go
7 against us, but on balance looking at the record as a
8 whole, looking at the six like product factors as a
9 whole, we believe there's one like product.

10 I think there are examples throughout the
11 record where there are some overlaps with products
12 that we would say shouldn't be covered by the domestic
13 like product. This isn't a case where there's a
14 bright line.

15 I think there are some, but you have to look
16 at the record as a whole, and common manufacturing
17 facilities -- in the context of what the antidumping
18 laws intended to do is protect the domestic industry,
19 and Agri-Fab is a company that their core products
20 that they manufacture are tow-behind lawn groomers.
21 Those go through their production facility the same
22 way. They're on the same machines.

23 When they sell those products in the market
24 they generally sell them as four products. There are
25 times where they sell push to some of those same

1 customers, but the heart of what they manufacture and
2 what they sell are the four tow-behind lawn groomers.

3 CHAIRMAN ARANOFF: Okay. I know that you're
4 going to submit some marketing research that you've
5 done for purposes of the posthearing, so to the extent
6 that that addresses one of the things that I'm
7 interested in is the distinction between who buys a
8 tow-behind product and who buys a push product.

9 I've heard two different things. One is
10 well, obviously if you don't own something that's
11 going to tow the tow-behind product, you're not going
12 to buy it, but there's also been a discussion of lawn
13 size as a dividing line between who would purchase a
14 tow product and who would not. So if there's any
15 research that really supports how clear that dividing
16 line is, that would be helpful.

17 I'll tell you just a little bit more about
18 what I'm thinking. You might have a riding mower to
19 mow a lawn that's an acre or two because you've got to
20 mow the lawn every week, and that's very tedious with
21 a push mower, but if you're only going to aerate once
22 or twice a year or use a spreader once or twice a
23 year, if it was much less expensive, you know, how
24 many people are there who might still buy the push one
25 for that purpose in thinking well, I'm only going to

1 walk the lawn once and not every week, so why should I
2 spend more?

3 I didn't know if your research addresses
4 that sort of issue.

5 MR. HARVEY: We do have some information
6 regarding size of lawns and the correlation between
7 tow-behinds and other products, so we will include
8 that posthearing.

9 CHAIRMAN ARANOFF: Thank you very much.
10 There's one or two other questions that deal with
11 confidential data and so are for the posthearing.

12 If you look as between the various U.S.
13 producers at the changes in value of net sales during
14 the period that we're looking at you do see some
15 differences, so if you could comment for purposes of
16 posthearing on the differences in trends between the
17 domestic producers that would be helpful. I'm
18 particularly interested in what might be accounting
19 for those differences.

20 Secondly, if you could comment on how the
21 trend in industry capital expenditures supports or
22 detracts from the injury arguments that you're making
23 that would also be helpful.

24 MR. SMIRNOW: Okay. We'll address those in
25 the posthearing brief.

1 CHAIRMAN ARANOFF: Thank you very much. I'm
2 realizing now as I was at my like product questions
3 that I forgot one, so let me just turn back to that
4 quickly.

5 Do any of the Chinese producers have a
6 modular product that's similar to the Smart Link
7 product?

8 MR. COHAN: Not that we're aware of.

9 CHAIRMAN ARANOFF: Are you aware of any
10 combination products that they sell, more like your
11 two product combination ones?

12 MR. COHAN: Yes. There are some listed in
13 there, I think the combination spiker. The
14 aerator/spreader combination is in there.

15 CHAIRMAN ARANOFF: Those are produced by
16 Chinese manufacturers?

17 MR. COHAN: Yes. Yes.

18 CHAIRMAN ARANOFF: Okay. If there's any
19 information that you can provide about the
20 availability of those products that would be helpful.

21 With that, I don't think I have any further
22 questions. I'll turn to Vice Chairman Pearson.

23 VICE CHAIRMAN PEARSON: Thank you, Madam
24 Chairman.

25 Mr. Harvey, going back to the COGS to sales

1 ratio, since my last questions I looked at the
2 specific numbers for Agri-Fab and I see those as
3 following more closely the general trend that I
4 described earlier. I take great comfort when the
5 numbers align with the testimony. I'm not sure that
6 that's the case right here.

7 Please look at the numbers that we have in
8 the staff report for Agri-Fab, and if we are incorrect
9 then do correct us. If not, please describe in the
10 posthearing what exactly you're referring to.

11 MR. SMIRNOW: We'll do that.

12 VICE CHAIRMAN PEARSON: Okay. Then for
13 counsel, you would have access to the data regarding
14 the raw material costs for industry as a whole,
15 because there was specific reference earlier by Mr.
16 Harvey to the raw material costs.

17 Tell me if I'm missing something there
18 because I'm not seeing a pattern in the raw material
19 costs for the whole industry that I think reflects the
20 testimony that was provided earlier.

21 MR. SMIRNOW: Okay. We'll also address that
22 posthearing.

23 VICE CHAIRMAN PEARSON: Okay. Thank you.
24 For counsel, do you consider this case for an
25 affirmative vote to be stronger for present injury or

1 for threat?

