



WANT TO HAVE A CHEMICAL FREE LAWN?



Learn how to make your
lawn Kid & Pet friendly.

Conventional Lawn Care

PROBLEMS WITH CONVENTIONAL LAWN CARE:

Conventional lawn care programs have been popular for decades but have two major problems. The first problem is they often spread pesticides across your entire lawn, regardless of whether you have a problem or not. In fact the EPA estimates that Americans apply 90 million pounds of pesticides every year in order to get lush green lawns. These pesticides are potentially harmful to children, pets and the environment. The second problem is that these programs use fast acting, synthetic fertilizers that are made using fossil fuels such as natural gas and coal. These fertilizers can potentially burn your lawn and leach away into nearby waterways.

- ✓ Potentially harmful to Kids & Pets
- ✓ Can leach into nearby groundwater
- ✓ Can kill earthworms & beneficial microbes
- ✓ Short lived nutrition
- ✓ High burn potential

Organic Lawn Care

BENEFITS OF ORGANIC LAWN CARE:

Organic lawn care focuses on growing a healthy lawn because a healthy lawn is the best protection against weeds, insects and diseases. To have a healthy lawn, you need a healthy soil. Healthy soils are crumbly, brown, and alive with earthworms and beneficial microbes. Healthy soils let grass roots grow deep, making them more resistant to drought and stress. To have a healthy soil, you need to avoid the use of pesticides and synthetic fertilizers and follow certain guidelines that are outlined in this brochure. One of the keys is to feed your lawn with natural and organic fertilizers that not only help to grow a beautiful, green lawn, but also one that is safe for kids and pets.

- ✓ Safe for Kids, Pets & the Environment
- ✓ Won't burn lawns or leach out of soil
- ✓ Provides long lasting nutrition
- ✓ Creates healthy lawns & soil
- ✓ Requires less frequent mowing



Frequently Asked Questions About Organic Lawns:

Will my grass be as green? People often mistake quick greening with healthy grass. Synthetics provide more readily available nitrogen than a lawn can actually use which means the nitrogen can leach into nearby water ways like streams, rivers, ponds, lakes and bays. When you use an organic fertilizer, the nutrients are released more slowly and actually feed the plant as it needs it. You will get much more uniform grass growth as well as a much healthier lawn.



How will I control insects? For insect control, attract birds! They are nature's best biological insect controllers. Plant trees that birds love and use as sources for food, such as bittersweet, crabapple, flowering dogwood or holly. Use plants as pest repellents such as marigolds, nasturtiums and geraniums.



How will I control weeds? Did you know that a lawn with about 15% weeds can look practically weed-free to the average observer? If weeds are a big problem for your lawn, you may want to apply Espoma Weed Preventer in the Spring. A healthy lawn will grow thick deep roots that will help keep even the toughest weeds from sprouting.

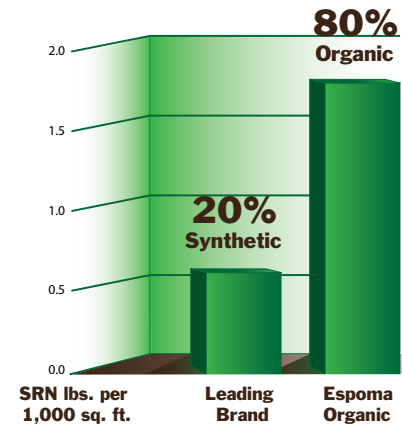


Will it cost more? The initial costs of using organics may be slightly more, but according to a study by Environmental Grass Roots Education, once established, an organic lawn program can result in **savings of more than 25%** over a conventional program. That's because an organic program builds up the soil biology, which will, over time, sustain the grass with minimal inputs. So it's less expensive to use organics in the long run.

Why Feed with Espoma Organic Lawn Food?

Finally you can have an affordable, chemical free lawn program that is safe for kids and pets. The Espoma Organic program is ideal for any lawn. It contains no pesticides or synthetic ingredients. It adds organic matter to improve your soil while providing long lasting nutrition. In fact, it contains **2.5X more Slow Release Nitrogen** than the leading synthetic program. That means it lasts longer, won't burn or leach away, and you won't have to mow your grass as often. Each product covers **5,000 sq. ft.** and is specifically formulated to optimize greening at the time of application.

