

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

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Intensive Management

- Increased labor expense
- Increased material inputs
- Increased green waste
- Increased water usage
- Increased fossil fuel usage

RESULT



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RESPONSE

- Prophylactic pesticide applications
 - Broadleaf weeds in turf
 - Pre-emergent applications
 - Growth regulation
 - Crane fly control

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LONG TERM IMPACTS

- Soil sterility
- Ground and surface water contamination
- Reduction in plant health
- Exposed soil (lower % of plant cover)
- ???

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Intensive Management

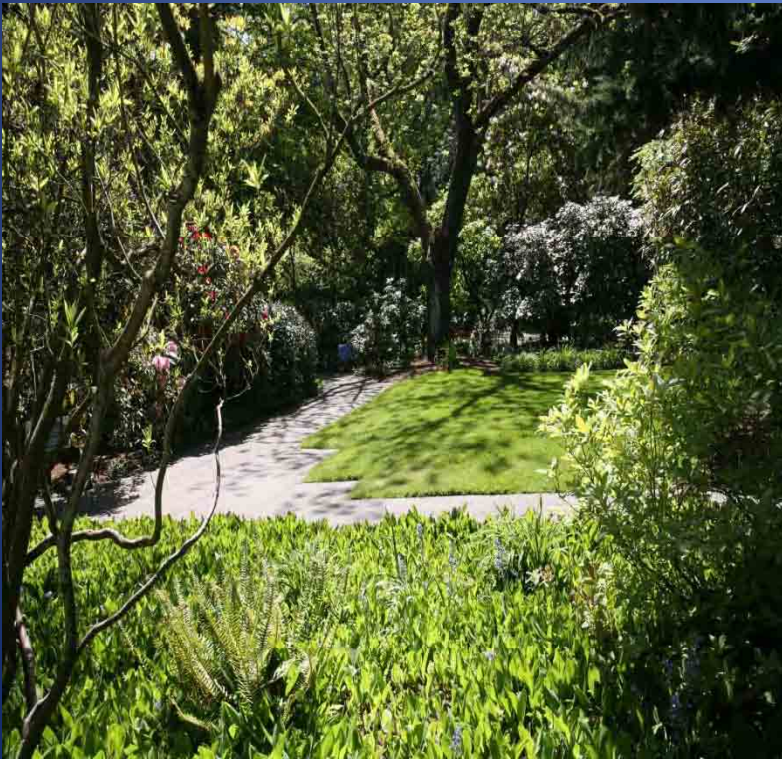
ALTERNATIVES



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Prescriptive Weed Management Program

- Re-“THINK” your weed control strategy
 - Is your landscape established/mature?



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Prescriptive Weed Management Program

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- Is your landscape established/mature?
- Is there a known weed problem on site?



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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?

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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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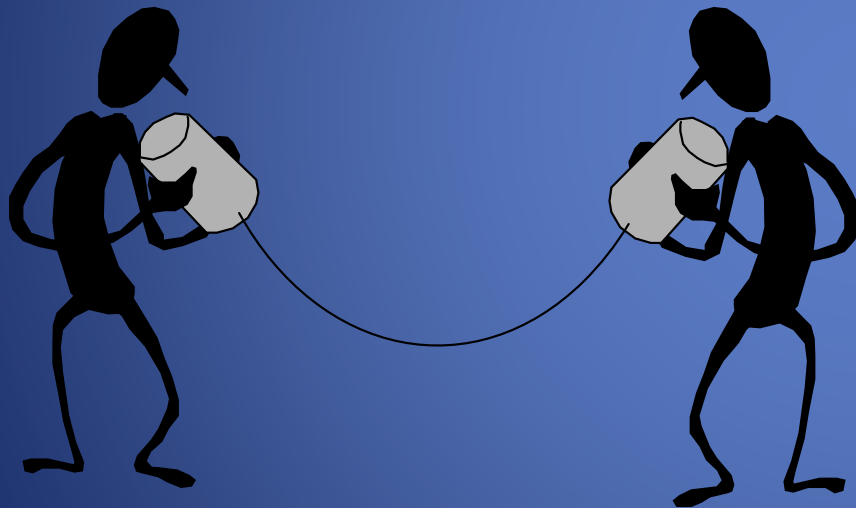
Prescriptive Weed Management Program



- 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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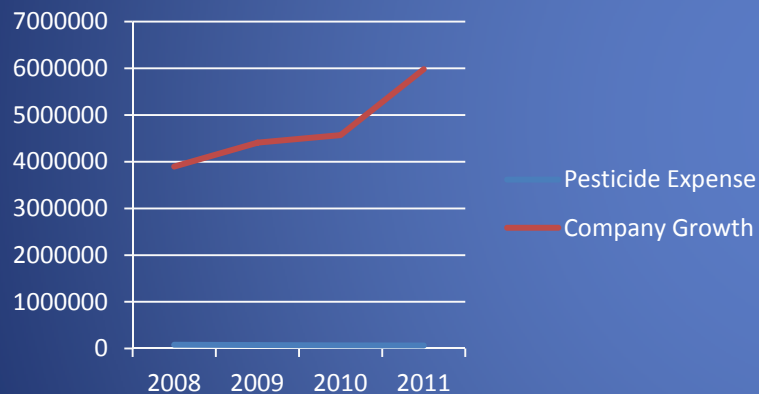
Education As A Tool For Change

- 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