



Box 1676  
Camrose, AB  
T4V 1X6  
(780) 678 6450  
[sales@scottsqualitylawncafe.ca](mailto:sales@scottsqualitylawncafe.ca)  
[scottsqualitylawncafe.ca](http://scottsqualitylawncafe.ca)

*“Your Home Turf Advantage”*

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## WHAT YOU'RE NOT TOLD – The “Real” Realities of All-Natural & Organic Lawn Care Alternatives



At Scott's Quality Lawn Care, we love to share what we're ever-learning about lawn care. We're fortunate to have clients that want to learn everything they can about their lawns, too. As so many have told us, they greatly appreciate our informative articles and highly beneficial support documents. That's all part of providing great customer service, as we see it.

This is going to be a different, more in-depth article than what we typically make available for your learning... Out of necessity, it's also a bit longer. This one isn't a HOW-TO article or about lawn diseases or anything like that... This is about *approaches* to lawn care or *methodologies*, you could say...

In this article, we're going to address some of the fallacies of some lawn care products and practices, promised by some lawn care companies to *magically solve* people's lawn issues. And more specifically, we're going to address the “*real realities*” of so-called all-natural and organic products and what may or may not be delivered in what's being touted and sold to homeowners nowadays.

Here are some initial questions to get you thinking about *real value* and *what's the truth versus the hype as well as the myths* still being touted to the public...

1. Are we always getting what we paid for, what we were led to believe we were buying into?
2. Does it stand-up to its claims?
3. Are the results what was promised?

Nobody wants to waste any time or money, so we'd venture to say these are rather important questions. Nowadays there's no shortage of fraudulent claims in the marketplace at large. Plus we all constantly hear the seemingly never-ending embellished marketing to make everything sound so good and so perfect for all of us if we just buy this or that product or service... Everybody is vying for our hard-earned dollars these days, aren't they?

But as we all know, and some of us have surely experienced, the *pitch* and the actual *reality* may be entirely different after all is said and done.

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Our world is changing and so are peoples' values... And so are sales & marketing techniques it would appear... The *trending* out there seems to be towards *simple catchy buzz words or phrases* that *entice* us and *promise* a lot...

We've likely all heard these — Phrases like “*Simple is best*”, “*All-Natural*” or “*Organic*” being the way to go... or... “*Go Green*” or “*Environmentally-Safe*”... Right? “*People and Pet-Friendly*” is what we ideally want, too, right? Of course we all want stuff that's good and healthy for us... There's no disputing that.

**So yes, there's not apt to be many people disagreeing with the desire to go more in the “all-natural” direction.**

**\*\*\* However, the truth of the matter is, the lawn care industry at large, despite what's being said and touted with their marketing, isn't there just yet... No doubt, the industry is surely getting there but we're only at the very beginning of those kind of fundamental industry changes and those innovative new products we're all anxious for...**

Clients' needs and their wants, are perhaps changing faster than what the industry is offering as real viable, practical, sustainable solutions to grant clients all they desire. It's getting better but there's still a long way to go...

**\*\*\* We're writing this article as a bit of a constructive expose' of some of the common fallacies and myths within the all-natural and organic community and what they're touting... We especially want to bring to the forefront “WHAT'S NOT BEING SAID THAT NEEDS TO BE SAID” that has to be part of the equation.**

It's a question of balance and degree on the one hand. And on the other, it's about being sure we're not being party to spreading any misinformation, that's out there regarding the all-natural and/or organic alternatives in lawn care.

We're humbly submitting that some people aren't aware of everything they need to be, to be well-armed and well-informed enough to make those right-for-themselves lawn care decisions.

Follow us through on this and you'll see what we mean by that —

We're definitely not saying any of what follows to defend what might be our current way of doing things at Scott's Quality Lawn Care. Actually, we do offer both the chemical solutions and non-chemical/all-natural/organic solutions, too. We also are always facing where the future is going in lawn care. We listen to our clients, too... And we're always keeping a watchful eye on our lawn care industry and any new research and developments... Bio-science, agri-science, bio-tech, and horticulture are changing, too. Much more is known about the real inner workings and needs of grass and soil at the normally unseen microbial level than ever before. We're also well aware of the environmental and climate concern realities these days. As we learn more and grow in our own knowledge and experience as a lawn care company we're always endeavouring to do our best for our clients. **Indeed, we've already partnered with one key innovative company in the agri-sciences field to create new lawn care products that are definitely leaning in that all-natural/organic direction. That's where we're very proud of our Enrich Soil Enhancer. We've offered Enrich to our clients for the last few years and this year we've enhanced its formulation to make it even more beneficial... The testimonies about Enrich speak for themselves...**

But... and this is a big qualified “BUT” that all lawn care companies should have — There's so much more to this whole discussion than only the buzz words that seem to entice all of us consumers, shall we say...

- People are busy. They don't seem to have the free time they once used to... It's probably fair to say that “many of us work more than we play”...
- Most of us want the “quick fix” for everything in life... Who wouldn't, right? We're now so used to that, too.
- We also want something that's ideally less stressful, less costly and yet as good as it can be (assuming our own quality standards haven't lessened in the name of seeking that quicker fix or solution, right?)
- We want the proverbial “shortest distance between two points”... The best outcomes and results from whatever things we may be considering doing...
- We want to NOT have to do more work than needed to get what we want, too...
- Of course, nobody wants to spend money needlessly, especially on anything that may not deliver what's promised...
- Most of us rightly or wrongly have also bought into the “less is more” kind of thinking, that's so prevalent...

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- We prefer the simple “magic solution” if there is one... (and whichever company appears to offer that first, whether truly legit and proven or not, tends to garner a lot of clients, at least initially... but do they become loyal repeat clients, becomes the real question? (i.e. Is there maybe more to it than only “magic”?)
- And of course, we all want to believe there must be that *magic answer* for any of our lawn’s occasional woes, just on the horizon, or just around the corner...
- And OMG! Some of the sales & marketing nowadays is doing everything to make us believe they already have that particular magic, quick fix, ideal-perfect solution, the one we’ve always been waiting for and wanting (to spend our hard-earned money on), right???

Hey, we’re being a little facetious on purpose, but we’re assuming you get our point... The above is rather typical if not normal-human-nature-thinking, isn’t it?

But how much of what’s being pitched to us nowadays is just *smoke and mirrors fanciful marketing* and NOT entirely true? That’s the big question we want to get you thinking about, too.