2 MR. ZOLNO: If I may address that? I think
3 it's stronger for present injury than it is for
4 threat. All the data that we've seen with respect to
5 the injury suffered by Agri-Fab tends to show present
6 material injury.

7 VICE CHAIRMAN PEARSON: Okay. And so what
8 do I do with that? In the event the Commission would
9 see this as a threat case, can you give us any
10 arguments for doing so? What would be the strongest
11 arguments for threat?

12 MR. ZOLNO: I think the strong argument for
13 threat is the capacity of the Chinese manufacturers to
14 resume production and exportation of their tow-behind
15 products to the United States.

16 As the Agri-Fab witnesses testified to
17 earlier today, the market has somewhat turned around
18 with respect to the massive margins that were imposed
19 against the Chinese manufacturers of these products,
20 causing a significant decline in imports of the
21 products into the United States, so that I think is
22 indicative of our point.

23 VICE CHAIRMAN PEARSON: Okay. If you have
24 anything more for the posthearing regarding threat
25 versus affirmative present, by all means please share

1 that.

2 Earlier you had a discussion I think with
3 Commissioner Williamson regarding the fact that some
4 of your products are not protected by patents and
5 trademarks, and those are the ones that have been
6 imported from China.

7 In the posthearing could you provide any
8 more information in regard to which products or
9 innovations that now are being protected by patents or
10 trademarks?

11 MR. COHAN: Yes, we can do that.

12 VICE CHAIRMAN PEARSON: Okay. And you may
13 have some knowledge of our Section 337 practice here
14 at the Commission where we are involved in enforcing
15 violations of patents and trademarks for imported
16 products.

17 MR. ZOLNO: We're very familiar with Section
18 337, Commissioner Pearson.

19 VICE CHAIRMAN PEARSON: Yes. You know,
20 we've had one dealing with Lawn and Garden Tractors
21 From China that was a trade duress issue a little
22 while, but they're no longer coming in with particular
23 shades of yellow and green paint.

24 (Laughter.)

25 VICE CHAIRMAN PEARSON: So we can provide an

1 effective remedy under some situations.

2 Let's see. The issue of nonsubject imports
3 from Mexico has been mentioned before, but I wasn't
4 sure whether the question had been asked specifically
5 whether you have any evidence that there is
6 competition between the imported products from Mexico
7 and the imports from China. This gets into a
8 nonattribution issue.

9 MR. SMIRNOW: We'll address that in the
10 posthearing submission. We believe the answer to that
11 is no, but we'll confirm that in the posthearing
12 submission.

13 VICE CHAIRMAN PEARSON: Okay. So your
14 supposition at this point is that there's not been
15 situations in which --

16 MR. SMIRNOW: We don't believe Chinese
17 product of that specific item is coming into the
18 United States.

19 VICE CHAIRMAN PEARSON: Okay. So we've not
20 seen a reduction in sales of Mexican product that was
21 instead served by a Chinese product?

22 MR. SMIRNOW: Yes. I was mistaken about
23 that. Let's address that in the posthearing
24 submission.

25 VICE CHAIRMAN PEARSON: Okay. Then another

1 issue that has been mentioned is whether the four
2 products are sold together as a group by your sales
3 force.

4 I'm not sure just what commitments you
5 already may have made to provide information in the
6 posthearing, but to the extent that you can provide
7 some documentation that your salesmen actually are
8 marketing the four products together as a group, that
9 would be helpful.

10 MR. SMIRNOW: We'll include that.

11 VICE CHAIRMAN PEARSON: Okay. Madam
12 Chairman, I think that pretty well takes care of my
13 questions. Thank you.

14 CHAIRMAN ARANOFF: Commissioner Okun?

15 COMMISSIONER OKUN: Thank you. I think
16 based on the discussion, I think I have just one last
17 request for the posthearing, and that is while I have
18 not made up my mind I would ask that you brief for
19 four separate like products.

20 And in particular in doing that I think to
21 make sure that in looking at the attribution issues
22 that you distinguish between the different products
23 and whether we should consider any of the products
24 differently based on the trends we see there.

25 With that, I don't have any other requests.

1 I will look forward to all the posthearing information
2 that we've requested. Thank you very much.

3 CHAIRMAN ARANOFF: Commissioner Lane?

4 COMMISSIONER LANE: I don't have any further
5 questions, but we will submit posthearing the
6 specifics of those obscure questions that I asked you
7 so that you can answer them posthearing. Thank you.

8 CHAIRMAN ARANOFF: Commissioner Williamson?

9 COMMISSIONER WILLIAMSON: Just one. In
10 response to the Vice Chairman's request for
11 documentation showing that the four products are
12 marketed together, specifically if you have if you
13 could show sales documents showing that they were sold
14 together, I would particularly like to see that.
15 That's all I have. Thank you.

16 CHAIRMAN ARANOFF: Commissioner Pinkert?

17 COMMISSIONER PINKERT: I just have one
18 additional question.

19 I noticed in your brief that you talked
20 about the statutory obligation of the Commission to at
21 least consider the dumping margins found by Commerce
22 in the context of our injury determination.

