

Rozelle vs. Conventional Lawn Care

What are the problems with conventional lawn care?

Conventional lawn care practices use chemical pesticides to kill pesky weeds. The problem is, these chemicals are extremely harmful to your family, pets, the environment, and actually damage the long-term health of your lawn.

What does the research say?

The chemical 2-4-D is found in many herbicides and has serious consequences.

EXPOSURE

Over 10 million pounds of 2-4-D are applied annually in the United States on lawns and gardens.

HARM TO HUMANS *Especially individuals applying* 2-4-D is associated with elevated gastric cancers, non-Hodgkin's lymphoma, Parkinson's, and ALS.

Increased risks of birth defects and neurologic damage in children.

HARM TO PETS

Direct correlation between numbers of exposures and Canine Malignant Lymphoma.

Exposure to herbicide-treated lawns has been associated with significantly higher bladder cancer and lymphoma risk in dogs.

What is Rozelle doing about this problem?

We will no longer use toxic chemical herbicides to kill weeds in your lawn. Only in situations where a lawn is overrun by invasive weeds will we use these chemicals, and only when there is a commitment to follow that with our recommended lawn renovation plan.

Why isn't weed control included?

Less-toxic, safer weed control options are more expensive than the standard chemical herbicides. In an effort to keep costs down, we have removed weed control from the fertilization programs and offer it as an add-on service upon request.

If you can tolerate some weeds, then you can opt-out of that service. If you want help controlling weeds in your lawn, you should include the safer weed control add-on service.

Please note, the safer weed control options currently available are less effective than the toxic chemicals that we have all become used to. We hope that you're willing to tolerate some weeds in your yard in an effort to reduce everyone's exposure to toxic chemicals. The "weed-free lawn" ideal isn't worth the risk that toxic chemicals pose to you, your pets, our employees, pollinators, birds, etc.

Rest assured, over the course of time our unique fertilizing program will help build stronger, denser turf that will naturally suppress weeds.

A better, safer, healthier way to approach weed control is:

- Learning to tolerate some weeds
- Using chemicals to spot spray weeds on a limited basis
- Have us blanket spray your lawn 2-3X per year with the safer weed control option

Will I get weeds in my lawn?

We expect that you will see some more weeds throughout the year. We can help you establish a thick, dense lawn that will help choke out weeds naturally.

When some weeds do come, we can take care of them with safer products at your request OR you can address those weeds on your own with the limited use of products you purchase and keep on hand in your garage.

**See next page for tips to naturally suppress weeds*

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What will the Eco-Lawn program do?

- Help build healthy soil and grass by introducing microbes and beneficial bacteria and fertilizer
- As your soil improves, your grass roots will become more plentiful and grow deeper.
- As grass roots grow deeper and multiply, your lawn will eventually need less fertilizer
- Your lawn will be more resistant to weeds, insect damage, and disease, and become more drought tolerant.

What are other companies doing?

To our knowledge, no other companies in Fort Wayne are committed to reducing and eliminating toxic chemical lawn care to this degree. Other companies use toxic chemicals that increase the health risks for you, your pets, and the environment.

We hope you'll continue to work with us to care for your yard. Your trust and investment in supporting these efforts brings health and beauty to the front of your home.

Why are your prices higher?

Normally, your former program would be the same cost as the quote for new programs this year. They have since been increased due to the cost increases listed below.

- Fertilizing costs are up 30% from last year.
- Equipment prices, such as a truck/trailer/spreaders, are up 30-40% from last year.
- Fuel costs are up 30% from last year.
- We believe in the role of entry-level positions for younger folks wanting to get into the industry. We also believe that hard-working individuals within our industry should be compensated in a sustainable way. For us, that means we offer compensation and benefits that allow our full-time experienced employees a wage they can make a living on.

How can I naturally suppress weeds in my yard?

You can help suppress weeds and crabgrass by following these easy steps:

1. If your yard is thin or shaded, aeration and overseeding should be part of your natural weed control practice.
2. Follow watering tips after seeding.
3. Water the lawn during hot and dry periods. Watering should be deep and infrequent. Watering for 1-2 hours once per week is a good rule of thumb.
4. Don't scalp edges of lawn along sidewalks, driveway, curbs, etc.
5. Mow lawn at a length of 3.5 to 4 inches. Don't mow shorter than 3.5".
6. Don't bag your grass. Grass clippings return nutrients back to your yard.

**Ready for safer,
more eco-friendly
lawn care?**

Contact us at 260-750-0150 or
info@rozellelandscape.com
to learn more and get started.



Rozelle
LAWN & LANDSCAPE

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