**Beyond the buzz words and the trending of everything in lawn care towards all-natural or organic and non-chemical, what’s the real truth behind all of that?**

**What’s the REAL EFFECTIVENESS, the ACTUAL REAL RESULTS of some new all-natural and organic products & related services that are being touted nowadays?**

We’re not presuming anything. Nor are we pointing any fingers at any specific products or lawn care companies... We’ll keep it “generally-speaking”... We’re just provoking some thought for good reason... Have enough people really checked into all this? Or the moment we hear of someone offering what sounds like the <sup>1</sup>magic, <sup>2</sup>all-natural, <sup>3</sup>quick-fix solution, are we all so accustomed to just jumping on any bandwagon that sounds so appealing and enticing to us?

Hey, most of us do want a lush green lawn, and the less overall effort it can be to us, the more desirable, right? That checks off some of those above boxes, doesn’t it?

Some of us have *green thumbs* when it comes to gardening and some of us have *green thumbs* when it comes to our lawn care and the backyard paradise we may be endeavouring to create.

**Lawn care companies (all businesses in any industry, in fact...) promise a lot these days. But NOT all of them deliver on those promises. TALK IS CHEAP. TALK IS THE EASY PART... Anybody can say anything they want and if enough people believe what they say then that’s *perceived truth* for those people...**

**BUT ARE THE CLAIMS TRUE?**

**DOES IT WORK AS THEY SAID IT WOULD?**

**IS EVERYTHING AS SIMPLE AS THEY’RE SAYING?**

**AND WHAT DID THEY PERHAPS LEAVE OUT AND NOT SAY?**

**Are all these all-natural or trending-towards-more-organic solutions actually better for us and the environment, or are some results and outcomes not really the same as what’s being pitched to us ever-so-desirous consumers?**

It’s fair to say that we humans tend to over-simplify many things, especially when it comes to what we may really want... and we normally want it sooner than later, too... right?

**But... it’s NOT quite that simple nor is “organic everything” the actual *magic* some of us may think it is...**

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Let's be very clear about something first... which we assume most of us already do know —

**\*\*\* There simply is NOT (NOR EVER WILL BE) a “*spray this once*” magic solution and thereafter your lawn will be perfect forever...**

Yah, that would be downright magical and so nice if it could ever be true... but no such thing exists.

Lawns and the soils beneath are never the same for everyone. They all have their own unique as well as somewhat similar characteristics. They have their own strengths as well as potential weaknesses and occasional challenges, too. **There are numerous variables that can affect one's lawn. Is everyone's soil underneath their grass the same as everyone else's? No, of course not... Nor does everyone maintain their lawns the same way or with the same degree of care. Some put a lot into their lawn maintenance whilst others not so much... We lawn care specialists are trained to know how to handle these kind of issues, these differences.**

**\*\*\* But NEVER let anyone tell you, that you'll NEVER encounter any grass problems throughout the life of your lawn if you simply use this or that product, or this or that approach. That's simply NOT how Mother Nature works...** She's inconsistent and every time we think we can predict what she's doing, we may be proved wrong... You don't need to look much further than how our weather, and in the bigger picture, our climate appears to be changing nowadays...

What you may even do one year, may not work out the exact same way the next year, and there could be any number of reasons why... But at least we know what to consider and address from what we see to get your lawn to that lush healthy condition you want it to be.

Yes, we all wish the simple magic solution could be true but it ISN'T... It takes ongoing work... It takes some proactive maintenance to have a great lawn. And sometimes you have to adjust what you're doing too as soil and climate conditions may change their potential impacts on your lawn. But you have to know what's required for those adjustments... It's not just one big trial and error experiment... Or at least, no one really wants that... **No, a great lawn doesn't happen without that ongoing effort.**

Of course, what directly impacts this, is the ole' saying of ***“What you put into something is going to be the measure you get out of it”*** or shall we add (per what this article is about)... ***“what you hope to get out of it...”***

Meaning, **will it do what they said it would do?**

Effective sales and marketing nowadays says it's better to keep everything short, to the point and simple... And yet how many clients may have been deceived or disappointed by some lawn care approaches or practices or products' claims wherein there really wasn't much offered upfront beyond buzz words to explain how it worked nor to offer enough support or proof for how effective it would be... But the client bought it anyway cuz' it sure sounded good... but maybe it actually wasn't that good or effective...

Most of us know via our own experiences that **quality doesn't appear to mean the same thing nowadays that it used to mean... For some companies, standards seem to have lessened over the years in the name of quantity sold taking the place of quality workmanship provided... And of course, along with that, many businesses' customer service has likewise diminished and become the norm resulting in frustration and disappointment to us consumers.**

Generally-speaking, everybody has experienced to one degree or another how poor customer service, regardless of the industry or business or store, seems to be trending in recent years. We've actually picked up many a new lawn care client that's left their previous lawn care services provider because the quality of service and the products and services themselves, simply weren't as promised. They felt like they were just being used to make that business money, but they never got the feeling that the service provider was partnering with them to help make their lawn all it could be.

**AT SCOTT'S QUALITY LAWN CARE, WE ARE DIFFERENT.**

**WE GUARANTEE WHAT WE DO AND WHAT WE OFFER YOU.**

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In that sense, we definitely are partnering with you... When we say we look after our clients, we mean it. It IS NOT idle words or vain marketing promises. We hold ourselves to the highest standards. We pride ourselves in exemplary customer service as well as products and services that do live up to everything we say about them. That may be, indeed, why we've been growing every year without fail. The vast majority of our clients have been with us for many years already and that continues to increase.

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**So let's consider for a moment the desirable alternative to chemical treatments for one's lawn, *the all-natural or organic solution*, whatever it may be...**

**By the way, at Scott's Quality Lawn Care, we do offer both, too...**

**BUT IS ORGANIC LAWN CARE REALLY BETTER?**

**Or perhaps maybe it should first be asked, "What's the measuring stick or standard for that?"**

**If you weren't aware of it, there's a heck of a lot of poorly-defined *grey area* when it comes to any real definition of what actually constitutes "organic" and "all-natural".** The word "organic" or the phrase "made with organic ingredients", itself, allows for a varying percentage to be non-organic (depending what province, state, or country you live in) (i.e. ranging anywhere from 5% to 30%) and yet still appropriate the organic label. Don't be fooled people... We'll at least presume that if it says 100% organic, then it must be so. Otherwise, organic by itself may not be totally organic, right? So what does it also include then would be the question, while they're still saying it's organic.

By the way there also are no agreed-to definitions or standards for what constitutes "environmentally-friendly" either. So yah, it's pretty much *open season* as to how one might choose to use that to score points for their supposedly all-natural or organic products.

And furthermore, how does one define "natural"? Does that mean "natural" would somehow be different than "all-natural"??? There are some clearer guidelines within the food industry for the various food-related buzz words, but not as much for other industries.

