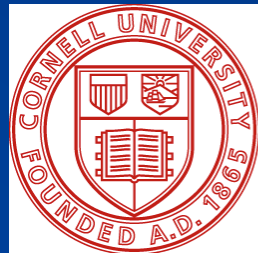


# How to build your business with Turf Love

IPM Concepts for Landscape and  
Lawn Care Professionals



Cornell University  
Cooperative Extension  
Putnam County

*It's no miracle . . . It's Turf Love*

# What is Turf Love?

## IPM Principles for Environmentally Friendly Lawn Care

- Green Lawns = Clean Water
- Site Assessment !!!
- Soil Testing / Soil Amendments
- Over-seeding / Re-seeding
- Mowing
- Watering
- Weeds: Get rid of the really bad guys

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# Turf Love in 2007 for Homeowners

- Homeowners learned to have a healthy lawn and protect water quality
- Site assessment: will lawn grow here?
- Fertilizer recommendations: a zero-sum game for phosphorus / adjust N for weed control
- Heavy over-seeding and re-seeding
- Mowing: Sharpen your blades!
- Homeowners said: “How can I get my landscaper on board?”

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# Turf Love 2008 for Homeowners

## Spring workshop:

- Homeowners will bring us samples of their their lawns and photos
- We'll do pH testing, off-site site assessment, weed ID and make a few recommendations
- Teach IPM principles

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# What's Our Pitch to D-I-Y Homeowners?

- Less work – mow high, water less
- Threshold tolerance
- Healthy lawn – not magazine cover
- Clean water
- *Where do you come in?*

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# A new kind of customer?

- We'll share Turf Love with homeowners
- Other homeowners may be more demanding
- Are you ready?

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# How Can You Benefit?

## Your clients need you for education

- The “green carpet” lawn is advertised everywhere
- Ads for grub control run in June – the wrong time of year to control grubs
- Phosphorous and fertilizer regulations are coming to a town near you

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# Regulations everywhere

- Minnesota – shelf limits, application bans
- Dane County, WS – no person shall apply fert containing more than 0% phosphorus
- Michigan – 0%
- NYC watershed – Westchester, Town of Kent(?)
- Lake George, Lake Champlain

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# Your clients need you for education

- Lawns are reflections of self-worth
- People are confused about what “organic” really means
- IPM practices are cheaper *over the long term* than automatic pesticides

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# What's Your Biggest Obstacle to Using and Selling IPM for Lawns?

