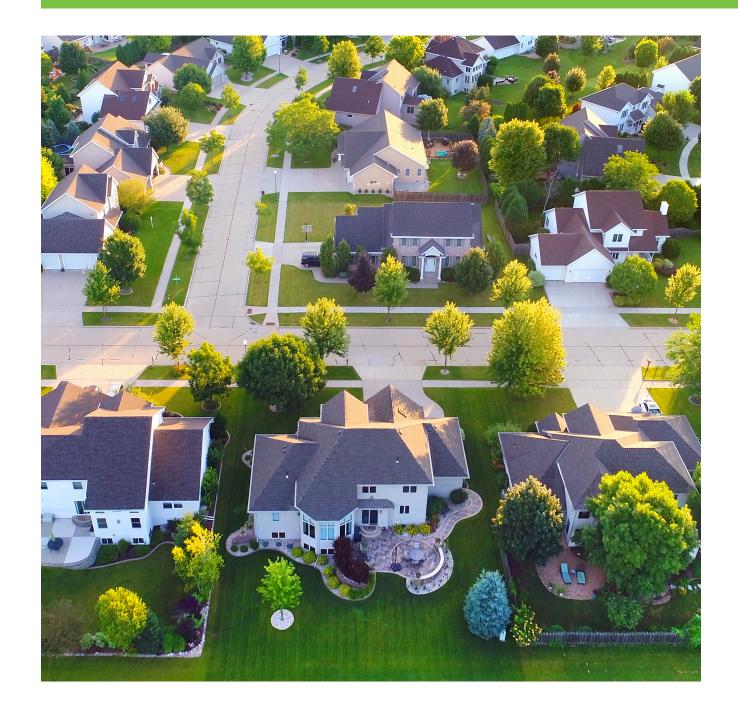
LAWN & LANDSCAPE BRANDSPOTLIGHT WITH GREENE COUNTY FERTILIZER COMPANY



TALKING SOIL AND SEASONAL ADJUSTMENTS

HE SPRING TIME always brings an air of excitement and anxiety in the fertilizer world. The constant start stops that occur at the start of the season is enough to make even the most steadfast want to throw their hands up and say "forget it!" Maybe you're relating to this right now or are fortunate enough to never have experienced the strain of a bi-polar spring. It's hot, it's cold, it's snowing, it's raining... when do we get a break!?

Well, the start stops and changes in soil saturation levels is hard for the landscape as well. Particularly dry and balmy winters will deplete or at the very least, use some of the nitrogen that was applied in the fall prior to turf dormancy. This will require a seasonal adjustment to your nitrogen application levels in order to prop back up that particular nutrient. Without making this change, you can run the risk of weaker turf and greater weed populations as the net result.

Heavy rains and super saturated soil can take a toll on the overall health and the timing of when turf will come out of dormancy. Roots that are in soaked soil cannot properly uptake nutrients because there is no space for anything other than water in the soil solution. This can end up being a waste of an application of fertilizer, not to mention that possibility of your roots seeking the nutrition at the surface of the soil rather than digging deep as the water levels recede. In this scenario, heavier levels of potassium applications will aid in preventing heavy water logging of roots.

Excessively cold winter can cause its own share of difficulties as well, some turf will wait for very warm temps before it even begins to turn green. Nitrogen is stable in colder temperatures and an application here could encourage the grass to get moving sooner. Microbial activity is pretty much at a standstill when soil temperatures are below 58 degrees and nitrogen will not be consumed. As temps warm up and the soil life awakens, the N will become available and the plant will take off.

At Greene County Fertilizer Company, we take all the weather related and seasonal changes into account when we recommend programs and products. It's been one of the pillars of our success in the turf industry. There's isn't a "one size fits all" program anymore as people have learned more and "dug deeper" into the science



of soils. (pun intended). The concept of even a "one size fits most" is changing as well. With the options for products and flexibility that's now available, tuning in your program to be customized to you and your customers is easier than ever before.

As your season gets started, it's important to take all these weather changes into account to get the biggest bang for your buck and to make sure your customers are happy. Remember, they hired you to be the pro, to make the best decisions for their lawn and landscape and to be the resource for information as the season goes on.

When you consider what type of fertility best fits your business model, you will be looking at a multitude of factors; type of customer, availability of products, cost per thousand and so on. There is a science to everything. Planning out what goes down at the right time is a calculated and important decision that is often made way too far in advance (before all variables are consid-



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ered). This is why we take a more expanded view when making our recommendations for your specific needs. There are some key components that we apply at the same time of year regardless of geographic locale or apps per season. N-Ext RGS™ is one of these. I recommend going out 2x annually in the spring and fall to both start off and put lawns to bed in a stronger way. The beauty of this product is it fits into any program and budget. At .21 cents per thousand N-Ext RGS[™] benefits far outweigh the costs and this can be applied with herbicides, preemergents, insecticides and fungicides without any special mixing.

This holds true with many of the other N-Ext[™] products and again we look at building a better program for you so that your mind can focus on growing the business while we focus on growing better turf.

John Perry is President/CEO Founder of Greene County Fertilizer Company and author of Lawncology®