"Eco-Friendly", "Green", "Earth-Friendly" ... All of these words evoke a product or business that's supposedly making an effort to provide a product that is *more friendly* or *more beneficial* to the Earth without potentially harming it in the meantime. These products or companies are basically saying their eco-friendly products are somehow better than products without this label in terms of environmental impact, but unfortunately, none of these words are quantitative. There aren't any measurements of actions or ingredients/materials used that go along with these labels. So while we might like the green label with leaves and the *eco* tagline on it as much as the next would-be environmentalist, these words are essentially bogus and carry little weight. It's perhaps more like a wish or intent on behalf of the consumer than something that's backed up by real results. Sorry to have to put it quite so bluntly, but that's some of the real truth of the matter once you dispense with the buzz words.

This is mostly a marketing game, friends... It's all about convincing the susceptible consumer that what they're selling you is better than what someone else (who doesn't use those buzz words), is selling you. Be clear about that or you just might be fooled or deceived, shall we say.

And of course, the sales & marketing pitches originating with the organic lobby, are advancing the game with ever-increasing new buzz words and buzz phrases, like, "Ethically Sourced" or "Naturally Sourced" or "Naturally Occurring" ... Really??? Think of what these are really supposed to mean and then realize (perhaps to your surprise) that there are no actual standards for what these actually are regulated or governed by. Some of these buzz phrases are literally next to meaningless and guarantee a lot less than you might think they're meaning.

"Made With Real Ingredients"... Uh yah...and what does that really mean??? Or what about "No Toxic Chemicals"??? No food and no lawn care product, organic or otherwise, contains a toxic level of chemicals or pesticides or whatever...

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They're not allowed to so no manufacturers would wilfully choose to do that. It's an absolutely meaningless point to make and it's already *a given*. **May this be just another one of those attempts to scare consumers as to equally-as-safe other alternatives in order to get them to pay more for the so-called organic versions?** Whether it's food additives or pesticides or any other not-safe-for humans or pets ingredients, they're ALL regulated to ensure that there are no toxic levels of any such thing in food products and lawn care products. Be discerning about these buzz words... They're aren't telling you everything... We humbly submit that you need to judge by more than just the marketing buzz.

Just because some purveyors in the organic community may imagine or perhaps presume there's some ongoing malfeasance and past irresponsibility amongst our governing authorities and regulators, and therefore they say they can't be trusted, *that doesn't mean it truly exists today as they're believing it does*. And then for them to go and submit unproven or sometimes false claims as part of their marketing pitch to the mainstream based on those unfounded fears is what may be what's most irresponsible in itself.

Consider other buzz words or phrases we often here out there too, and whether they carry any real weight and determining value for us buying those products or approaches... Within our industry we're now hearing of terms like "Eco-Lawn" and "Sustainable Lawn Care" and "Holistic Lawn Care" and "Natural Lawn Care". And just what do all those mean to you compared to someone else???

A lawn care company can essentially take and use those to mean whatever they want to pitch and focus on... Nothing's standardized or regulated with those buzz phrases. You could take any one of those and have them mean all kinds of different yet somehow plausible and applicable things.

**\*\*\* Please don't misunderstand the point in everything we've said above. We are NOT against all-natural or organic lawn care and whatever that means to people versus conventional lawn care. We're merely pointing out that there's a significant growing organic lobby that's not just interested in its high noble principles about non-chemical approaches and products for lawn care... But there's much more to it than only that.**

**And some of what's being claimed is inaccurate and some totally bogus. And yet some of it is totally accurate, too. We just want you to not be naïve and too quickly "throw out the baby with the bathwater" as the saying goes...**

Most of us want that beautiful yard with the thick lush green grass? And presumably, just like how most of us would rather not take chemicals into our bodies for nourishment and/or to help keep us healthy, then likewise, given a good all-natural alternative, we'd rather not put chemicals on our lawns for fear of any potential health risks that might ever come along with them? Right? **But... you have to know for a fact, not from hearsay or marketing narratives out there, as to what any potential or possible risks may truly be or not be. Some people quickly agree with some of what's essentially misinformation and myths before doing any checking about anything.**

Hey, it's human nature to just *go with the flow* for the most part and assume that what some say about the pros and cons of things must be true cuz' so many people are believing it to be so. But is that how we are to judge and assess that? Is that the standard by which to measure something, especially nowadays when so many people are so easily enticed and sometimes misinformed by today's mass marketing... but they believe it anyway... What's really true versus what's actually false seems to have taken a back seat in recent years. It seems it's more about how we *perceive* something to be than whether it really is that way or not.

Some chemical treatments may not be good for you and/or your lawns. That's definitely true. But it's all a question of degree and proportion and how it's applied. They would never have been approved for lawn care usage with their obligatory conditions for usage, if they were deemed dangerous to humans or to our pets or lawns, etc. The worst stuff has already been previously banned years ago and is not used in our country. And yes, over the last few decades, there's been a bit of a learning curve regarding that, too... Europe has the strictest guidelines and highest standards now. The U.S., sadly, has some of the least restrictive and weakest standards, allowing many chemicals to be used that other countries refuse to for good reason. Here in Canada, we're closer to Europe in that sense but given that the U.S. market is close by, one has to be very careful with anything they plan to bring up from the U.S. to use on their lawns or in their gardens in our country. The restricted products are of course illegal and yet some of these have found their way into Canada, so be cautious and careful.

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It's not about the name of the product that tells us very much or guarantees anything – it's about the ingredients within it. And yes some of the names of those ingredients that you can't pronounce may perhaps not be good for you, as some would say, but that's not always true nor something to judge by. And likewise, the buzz words are not what's going to tell you the exact truth about a supposedly non-chemical product or lawn care approach. Learn more than just what's said upfront to attempt to convince us that their products are better. Ask for some of the real science and real proof of claims... It's okay to do that and should be no problem for a reputable professional lawn care company to provide you with that. If they don't have that, then you may have good reason to be weary of what's being claimed. And the question might then be why would that supposedly professional lawn care company offer me something that's not a tested and proven product, right???

**Yes, there are all-natural and organic alternatives. Organic lawn care is on the rise and slowly getting better. But you need to be aware of what's NOT normally talked about regarding organic products...** As more research is being done and knowledge increases about the way nature responds, some lawn care companies are beginning to develop innovative new products and services, just as we have done, too.

**Before proceeding any further, let's first look at the positives... all those PROS (not the CONS) of going all-natural and organic.**

We're clearly not going to cover ALL of these within one document but we'll touch on some of the most obvious and evident ones... Sure, there can be many good reasons to switch to a non-chemical treatment program to create an *organic lawn*...

