

NaturaLawn of America, Inc.'s PESP Strategy

Describe your Organization's Five-Year Goals Related to Pesticide Risk Reduction

NaturaLawn of America is a nationally franchised lawn care company, which provides organic-based fertilizer applications and natural pest controls. NaturaLawn of America is committed to promoting, educating, and informing our franchise owners and the public about proper turf fertilization and the reduction of unnecessary pesticide usage. Since our inception in 1987, we have committed to providing consumers with the highest possible service and environmentally responsible lawn care products and programs. Our training and outreach efforts enable our associates to safely and effectively make informed decisions about the use of pesticides as one tool in an Integrated Pest Management (IPM) program. Through the practice of our innovative IPM program, utilizing chemical-free methods and only using biological or biorational control materials when absolutely necessary, NaturaLawn of America will continue to reduce the impact of pesticides into the environment. This methodology provides a safer alternative than traditional lawn care practices and favors the health of our children, pets, water resources and the environment.

What do you envision doing (broadly) to try to resolve your major issues?

NaturaLawn of America presents many training and educational programs (full day, classroom, field training, seminars, public presentations) to our franchisees, technicians, regulatory agencies, government officials, community groups, and consumers. Subjects covered include selection and proper application of fertilizers, pesticides, and their impact on the environment. Additionally, as public awareness continues to grow, we will increase educational activities regarding pesticide safety and responsible usage.

We continue to provide industry training on how to make proper agronomic decisions, as well as the proper selection, handling, and application of control materials when needed. By continuing educational efforts as to the nutrient needs of Turfgrass, as well as understanding the impact of a balanced soil profile, NaturaLawn of America will continue to reduce the amount of fertilizers introduced into the environment. This reduction and movement to more natural-based fertilizers will decrease the potential of nutrient runoff from non-point source areas and thereby reduce the impact on our waterways.

Goal 1 and Tactics

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NaturaLawn of America will only apply fertilizers to consumers' turf based on the results of a comprehensive independent laboratory soil analysis. This analysis will identify the nutrient needs of each lawn rather than giving "what everyone else gets."

Franchise locations' technicians are trained on application procedures, apply control materials only when necessary and on an "as needed basis.

Each franchise location is required to submit a monthly Inventory, which is analyzed for product usage to insure: recommended application rates are being applied and approved control materials are being used. This analysis allows NaturaLawn of America to insure that its I.P.M. System is being adhered to.

Goal 2 and Tactics

NaturaLawn of America will provide consumers with IPM. information and other educational pieces, which communicate our commitment to the environment. In addition, NaturaLawn of America will stimulate consumer demand through increased confidence and a higher public perception of our professionalism and dedication to the practice of IPM. Our education programs and lawn care practices demonstrate our unique environmental stewardship approach, which is distinctive as well as original. By developing an annual survey and reporting form, we are able to obtain feedback on which elements of IPM. work the best with respect to both pest management and consumer acceptance. In addition, through informal pieces that explain our commitment to IPM. practices, consumers will understand that they too have a direct impact on the reduction of fertilizer and pesticide usage, and in the end what is introduced into the environment.

Goal 3 and Tactics

NaturaLawn of America will ensure that our franchise locations store, use, and dispose of pesticides, and their containers, in accordance with all local, state and/or federal regulations.

Additionally, we will inspect locations to determine compliance with all franchise standards as outlined by the Franchisor.

NaturaLawn of America has developed a system to evaluate our standards of operation, information gathering process, and training programs.