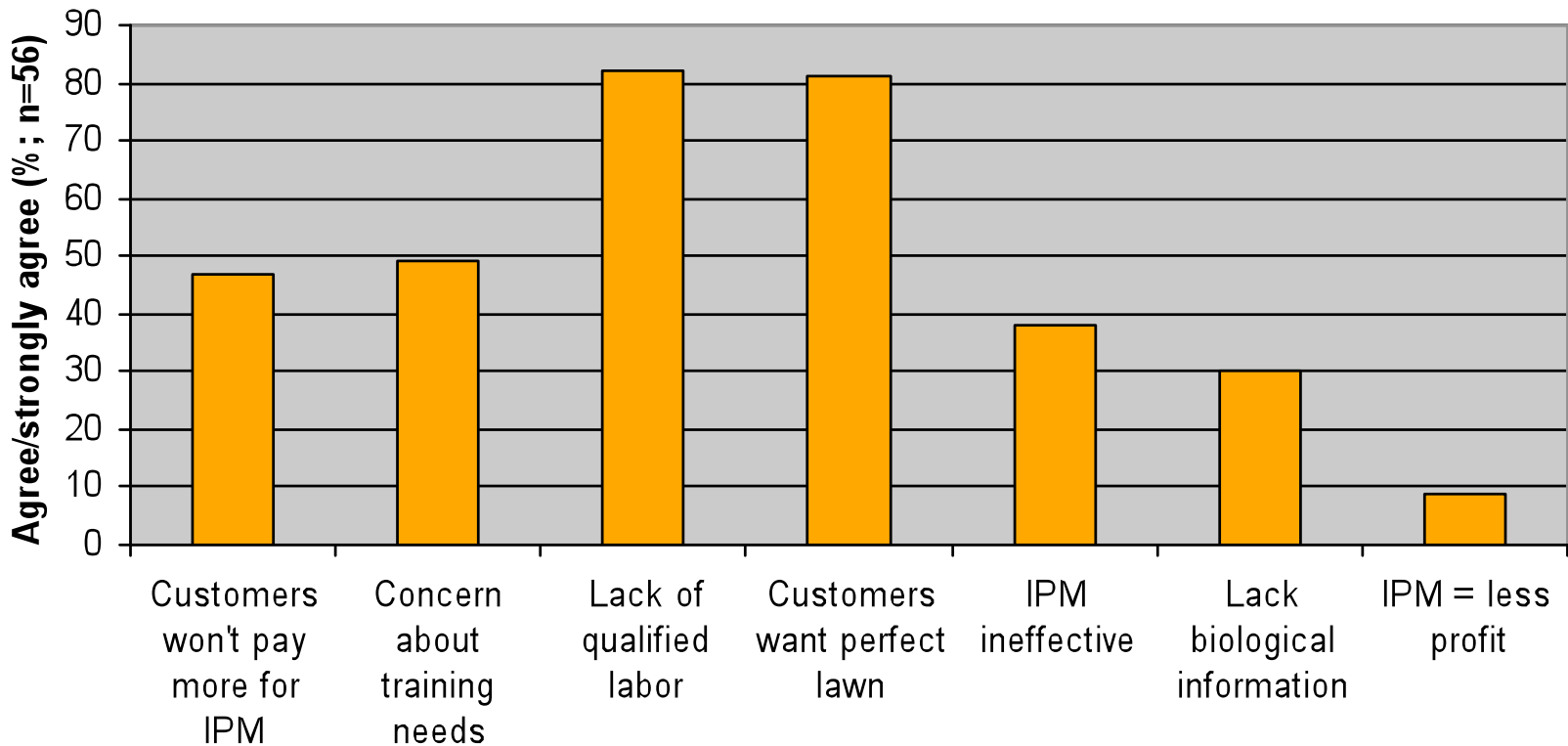
- Lack of qualified labor
- Customers' desire for a perfect lawn
- Customers are concerned about ticks
- *Your reasons?*

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# Why Landscapers Don't Use IPM

Why Landscapers Don't Use IPM



# What if you could save money with IPM?

- Right-turns-only saved UPS millions
  - New route saved 464,000 miles in Washington DC alone
  - UPS in Washington DC saved 51,000 gals
  - How much could you save?
- Sharp mower blades save 25% on fuel
- Close the gas valve on your lawn mower fuel line between jobs

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# What if you could add profit with IPM?

- Site Assessment Visit
  - Is Turf Working Here?
  - Would Groundcovers be Better?
- Soil Test / Compaction Analysis
- Scouting / Pest Threshold Visit
- Drought Tolerance /Irrigation Check