Let's review these first and then we'll tell you subsequently about the CONS that many people don't really spend enough time reckoning with... We hear about the positives a lot... The organic industry and its powerful lobby has a vested interest, needless to say, in you hearing that part they want you to focus on... But we don't hear nearly as much about the realities of the negatives...[more about that shortly]. There's nothing conspiratorial about that; it's simply today's supposedly *smart* marketing... (i.e. Don't tell them everything, just give them the key benefits that align with what they want to hear about). Business is business and you want to put your best foot forward, right? The truth is though, there's a heck of a lot of misinformation as well as assumptions being made in the all-natural & organic narrative that one needs to be aware of and fully understand as part of the overall equation.

**Of course, all of these supposed benefits that follow would be based on the presumption that one believes ANYTHING chemical is ALWAYS harmful —**

**From health benefits for you and your family to encouraging a natural ecosystem (the lawn in your yard) to thrive, the understandable sales & marketing pitch is that *you won't regret switching to organic care of your lawn*. Right? It's made to sound so easy and so right for us... Right??? But there's a little more to it than only that.**

We've necessarily interspersed some of our own comments throughout the following, too...

### **Health Benefits**

- THE CLAIM - The assumptive belief is that transitioning to organic methods will significantly decrease any potential health risks to you and your family, or your pets, etc.
- THE CLAIM - We all also know that some chemical weed killers and herbicides have direct links to cancer, and those have been banned from store shelves, as they should be. So therefore, anything chemical is bad for us.

THE ACTUAL REALITY - *It was mentioned earlier... Some of these same people may not apply the same standards to the air they breath, the water they drink or the food they eat, and yes, some of that's been banned from store shelves, too, so to speak. How close of a look do we want to take at cosmetics or even some medications these days... Yah, most everything nowadays isn't natural anymore... Or they've taken the good stuff from nature and then added whatever it may be, chemical or otherwise to preserve and make it more presentable and long-lasting for us...*

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We'll call this "selective" concern being applied to some things but yet why not to others, if it's all about our health??? Perhaps another way to put it is that most of us, whether we realize it or not, "pick and choose our poisons"... Some of us clearly give a pass to some things (that we so regularly and without thinking, use or take into us or upon us, that may be we shouldn't)... But we deem what's in these chemical lawn treatments to be that much more serious, we can only speculate. This may not be talking about so different "apples versus oranges" comparisons as much as one might think when you get right down to it.

- THE CLAIM - After you apply organic treatments to your lawn, you can walk or play on it immediately without fear of the chemicals leaching into your system or harming your children and pets.

THE ACTUAL REALITY - Actually, our clients can all do that, too, with both the non-chemical and chemical treatments we offer within our lawn care program. Perhaps not immediately for our fertilizer/weed control lawn treatments, but by the next morning, it's all fine and nothing at all to be concerned about. Nor is it sprayed in such quantity or concentration or so often that you have to be concerned about it leeching its way into our sewer drains or water systems. Once the plant, or in our case the grass, takes the chemical fertilizer into itself, it metabolizes that the unique way that it does and turns it into beneficial nutrients... and it's no longer a pure chemical.

We need to digress for a moment...

Have you heard the story about the buy-everything-organic-always consumer who goes to the local market to buy some chickens from a vendor and she asks, "Are your free-range chickens gluten-free?"

We're bringing this up to make an important point... not to make fun or mock this person... Maybe you already realize where this is going???

But yes, perhaps she's got celiac disease and can't eat gluten, so that's a serious concern... The story doesn't tell us anything more about her... Or maybe and it's actually more likely... that it's also another one of those things she's heard that's made her fearful of yet one more thing that is supposedly not good for us, and she's got that on her unwritten DO NOT PARTAKE list now, too. They're free-ranging chickens so they may eat some grains that contain gluten, which is presumably why she's asking the question... The answer to this baffles some people as they think this is such a legitimate question... but it's an unnecessary if not naïve question.

Chickens eat whatever they eat and they turn it into chicken meat inside of them, right? Whatever was gluten to begin with, is by the time the chicken eats and metabolizes it, changed into chicken meat, nothing less, nothing more... Gluten isn't even an issue once the chicken digests it. So, no, there is no such creature as a gluten-free chicken. Of course, they're all naturally gluten-free... The same applies to beef, pork, lamb and turkey, needless to say. But of course, if you're adding anything after the fact to the chicken to marinate it or coat it or inject in it, that might be where something containing gluten might be added... but that's not what we're talking about here. This market vendor was selling freshly butchered free-range chickens..

WHY MENTION THIS? Simply because so many people don't understand how things change once applied, once metabolized... They become something else... They can become something beneficial. They don't necessarily carry forward what they were to begin with. **There's a lot of innocent ignorance out there. There are legitimate things to be concerned about and there are also sometimes unfounded naïve concerns or over-exaggerated fears that some have. People sometimes believe stuff and don't even necessarily understand what they're being told that they've bought into... "Fear is a strong motivator", sometimes legitimate, sometimes not... but it's better to learn what's the "real balanced truth" about anything.**

**\* The point we're making is that people, generally-speaking, need to learn more about how our soil and our grass actually works... how nature works for those two things. There may be some degree of truth to every fear a person may have about chemicals and non-natural/non-organic ingredients, depending upon circumstances and whether misused/misapplied, etc. But there's a lot that's misunderstood and exaggerated, too. That's what we're cautioning about.**

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## Application Benefits

- THE CLAIM - Organic products and approaches work in a more gradual way. Organic fertilizers release nutrients slowly, only as the soil needs them [*supposedly*]. This makes it next to impossible to apply too much organic treatment to your lawn.

THE ACTUAL REALITY - ***That's a grossly inaccurate oversimplification as too much of anything, even all-natural or organic, can still cause problems if not applied properly...*** Consider for example, the impact of spreading excessive amounts of compost or peat moss on your lawn which amongst a few negatives that could happen, could seriously unbalance your soil pH levels which in turn would cause other problems. Too much of any natural or non-chemical nutrient can cause various problems. Whomever from the organic community would make such claims of implying that 'you can never apply too much organic treatment to your lawn'... simply doesn't understand enough about how the soil and lawn growing within it, actually works and metabolizes nutrients.

- THE CLAIM - In contrast, chemical fertilizers are immediately absorbed into the plant, making it tricky to judge how much to apply before it burns the plants. There is no way to kill your lawn by over-application of organic fertilizer.

THE ACTUAL REALITY - Again, ***this is simply NOT true.*** It may only be true if one doesn't follow the instructions of what needs to be done and how, and how much, and how often, etc. But *there's nothing tricky about it; you simply follow the guidelines that come with the product.* It's simply that easy and by doing so, it should work as specified. Plus there's been so much research and experienced already with those chemical fertilizers that it's not a guessing game nor tricky as to how much to apply. Lawn care specialists already know from experience how much to apply and how to do so most effectively. Plus, as mentioned earlier, you can DEFINITELY cause other lawn problems by over-applying organic fertilizers and other all-natural products. Some organic fertilizers (very loosely termed) include bone meal, calcium sulphate or potash sulphate or numerous other mineral nutrients or salts... It's a guarantee that too much of any of these improperly applied can not only burn your lawn but potentially cause a host of other more serious lawn problems. The claims made by the all-natural/organic community are sometimes inaccurate, but of course, most people inclined to organic-everything as a better way of living simply assume and believe it all must be true. But IT ISN'T NECESSARILY TRUE and is sometimes, grossly inaccurate.