23 How exactly do you see the Commission
24 factoring those margins, dumping and countervail
25 margins, into the analysis?

1 MR. ZOLNO: I think that the massive margins
2 that we discussed before in our opening testimony,
3 which were not determined until yesterday by the
4 International Trade Administration of the Department
5 of Commerce, I think that is indicative of the extent
6 of injury to the domestic industry and the nexus
7 between the injury and the underselling of the
8 products and here just not underselling of products --
9 in other words, sold at less than fair value -- but
10 coupled with the massive subsidies that are afforded
11 many of the Chinese exporters by the Chinese
12 Government, which were found to be countervailable by
13 the ITA.

14 COMMISSIONER PINKERT: Thank you. And with
15 that I have no further questions, and I look forward
16 to the posthearing submissions.

17 CHAIRMAN ARANOFF: Are there any further
18 questions from Commissioners?

19 (No response.)

20 CHAIRMAN ARANOFF: Do the staff have any
21 questions for the panel?

22 MR. McCLURE: Jim McClure, Office of
23 Investigations. Madam Chairman, staff has no
24 questions.

25 CHAIRMAN ARANOFF: All right. Well, we

1 appreciate all of the time that you have taken to
2 answer our questions this morning, and you have five
3 minutes for a closing statement so please proceed
4 whenever you're ready.

5 MR. ZOLNO: Typically at this point we would
6 offer a rebuttal to the Respondents' testimony. I
7 don't know if I should say unfortunately or perhaps
8 fortunately there were no appearances by the
9 Respondents today.

10 I believe that we mentioned briefly in our
11 opening statement that one of the major -- in fact
12 mandatory -- Respondents in the Department of Commerce
13 investigation withdrew at the eleventh hour from the
14 Department of Commerce less than fair value inquiry
15 and has never been a party to the ITC injury
16 investigation.

17 The other mandatory Respondent again at the
18 eleventh hour withdrew from this hearing, so to a
19 certain extent we and the Commission must speculate
20 with respect to exactly the nature and the extent and
21 seriousness of the arguments that were made.

22 We have, and I think this case is very
23 indicative of the value of the antidumping and
24 countervailing duty laws to the U.S. domestic
25 industry, that the company has already experienced a

1 slight turnaround in the problems that they were
2 having with respect to the unfair practices of the
3 Chinese industry and the unfair competition that they
4 were facing in the U.S. market, so there has already
5 been a turnaround, a slight turnaround at least, with
6 respect to their markets here in the United States.

7 The turnaround was due to this Commission's
8 initial preliminary determination of injury, coupled
9 with the preliminary significant margins imposed by
10 the Department of Commerce.

11 We would just urge the Commission to find,
12 as we said at the outset, that there has been present
13 material injury, or if not present material injury
14 threat of material injury, to the U.S. industry -- and
15 by U.S. industry again we don't just mean our client,
16 Agri-Fab, but the entire tow-behind lawn groomer
17 industry -- and that the Commission conclude in its
18 final investigation or make an affirmative finding in
19 its final investigation.

20 We very much thank you for the opportunity
21 to appear.

22 CHAIRMAN ARANOFF: Thank you. Posthearing
23 briefs, statements responsive to questions and
24 requests of the Commission and corrections to the
25 transcript must be filed by June 23, 2009.

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1 Closing of the record and final release of
2 data to parties will take place on July 8, 2009, and
3 final comments are due on July 10, 2009.

4 With that I want to thank everyone again on
5 the panel for participating today, thank the staff for
6 all their hard work on this case, and with that this
7 hearing is adjourned.

8 (Whereupon, at 11:37 a.m. the hearing in the
9 above-entitled matter was concluded.)

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CERTIFICATION OF TRANSCRIPTION

TITLE: Tow-Behind Lawn Groomers
INVESTIGATION NO.: 701-TA-457 and 731-TA-1153 (Final)
HEARING DATE: June 16, 2009
LOCATION: Washington, D.C.
NATURE OF HEARING: Public Hearing

I hereby certify that the foregoing/attached transcript is a true, correct and complete record of the above-referenced proceeding(s) of the U.S. International Trade Commission.

DATE: June 16, 2009

SIGNED: Raymond Vetter
Signature of the Contractor or the
Authorized Contractor's Representative
1220 L Street, N.W. - Suite 600
Washington, D.C. 20005

I hereby certify that I am not the Court Reporter and that I have proofread the above-referenced transcript of the proceeding(s) of the U.S. International Trade Commission, against the aforementioned Court Reporter's notes and recordings, for accuracy in transcription in the spelling, hyphenation, punctuation and speaker-identification, and did not make any changes of a substantive nature. The foregoing/attached transcript is a true, correct and complete transcription of the proceeding(s).

SIGNED: Tammy Brodsky
Signature of Proofreader

I hereby certify that I reported the above-referenced proceeding(s) of the U.S. International Trade Commission and caused to be prepared from my tapes and notes of the proceedings a true, correct and complete verbatim recording of the proceeding(s).

SIGNED: John Del Pino
Signature of Court Reporter

