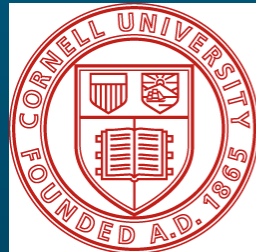


How to build your business with Turf Love

IPM Concepts for Nurseries and Retailers



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: “Where can I buy these products?”

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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?

- Mow high
- Sharpen mower blades
- Water wisely
- Use the best grass seed
- Use fertilizer only as needed
- Identify your weeds

Result? Less work, Healthy lawn, clean water

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How Can You Benefit?

It's old news - 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
- A 1995 Illinois retailer survey indicated only 34% provided any training on pesticides sold in their stores.

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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 Selling IPM for Lawns?

- Lack of qualified help: part-time, short-term, seasonal, untrained
- Customers' desire for a quick fix
- Customers are looking for low prices
- *(Additional excuses – reasons - here)*

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What if you could add profit with IPM?

- Site Assessment:

Is Turf Working Here?

Would Groundcovers be Better?

- Pest Threshold Education
- Saturday Extension Q & A Panel
- Soil Test / Compaction Analysis

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Sharpen Those Mower Blades

Quick quiz:

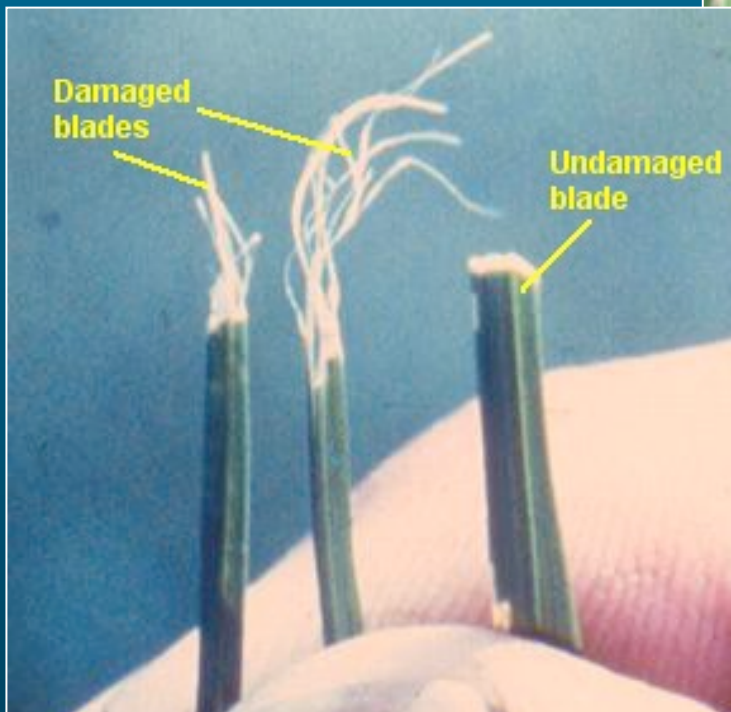
The most lawn-conscious
homeowners sharpen their blades:

- Once a year
- Twice a year
- Every month

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You know the answer . . .

Never! ✓



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How Much Water?

- One inch a week is all the lawn needs
- Use the tuna can method
- Water early in the day

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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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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

Cheap seed = cheap lawn

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What can you do?

- Stock zero-phosphorous fertilizers and be able to explain how to use them
- **Explain the tuna-can watering method**
- Explain how to select grass seed for specific landscape needs
- **Use the counter display unit we can provide**

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Profit from our Homeowner Turf Love Messages

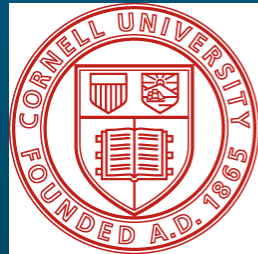
You do the rest:

- Sell them good fertilizer, quality seed, environmentally sound weed control, organic or least-toxic insect control
- Sharpen their mower blades?

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IPM Concepts for Lawn Care Professionals



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