- THE CLAIM - Although chemical fertilizers will give you green grass quickly, it is only surface beauty. Under the surface, chemical treatments are killing off naturally occurring defences that would otherwise repel damaging insects or lawn disease. Organic products do just the opposite. It will enhance the eco-system to strengthen and balance it for better defence against occasionally appearing lawn diseases or from invasive predators.

THE ACTUAL REALITY - Once again, ***HIGHLY MISLEADING AND SIMPLY NOT NECESSARILY TRUE...*** In fact, when properly applied as per the instructions many of these chemical treatments (depending what the specific treatment is) actually help to augment the natural defences and other microbial actions of what's going on in our soil and within the grass...not harming but helping and strengthening the natural eco-system. This statement implies that all chemical treatments are killing and hindering what's going on naturally, but it couldn't be further from the truth. Those bad products were banned a long time ago. *If this was still the case, then how is it that millions upon millions of homeowners who still use chemical lawn treatment products are NOT KILLING OFF and hindering what's going on in their grass or beneath it in their soil???* They surely wouldn't keep on using them if it was doing what the above claims are stating. ***THESE ARE SIMPLY UNQUALIFIED AND UNTRUE CLAIMS*** from those stating this who don't know the realities and science behind what's actually taking place out there and is working properly. Sure, anybody who doesn't follow instructions or overdoes something, is going to potentially cause their own troubles, but these above claims are simply naïve and false. At the very least, they should be much more qualified and carefully worded...*and they should refer to what's currently out there, not from decades gone by in the past.*

***“Your Home Turf Advantage”***

## Conditioning Benefits

- THE CLAIM - There's no doubt that soil needs proper feeding, shall we say, in order to produce healthy grass. With organic approaches, the soil beneath the turf is being provided with the proper nutrients, the vitamins and mineral supplements, and all-around healthy food for it to encourage the growth of grass roots, etc. When the soil is rich with these nutrients, it can hold water better, making it easier for plants to remain hydrated. Organic lawn care will set the foundation for a healthy lawn above and below the surface.

THE ACTUAL REALITY - *Yes, this is true but let it also be understood that some of the chemical lawn care treatments can also do the same thing but in a different way. If the organic community would stop talking generalities and learn about the competition (chemical approaches) and not merely tout the unqualified half-truths or misinformation, they'd have a much better understanding from which to make meaningful accurate comparisons. Unfortunately, they might lose some of their ardent supporters once the truth comes out that the all-natural or organic approach isn't the be-all and end-all best and only way to handle lawn care properly. IT'S NOT NECESSARILY ONLY ONE WAY OR THE OTHER... IT CAN DEFINITELY BE BOTH. But this gets to the crux of what the organic narrative is typically founded on, that being that all-natural and organic is the ONLY BEST WAY TO GO and everything else is BAD... but it's simply not that black and white nor true.*

## Go Green

- THE CLAIM - As previously claimed, chemical lawn products will leach into the water supply, harming not only consumers, but also entire eco-systems in the rivers, streams, creeks, and lakes. The green choice would be to avoid these chemicals and turn to organic treatments immediately to eliminate more damage to our earth and the natural resources of your community.

THE ACTUAL REALITY - *Entire eco-systems??? Entire? Really??? Can that happen? Sure if one is not following the instructions or is irresponsibly doing the wrong things.. But the exact same can be said for some of the organic approaches and products, too. They can also cause damage to our environment when applied wrong or excessively. There's a heck of a lot of "greenwashing" going on nowadays, so to speak.*

*\* The above claim is the one we always hear touted out there as the big blanket statement as to how green and better for the environment they are compared to non-organic approaches and products. But it simply is just NOT an accurate statement nor assessment of what really can happen in a good way with properly applied chemical options. Both can do good. Both can also do bad. Those grandiose manifesto-like statements serve the organic lobby well as the clarion call to their advocates but the reality is actually different than what they tout.. Those chemicals that were realized to be bad for us and the environment have been removed or else highly restricted... Now, if you're talking about agriculture and farming then on that larger scale from run-off and what not, that can be an issue "IF" NOT properly monitored, kept in check and enforced. But in a small city or town (like many we service) this is simply NOT an issue at all. You can't use the above to claim it applies everywhere or to all chemical treatments.*

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## Here are some of the common differences and realities of all-natural or organic lawn care versus conventional chemical lawn treatment options:

For many years, lawn care companies as well as millions upon millions of homeowners have been using chemical fertilizers, weed killers (herbicides), fungicides, insecticides, and pesticides to keep their lawn looking beautiful. As more health issues were realized linked to some of these products (particularly in the past...which are now banned), it's no surprise that people are starting to return to organic methods and all-natural fertilizers to enhance one's grass without any possible endangerment to one's health. This isn't contradictory to what was said previously... We just need to reiterate some common-sense back into the discussion...

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In addition to how humans and pets might be affected, chemical treatments do have the potential if applied incorrectly to cause some harm to the natural balance in the soil beneath your grass. Likewise if applied incorrectly or excessively, or in larger-scale environments and usages or applications, it's possible for them to leach-off into the water supplies because of rainwater wash off.

As mentioned, this is more so applicable as a risk in agriculture and farming than it is with residential lawn care, needless to say. The amounts of product being used is a mere fraction, even cumulatively in a city, compared to what goes into farmers' fields on an agricultural scale.

But yes, honestly... ultimately, if there are viable sustainable more-organic or natural alternatives, they can surely be considered... But NOT BLINDLY... **YOU NEED TO KNOW what are the PRO and the CONS of what you're considering.**

As we said previously, even some of the all-natural and organic approaches can potentially cause harm to people, pets, and the environment *if not applied properly*. That's a big determining factor for both sides of the fence. But when people learn about a product or approach and understand it well and how it actually and truly works in nature, they can use it and it will garner the benefits claimed. It's those who don't who may end up doing harm to people, pets, or one's environment.

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**Let's now address some of the inherent strategy behind the all-natural/organic lobby's ardent claims —**

**\*\*\* FEAR is a potent convincer -**

It oftentimes plays more on our emotions and opinions than on *only the real facts*. Scare tactics work wonders on people that may not do their own due diligence or enough research and homework, shall we say.