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# Sharp Mower Blades

## *Quick quiz:*

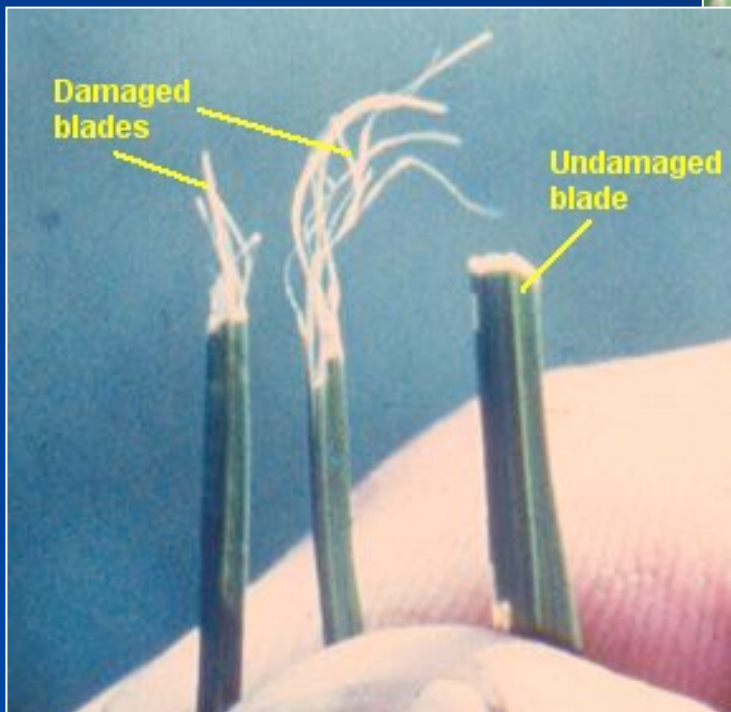
Most homeowners sharpen their blades:

- Once a year
- Twice a year
- Every month

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You know the answer . . .

Never! ✓



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# Show Them Your Mower Blades

Explain how your sharp blades:

- Reduce disease
- Reduce need for fungicide
- Reduce need for frequent watering
- Help lawn resist weeds

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# How Can You Offer Environmental Services?

Change your estimating form

- Turfgrass varieties
- Controllable weeds
- Site-specific problems
- Diseases and Insects
- Soil condition
- Non-lawn Plant Health Care
- Riparian buffers

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# Would this help?

**Environmentally Conscious**  
you the lawn you want and the ca  
XXXXXXX professionals see the r  
areas that need to be treated. Ch

## TYPES OF TURF

- Tall Fescue
- Improved Ky. Blue
- Common Ky. Blue

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# How Much Water?



- One inch a week is all the lawn needs
- Explain the tuna can method
  - Teach water conservation
  - Place irrigators properly

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# Use only as much fertilizer as needed

- How often do homeowners get their soil tested? **Hint: Never!** ✓
- How often do you test your clients' soils?

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# Back to the Fertilizer

- A blast from the past
- Nitrogen is king
- A little bit all season long – except summer
- No phosphorous except for establishment

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Maybe you've seen this  
(back in 1986)

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# Identify pest and disease thresholds

- How many white grubs before panic sets in?
- What do you do about mid-season fungus?
- When do you control crabgrass?

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# Select the right seed for the site

**SeedSuperStore.com**

Mix Name: SS5000 Sunny Mix    Lot #: SS7001    net wt: 1 lbs.

| Variety                        | Purity % | Germ% | Orig |
|--------------------------------|----------|-------|------|
| Midnight II Kentucky Bluegrass | 16.41    | 85    | WA   |
| Freedom III Kentucky Bluegrass | 16.40    | 85    | WA   |
| Blue Velvet Kentucky Bluegrass | 16.58    | 85    | WA   |
| NuDestiny Kentucky Bluegrass   | 16.53    | 85    | WA   |
| Longfellow II Chewings Fescue  | 16.46    | 85    | OR   |
| Paragon GLR Perennial Ryegrass | 16.34    | 90    | OR   |

% weeds:.01    % other crop:.09    % inert:1.14    Tested: 01/07

Buffalo, NY 14225  
[www.seedsuperstore.com](http://www.seedsuperstore.com)

- Cheap seed = cheap lawn
- Good seed costs more
- You know how to select the right seed for the site
- You know about seeding rates

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# Profit from our Homeowner Turf Love Messages

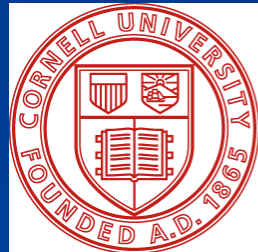
## You do the rest:

- Sell them on good fertilizer timing, quality seed, environmentally sound weed control, organic or least-toxic insect control, soil testing
- Provide educational fact sheets

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