% Slow Release Nitrogen



Espoma Organic Lawn program contains **2.5X more Slow Release Nitrogen** than the leading synthetic program. This means that Espoma products will feed for a much longer period of time.

5,000 Sq. Ft. Espoma Organic Feeding Schedule

Use Early Spring
Feb. - April

Use Late Spring or Anytime
April - June

Use Early Summer
June - Aug.

Use Late Summer
Sept. - Nov.



Spring Lawn Booster

Contains corn gluten meal for a long lasting green up

All Season Lawn Food

Contains Bio-tone, Microbes that help make nutrients more available to your lawn

Summer Revitalizer

Contains Iron that greens up the lawn without staining your sidewalks or driveways

Fall Winterizer

Contains Extra Potash for winter survival and next year's spring greening

Lawn Care Tips:

Watering

Water Regularly. Watering should be a regular part of your lawn maintenance, especially during hot weather. Frequency depends on many variables, including grass and soil type, (i.e., sand vs. clay), and the amount of natural rainfall.

Water Thoroughly. Water with about one inch of water when it begins to wilt in the spring. Deep watering encourages deeper rooting, making your lawn less susceptible to root-pruning insects and diseases. During the summer, watering should be light and frequent.

Water Early. The best time to water your lawn is early morning when evaporation losses are low and leaves dry quickly. Evening watering does not allow time for the leaves to dry and makes your lawn more susceptible to diseases. Never apply water faster than the soil can absorb it.



Mowing

Keep Mower Blades Sharp. Avoid ripping the grass to reduce the chance of disease.

No Buzz Cuts. Resist the urge to cut your grass too short. Taller grass helps suppress weeds. Always leave it at about 3 - 3 1/2" high. Cut often enough so you never remove more than 1/3 of its total height. With organics you will mow less.

Leave Grass Clippings. Use a mulching mower to return clippings to the lawn. They provide up to **30%** of a lawn's yearly nutritional needs. Properly mowed lawns should not have thatch or clumps of clippings. The use of organic fertilizers helps to prevent the build-up of thatch.



Soil pH.

pH Range. Most lawns prefer a soil pH range of 6 - 7. Outside of that range, your lawn won't utilize the nutrients in the soil. You can check the pH with a simple home test kit available at most Hardware Stores and Garden Centers.

Raising and Lowering pH. If the pH is too low, your soil is acidic and you will need to add lime. If the pH is too high, your soil is too alkaline and you will need to add a product containing sulfur.



ABOUT OUR COMPANY

Since 1929 The Espoma Company has been the pioneer in natural gardening solutions. While much has changed throughout the years, the core philosophy that has guided four generations of family ownership has remained the same - develop the highest quality, most effective natural and organic gardening products possible. Whether it's our plant foods, lawn foods, controls, or potting mixes, Espoma products work in harmony with nature to grow beautiful lawns & gardens.

DID YOU KNOW?

- ✓ **Espoma is the original and largest manufacturer of organic fertilizers for the retail lawn and garden industry.**
- ✓ **Espoma is the largest manufacturer in New Jersey that uses 100% solar powered electricity to run its manufacturing plant.**
- ✓ **Over 1 million Kilowatt hours of electricity generated since its installation.**
- ✓ **Visit www.espoma.com for up to the minute monitoring of our solar power.**
- ✓ **Average tenure of service for our employees is 13+ years.**
- ✓ **Since 1929, not one employee has lost their job due to automation in the manufacturing plant.**
- ✓ **Espoma continues to pioneer the industry with product and packaging innovations like the "Slide to Close" feature on our plant foods.**
- ✓ **For four generations, The Espoma Company has made Millville, New Jersey its home, making it a local landmark for over 83 years.**

REMEMBER, USING ORGANICS IS A MARATHON, NOT A SPRINT!

Information contained in this brochure brought to you in part by
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