This isn't about choosing sides nor trying to make a defence for the chemical industry. We are, however, trying to honestly present a fair balanced assessment of what we all need to be mindful of and duly consider from both sides of the fence.

Doing or attempting to comply with the requirements for the organic label and standards (which ironically vary a surprising amount) makes some companies a heck of a lot of money after they've done their initial compliance measures. Their motive is of course, not only about money, but we might also dare say, IT MAY NOT BE ONLY ABOUT YOUR HEALTH AND THE GREENER ENVIRONMENT EITHER...

We do not expect to suddenly change any die-hard organic advocate's mind by anything we're saying within this document. We're only bringing to light what has always been out there for accurate information but isn't necessarily being discussed. So if some people have already chosen to believe that any and all chemical options are ALWAYS bad for us, (given that the actual true accurate info about all of that already exists, to the contrary), then us reiterating that again to them, may not have much impact. In that sense, we write this article for those that don't want to jump to conclusions or that maybe are wanting to take a more balanced and analytical approach in their decision-making. Both sides of the fence have to be duly considered and researched and then decided upon as to what's best for each person individually.

**Jumping on the all-natural/organic bandwagon just for the sake of it seeming like such a better, higher and more noble thing to do for humanity and our environment is just the surface-façade-rallying-call based on somewhat less-than 100% proven results and actually a surprising amount of either unqualified or misinformation.** We believe that most people prefer to do what's true for them based on real science and current-day facts as they've researched and believe them to be and they then make their decisions accordingly. And of course, some people just go with the flow and what they think everyone should do or they see that others are saying or doing... and they want to join with that group, those similar-minded people and live accordingly. And that prerogative is entirely theirs, and that's okay. **However, as we've already said, we humbly submit that it's not just one way and the other is bad or wrong. It can be both that are good for us and our lawns. It's simply up to each of us to be responsible with what we learn and then know, and to live accordingly.**

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As we said, on the other side of fence where conventional chemical-based lawn care products are used, they're not all bad. The bad stuff has been banned years ago, or is heavily restricted for usage only under certain conditions. Most are totally fine to use in lawn care (in accordance with certain application conditions and instructions) and will not present any problems to your health or the environment.

But of course, the scare tactics that come into play here have some people erring on the side of avoiding anything and everything to do with chemicals even if it's just in case there *might ever be* some negative effects or harm from it, down the road or whenever... As we said, fear and scare tactics are a potent motivator, that's for sure.

As stated earlier, there is some considerable irony and hypocrisy in all this too as some of those same people may not apply the same standards to the air they breath, the water they drink or the food they eat, but they deem what's in these chemical lawn treatments to be that much more serious, we can only assume. Whether we have faith in our science experts and government regulating agencies or not, they ARE NOT GOING TO ALLOW SOMETHING THAT'S GOING TO HARM PEOPLE. Sure, as more ongoing research and testing is done, they may tighten up the standards and apply more restrictions (humanity including science learns along the way as time goes on, too...) but it's a highly-regulated industry and they're not normally allowing anything that's going to negatively affect us humans or our pets. And if they discover over the longer term that it does have some negative impacts on us or our environment then they severely restrict it or outright ban it. Of course, if one negligently or purposely applies a different strength of those chemicals or more applications than should be done for any chemical treatments, then one is potentially increasing any risks there may be. But that may be more so a people problem, not necessarily one to do with the product or the approach. And that surely is not just to do with lawn care. This applies to virtually everything in life, when you get right down to it.

The bad stuff, the obvious stuff that's not good for us or our pets or the environment is already, not allowed. But it's everyone's prerogative and free choice to believe and decide whatever they want regarding any chemical or non-organic treatments on their lawns.

**There are many ways to naturally landscape your yard and maintain your lawn or treat your grass to help it grow healthy.**

**No matter the type of grass you have, there are options to working with it in natural ways to reduce weeds and encourage the growth of grass.**

**\*\*\* However, it's an understatement to say that nature can be rather wild, sometimes rather unruly and oftentimes unpredictable, and doesn't necessarily abide by our preferred human desires and expectancies, and it can be quite a challenge to look after it in an all-natural way.**

**\*\*\* If you're preferring to go 100% all-natural or organic in your lawn care practices and treatments, understand very clearly that you'll have to accept some things that the average homeowner usually doesn't want as part of their lawn care practices... Here's what we mean by that...**

**DO NOT UNDERESTIMATE THESE EXPECTATIONS THAT YOU'LL HAVE TO ACCEPT —**

**\*\*\* PATIENCE...**

We mean **literally extraordinary patience** — Add to that some longsuffering mixed with what's going to be ample frustration here and there, as well as some considerable trial and error over time to refine and adjust what you're doing till you find what works the best for your particular lawn scenario and realities.

Once you transition to using all-natural methods or organic products in your yard or garden, you're going to require more patience than you've likely had for most other things in your life. Most of us who look after our lawns are used to the *near-immediate response* of weeds dying within a few hours to days from chemical herbicide sprays, or within a few days to a week for greening up significantly from your chemical fertilizer applications.

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**This is NOT going to happen like this with any all-natural treatment or organic solution you may have preferentially chosen. YOU WILL FIND THAT ORGANIC LAWN CARE TAKES A LOT LONGER!** Don't kid yourselves... Anything you do in a non-chemical way is going to take much longer to be noticeable let alone have lasting results (assuming you are repeatedly doing what you need to organically or in the all-natural way). Just as it takes time to grow grass from seed, so it will take a much longer time to kill weeds, deal with any fungal issues, and divert insects or grubs that may ever occur.

### **\*\*\* A TON OF ONGOING SPARE TIME...**

**You're going to need a lot of this. The time it will take to look after your lawn and address and deal with any lawn issues, occasional fungal diseases that may arise and whatnot, is going to take a LOT OF TIME TO GET THE RESULTS YOU WANT.**

There are no short cuts you can take with the all-natural approach whereas, you might see some nefarious weeds appear and you give them a quick spot-spray of chemical herbicide and they die within hours to a few days. **The organic approach is not an accommodating one, time-wise. Typically, a lot more labour is involved, too. You'll need to accept that caring for an organic lawn is never-ending.** It's one thing to have a lawn care company like us to come and apply some organic soil enhancer a few times per year and look after all your lawn maintenance for you. But if you're going all-natural and want to do things yourself, you're going to need a lot of frequent spare time to do so.

You may think that once you've got that gorgeous green (supposedly weed-free) sod laid down or new seed sown that you're all set for life. Unfortunately, nature doesn't work that way or that simply...

