Traditional Commercial Landscape Management

Intensive Management

EXPECTATIONS

• Very low weed tolerance
• Mowing required weekly
• No visible plant stress
  – Insufficient watering
  – Insect and disease damage
  – Nutrient deficiency
• Exotic plant pallet
• Evident plant pruning
Traditional Commercial Landscape Management

Intensive Management

- Increased labor expense
- Increased material inputs
- Increased green waste
- Increased water usage
- Increased fossil fuel usage
Traditional Commercial Landscape Management

Intensive Management

RESPONSE

- Prophylactic pesticide applications
  - Broadleaf weeds in turf
  - Pre-emergent applications
  - Growth regulation
  - Cranefly control
Traditional Commercial Landscape Management

Intensive Management

LONG TERM IMPACTS

• Soil sterility
• Ground and surface water contamination
• Reduction in plant health
• Exposed soil (lower % of plant cover)
• ???
Traditional Commercial Landscape Management

Intensive Management ALTERNATIVES

Cold Turkey
Modern Commercial Landscape Management

Prescriptive Weed Management Program

• Re-”THINK” your weed control strategy
  • Is your landscape established/mature?
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Prescriptive Weed Management Program

- Re-"THINK" your weed control strategy
  - Is your landscape established/mature?
  - Is there a known weed problem on site?
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Prescriptive Weed Management Program

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  - Are there significant new weed seed sources affecting your landscape?
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Prescriptive Weed Management Program

• Re-"THINK" your weed control strategy
  • Is your landscape established/mature?
  • Is there a known weed problem on site?
  • Are there significant new weed seed sources affecting your landscape?
  • If you stop using pre-emergents how long will your labor costs continue to benefit from residual effect?
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Prescriptive Weed Management Program

- Re-"THINK" your weed control strategy
  - Is your landscape established/mature?
  - Is there a known weed problem on site?
  - Are there significant new weed seed sources affecting your landscape?
  - If you stop using pre-emergents how long will your labor costs continue to benefit from residual effect?
  - Are there reasonable cultural weed control alternatives?
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Prescriptive Weed Management Program

- Prescriptive use of Pesticides
  - Identify your problem weeds and understand their propagation strategy and lifecycle.
- Explore cultural and mechanical control alternatives
- Targeted application using least toxic herbicide
- Elimination of broadcast, preventative pesticide applications
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Education As A Tool For Change

- Educate your customers about:
  - Why it’s important to focus on soil health
  - Setting reasonable aesthetic expectations
  - Finding financial offsets to fund an increased landscape budget
  - Capitalizing on marketing opportunity
  - Communicating with you as a partner
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Education As A Tool For Change

• Educate your employees about;
  • Weed identification
  • How propagation strategy & lifecycle stage inform management choices
  • Cultural and mechanical weed management strategies
  • How to distinguish between management choices
  • Why it’s important to focus on soil health
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Impact In The Real World

- 21% reduction in pesticide use (expense) over the last 4 years
- 4% increase in labor expense as a percent of revenue
- Consistent customer retention