



John's TIP OF THE MONTH

July 2015



The Green, Green Grass of Home

For many homeowners, the number-one summer activity isn't swimming, golf or tennis, but cutting the lawn. Summer poses unique lawn-care challenges and draws many consumers to garden centers in search of solutions. Let's review the knowledge and products you'll need to extend a helping hand.

To Feed or Not to Feed?

Agronomists preach a slow, steady diet of nutrients to optimize lawn health throughout the year. The popular "four step" programs often don't offer enough consistent coverage to accomplish this. Remember, the nitrogen delivery method is important. Too much nitrogen delivered too fast is a recipe for disaster. Learn not to burn!

Many state agencies recommend mulching lawns to increase nitrogen levels and reduce waste by recycling the clippings. Most grasses should be mowed higher and more often to shade (cool) the soil, and crowd out undesired weeds.

The type of grass in the lawn also dictates how much food is needed to maintain good turf health. Study up on the most common types of grass in your area, and ask your customer which type he or she has in order to make the most appropriate recommendations.

Organic Feeding Solutions

Although slightly more expensive than traditional chemical fertilizers, organics perform well and won't burn when applied as directed on the label. Summer favorites like **Espoma Organic All-Season Lawn Fertilizer (8-0-0)**, **Espoma Summer Revitalizer (8-0-0)**, and the OMRI-listed **Ringer Lawn Restore (10-0-6)** are ideal for July and August applications.

The Espoma products use Bio-Tone microbes to make nutrients easily available to the lawn grasses. **Ringer Lawn Restore** provides a protein source from all-natural nitrogen that helps grass thrive even in poor growing conditions like dense shade. It also feeds slowly for up to eight weeks.

Weed Controls

Many consumers skip applying a pre-emergent crabgrass control in early spring and, by summer, are faced with lawns

covered with crabgrass. Once established, it's tough to eliminate. Mowing at higher levels along with a thick stand of grass tends to crowd out crabgrass naturally. If your customer needs to spray, great products like **Bonide Weed Beater Plus** and **PBI Gordon Trimec Crabgrass Plus** kill not only crabgrass, but also broadleaf weeds including clover.

If your customer has clover in her lawn, that's another sign of poor nitrogen levels. One favorite product is **Bonide Sedge Ender Concentrate**, a post-emergent weed killer that eliminates Yellow Nutsedge. Monterey Spurge Power Concentrate is another popular choice to combat weeds.

Disease Controls

Lawn-disease controls are harder to come by these days, but a good one to sell is the systemic **Bonide Infuse Concentrate** or **Infuse 32 oz. RTS**. It not only prevents but cures disease problems. Scotts offers a **Lawn Fungus Control** that treats 5,000 square feet of lawn area for prevention and control of common diseases like Brown Patch and Dollar Spot.

There's a huge difference between fungicide products. Be sure to clarify between those that are curative versus preventive.

What's Bugging You?

Summer challenges us with insects in the lawn like ants, fleas, crickets, ticks and spiders. Garden Market recommends **Bonide Ant, Flea, and Tick Granules; Bonide Insect & Feed Granules** or **Bonide Insect & Grub Control**.

Japanese beetles will emerge and be a nuisance while they forage and mate, only to return to the soil and lay their eggs to begin the cycle and become lawn-feeding grubs. Consider offering **Bonide Annual Grub Control** to protect before damage is done in late August and September.

Good Selling!

John



Featured Products

32 OZ RTU WEED BEATER® PLUS CRABGRASS & BROADLEAF WEED KILLER

Contact and systemic action. Kills grassy and broadleaf weeds like crabgrass, clover, chickweed, oxalis, dollarweed, spurge, foxtail and over 200 others. Not recommended for St. Augustine or Centipede grass type turf. Combines Quinclorac, 2,4-D and Dicamba for complete post emergent weed control, right down to the roots!



Item #	UPC	Vendor	Case	UOS	Retail
80100048 - 494	037321000655	065	12	12	\$7.69

16 OZ SEDGE ENDER

Concentrate
Incredibly effective pre and post emergent control of goosegrass, nutgrass (and all sedges), crabgrass, foxtail and many, many other problem grassy type weeds. Safe to use on both northern and southern lawns. Excellent cool weather performance. Sulfentrazone plus Proflaminate. One pint treats 2,000 to 8,700 sq ft.



Item #	UPC	Vendor	Case	UOS	Retail
80100004 - 1221	037321000693	069	12	12	\$18.99

16 OZ SPURGE POWER®

Concentrate
Contains three active ingredients (MCPA/triclopyr/dicamba) that control spurge, dandelion, oxalis, creeping Charlie, clover, wild violet and other broadleaf weeds in lawn areas. May be used on both warm and cool season lawns to kill hard to control broadleaf weeds that other products miss. This third generation post-emergence turf herbicide does not contain 2,4-D. 16oz covers 16,000 sq ft.



Item #	UPC	Vendor	Case	UOS	Retail
80820019 - 1788	022179101159	LG 5600	12	12	\$28.99

16 OZ TRIMEC® NUTSEEDGE PLUS LAWN WEED KILLER

Concentrate
Kills yellow nutsedge in northern & southern grasses. Kills 200+ broadleaf weeds including poison ivy & poison oak.



Item #	UPC	Vendor	Case	UOS	Retail
80810018 - 718	702517855148	855140	12	12	\$11.99

28 LB ORGANIC® ALL SEASON LAWN FOOD 9-0-0

Specifically formulated to optimize the help of the lawn, and provide 2.5 times or so release nitrogen (SRN) than a conventional lawn program. All Season Lawn Food also contains Bio-tone Microbes that help make nutrients more available to your lawn. These microbes will help promote faster greening, deeper roots, and improved soil structure.



Item #	UPC	Vendor	Case	UOS	Retail
80030125-2009	050197056281	EOLF28	1	1	\$29.99

30 LB ORGANIC® SUMMER REVITALIZER 8-0-0

Contains Bio-tone Microbes that help make nutrients more available to your lawn. These microbes will help promote faster greening, deeper roots, and improved soil structure



Item #	UPC	Vendor	Case	UOS	Retail
80030086-2009	050197057301	EOSR30	1	1	\$29.99

5M LAWN FUNGUS CONTROL

Controls Brown Patch, Dollar Spot, and other listed common lawn diseases. Use anytime on all lawns to prevent or control listed lawn diseases.



Item #	UPC	Vendor	Case	UOS	Retail
80840166-1290	032247376051	37605B	6	6	\$21.49

LAWN RESTORE® FERTILIZER 0% PHOSPHATE

Made from a combination of ingredients including high quality protein meals. It contains no manures and no has no manure odor. Phosphate free 10-0-6 organic fertilizer will give you a lush, thick, green lawn without the worries associated with traditional synthetic chemical fertilizers. This organic lawn fertilizer is also extremely easy to use. Cover 4,000 square feet and will last up to 8 weeks per application. Effective on established lawns, while it is also ideal for helping new sod or seed establish root systems. All natural granules are specially formulated to contain equal proportions of nutrients for uniform feeding of your grass. Restore slowly releases nitrogen derived from natural protein sources, which feeds your lawn. This system avoids flushes of growth, which are detrimental to your grass.



Item #	UPC	Vendor	Case	UOS	Retail
80191457-2570	024654093331	9333	60	5	\$39.99