You will be tending and caring for your lawn, ongoing, as different weeds, the odd bare spot, the occasional fungal disease appears, or perhaps intrusive dew worms, ants, or grubs appear out of nowhere. So be sure you know exactly what you're getting yourself into, as IT WILL BE REQUIRED... **Be aware of that as this will be the most dramatic difference between any all-natural organic approach to lawn care versus one that may utilize some chemicals here and there.**

Sure, some people may only believe that you can send your pets or children out to play on a safe and healthy lawn when it's organic only. But honestly, we have hundreds upon hundreds of clients who utilize our chemical and non-chemical options and they have no chemical-induced health problems whatsoever.

People get to choose whatever they believe is right and truest for them. Millions of people around the world with lawns may have children and pets playing on them with no chemical-induced health problems and yet that's how they treat their lawn... It appears to work very well for them.

Are only the all-natural/organic advocates the only ones who know what's best for you or not?

If it makes some people feel better, then oftentimes, whether there's any bearing in truth or not, they may go for that... They believe it works for them. Well, should we assume then that the millions of home owners around the world who utilize conventional chemical treatments on their lawns may be either deceived or have health problems awaiting them in the future. Of course, we're being facetious in saying that... But how presumptuous of some people to think that they know so much better... But that's okay, that's their right and free choice to make and believe and live accordingly.

### **\*\*\* EDUCATION AND CONSIDERABLE ONGOING RESEARCH...**

The all-natural or organic way is an "in process" methodology. It originally stems from the "DIY'ing learn as you grow" approach. It's progressed from those who did their experimenting with no chemicals to attempt to obtain what the other approach was enabling. Don't misunderstand what we're saying... **We're impressed and laud those who have led the way with what they've learnt and now passed on to others who are seeking to do things more naturally. But it's still in-process and ever-evolving, so you're going to have to be ever-learning, too, to keep up with all-natural approaches and all-natural and organic products that may be being developed.**

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More and more all-natural products are slowly coming to the mainstream but it's only just at the very beginning of where this could yet eventually grow to. So, you'll have to do your own due diligence and keep abreast of everything that's going on. As certain issues arise throughout your lawn and garden (as they inevitably will) you will need to research, learn, and most importantly, react quickly. This is where it comes in handy to have a lawn specialist or lawn care company to do that for you. A professional lawncare company provides their specific products and services to their clients that are already well-proven and effective and garner the desired results, and it's predictable and repeatable... The best companies guarantee their work, too. They generally already know what to do, they don't have to figure it out first...that's already been done along time ago and is proven to work.

Or yes, you could look after it all yourself if you prefer... Some think it will save them a lot of money, but the reality is oftentimes just the opposite to maintain the same high standards.

**FACTOR THIS IN...** Many people are not that research-minded nor wanting to nor have that amount of spare free time to do this research and educating of themselves. It is easier to simply have someone come and do for your lawn what needs to be done and you don't have to be that involved if you don't want to or perhaps are unable to... So, once again we humbly recommend, **KNOW WHAT YOU'RE GETTING YOURSELF INTO... BECAUSE IT'S GOING TO REQUIRE A LOT FROM YOU.**

Hey, it's totally understandable to go for all-natural in everything in life... But unless you, yourself, are also changing your ways & means for thinking and doing things... well, let's just say, there's apt to be quite the adjustment you'll likely need to make. Some people have that kind of free time and that kind of passion, will-power-drive and commitment... And that's great for those people... Just be sure you're one of them or willing to make some pretty big changes if you're going to go in that direction. You'll find it will be necessary, or else you'll likely, soon enough, have your false start and perhaps go back to what and how you were doing things previously.

**\*\*\* MONEY... LOTS OF MONEY...**

**Of course, this ALWAYS ends up being a big factor...** Yah, going all-natural (if you're seriously committed in this direction) is going to likely cost you a lot more. We're not talking about someone trying some online DIY homemade vinegar solution approach for spot-killing a few weeds, that may or may not work that well, or may inadvertently burn your grass. We're referring to organic alternative sprays or treatments... **THEY COST MUCH MORE** than the typical chemical fertilizers or herbicide or fungicide options. **"Organic anything" is normally considerably more expensive.** Organic fertilizer, fungicides, pesticides, and insecticides are no different.

Because it will take more time (and time is also money) to care for an organic lawn, you will find that it is more expensive. Hey, if you can afford it, go for it. **But as the entire lawn care industry is finding out, clients want to spend less on caring for their lawns not more. Everything in life is becoming more costly and they'd rather not have their lawn care deemed, out of necessity, to become only a luxury. Most want to keep on maintaining their lawns but it has to be affordable for them.**

It's fair to say that most of us, who've ever been shopping, have noticed that ANYTHING ORGANIC COSTS MORE, and sometimes a heck of a lot more. You'll have to accept to be paying a lot more for your organic treatments if you go this route... There'll be no way around this. As we said before, there are a lot of companies jumping on the "organic bandwagon" as there's a heck of a lot of money to be made... Clearly, there's enough people that can afford to do so, so that this organic market is slowly but surely steadily growing. Reckon with this as it's likely to be one of the biggest determining factors for many people. Only you know if that would be a potential make or break issue for you. The all-natural/organic market has to grow a lot more to bring down prices to what more people can reasonably afford.

Or alternately, the organic purveyors need to perhaps lessen their greed and the higher prices they charge (when truth be known it's not really always warranted or necessary except for bigger profits they enjoy making...) to thereby expand their market and get more people going organic.

You can only do what you can afford to do, right?

***"Your Home Turf Advantage"***

For some people, some potential clients, money is no object... And for them it's easy to go all-natural and organic. They may have the financial wherewithal but they may not have the free time required, but perhaps that will be a non-issue for them, too, as they can simply hire someone to look after things so they don't have to and they can dispense with the lawncare company of specialists if they choose. But most people are not quite that fortunate nor financially-able.

**It's easy to believe such noble aspirations — You know the one...**

**We'd all prefer to say that “*THERE IS NO PRICE TAG WHEN IT COMES TO A HEALTHY FAMILY*”. But our own individual realities may oblige something different.**

**Organic lawn care can surely give you that peace of mind if you're that concerned about or afraid of anything chemical, but not everyone shares those same fears or degree of concerns and not everyone can afford in time, money, or effort, to do what they might want to alternately try, or may prefer.**

**And again remember what we said earlier — Anything chemical if mixed and applied properly is NOT automatically harmful for you. Reckon with your concerns to see if they are legitimate and science-based or whether it might not be as bad as you were led to believe... It might not be true at all, but for sure... consider each on its own merits.**

Everyone has their own choice to make with what they've been led to believe or not believe, right?

We live in a world where too much is not natural and too much is already overly-processed. If most of wanted to apply the same standards to what we eat, we might have to discard two-thirds of what's in our fridge... Sure, most of us would prefer to get back to how things once upon a time perhaps used to be... more organic, more down-to-earth, pardon the pun. But we've all gotten so very used to quicker fixes and easier methodologies or practices...or someone else doing it for us... Few people have the time nor money to spend to do everything organically. Surely some do as many more, nowadays, are looking for those all-natural products and approaches... Time will tell how much of the conventional lawn care market will evolve in that direction. It surely doesn't happen over night... And likewise, it surely has a long way to go yet... We expect both will co-exist for many, many years.

**\*\*\* As we said earlier, Scott's Quality Lawn Care currently offers a chemical-based 4-Application Fertilizer/Weed Control spray program that has proven to be extremely successful throughout many years already. It's an “optimized-for-our-region” program. Our clients are our best testimony and word-of-mouth sales force that keeps on enabling us to grow each and every year. But we also currently offer and have been for a few years already, what's now our 3-application Enrich Soil Enhancer spray program, a different all-natural product with a different purpose... Every year more clients are booking it... For both spray programs, the one chemical-based, and the other all-natural and non-chemical, the proof of their efficacy is in the pudding, so to speak... the ingredients. They have different purposes but both work very well and do exactly what they're each supposed to do.**

We said it earlier... It's not one approach versus the other, unless you prefer to think of it that way for whatever your own personal reasons. Both options, conventional lawn care versus all-natural or organic lawn care can work very well. And both if not applied or done properly can also cause their own problems. That's a given but that's more to do with the people improperly applying it than the product. Clients get to choose. And as mentioned already, time and cost are oftentimes some of the most determining factors.

**We just wanted to honestly inject a little common-sense and same re-balancing into the equation so that our clients are educated well enough to make those best-right-for-them decisions when it comes to lawn care. They have options but those options need to be fully understood. We have no other reasons or ulterior motives for this document... We just want you to know what you're dealing with and know what the real truth and real facts are apart from the hype and the myths and the embellished marketing that abounds out there in every marketplace.**

As the years go by, we may yet develop additional non-chemical or organic products. Of that you can be sure. Needless to say, research & development, product testing & certifications, branding, packaging, and marketing, and all that's associated with it costs money and a lot of time to get things to that final point where they're ready for the market.

You don't make those decisions quickly and we'd rather not have no choice but increase those particular product or

***“Your Home Turf Advantage”***

service costs for our clients, so we're taking it slowly... We're listening to the market and to our clients and they're also growing with us as we grow. We're not jumping ahead or pushing our clients... The pace we take is closely in sync with their wants and needs, is probably the best way to put it. There will be more to come in the years ahead.

With whatever we offer you for products and services you can rest assured that we guarantee our work. We are firmly committed to the utmost in customer service. We're a lawn care company you can trust because we've proven ourselves trustworthy from Day 1. We stand behind our claims and we're here for you and your lawns all the time.

We mean it most sincerely and seriously when we say, *"We count it a privilege to help you make your lawn the envy of your neighbours"...*

However, we're beginning to realize that we may need to change that slogan some point sooner than later as *more and more of your neighbours are also now becoming our new clients...*

So at some point there may not be enough of them around anymore to be envious... LOL... what a nice problem to have...

We trust this article has been of some help to you. If you have any questions, don't hesitate to give us a call.

All the best to you!

From the Scott's Quality Lawn Care Team

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**\*\*\* SPECIAL NOTE \*\*\***

*We love helping our clients have great-looking lawns! Of course, we always welcome your inquiries, but we also want to help educate you, too. So many of you have told us how much you appreciate the articles we make available to you.*

*If there are any questions you may have about your lawn or any challenges or problems you may occasionally encounter with your lawn, don't hesitate to give us a call. As with the above info article you've just read, we also have other highly beneficial lawn care articles, too...*

*Here are some we've created to support you with your lawn care efforts. They can help you identify any problems as well as offer some possible solutions for some of those occasional challenges lawns can encounter.*

*These info articles are not meant to be one-time definitive cures for whatever might ail your lawn. We all wish it was only that simple... But, there are no magic "spray this once and your lawn will be perfect thereafter" solutions... Unfortunately, those don't really exist, as much as we might all like them to. However, there are many things you can do to get your lawn in great shape and keep it that way.*

*We encourage you to glean what you can from any of the following articles that may interest you. And for what you're not sure about, give us a call, let's talk about it, and we'll do what we can to help you.*

*You may reach us at 780-678-6450 if you'd like to receive any of these via email. It would be our pleasure to do our part to help you "make your lawn the envy of your neighbours"...*

From Our "**PROACTIVE LAWN CARE**" Series Of Articles —  
**7 Steps To A Great Lawn**

***"Your Home Turf Advantage"***

***Caring For Our Lawn Over The Winter  
Proactively Preparing Your Lawn For Drought Conditions***

From Our **“WHAT YOU’RE NOT TOLD”** Series Of Articles —  
***What You’re Not Told About All-Natural & Organic Lawn Care Alternatives  
What You’re Not Told About Bats & Their Guano***

From Our **“WHY?”** Series Of Articles —  
***Why Is My Grass So Thin?  
Why Dead Spots On My Lawn?  
Why Am I Getting Mushrooms In My Lawn?  
Why Are The Pine Needles Killing My Grass?***

From Our **“HOW TO GET RID OF...”** Series Of Articles —  
***How To Get Rid of Ants  
How To Get Rid of Dew Worms  
How To Get Rid of Fairy Rings  
How To Get Rid of Quackgrass  
How To Get Rid of Thistles***

From Our **“DAMAGE BY DOGS & OTHER CRITTERS”** Series of Articles —  
***Fixing & Preventing Dog Spots  
Damage Caused by Voles***

From Our **“SEEDING LAWNS”** Series Of Articles —  
***Grass Seeding For New Lawns  
Overseeding For Existing Lawns***

From Our **“DIY”** Series Of Articles —  
***DIY\_Alternate Ways To Remove Weeds In Gravel Areas***

From Our **“COMMON LAWN FUNGAL DISEASES”** Series Of Articles —  
***Common Lawn Fungal Diseases (Compendium Of All Common Ones)  
Common Lawn Fungal Diseases\_The Usual Causes  
Common Lawn Fungal Diseases\_Snow Mold  
Common Lawn Fungal Diseases\_Leaf Spot & Melting Out  
Common Lawn Fungal Diseases\_Ascochyta Turf Leaf Blight  
Common Lawn Fungal Diseases\_Brown Patch  
Common Lawn Fungal Diseases\_Summer Patch  
Common Lawn Fungal Diseases\_Pythium Blight  
Common Lawn Fungal Diseases\_Red Thread  
Common Lawn Fungal Diseases\_Rust Diseases  
Common Lawn Fungal Diseases\_Powdery Mildew  
Common Lawn Fungal Diseases\_Dollar Spot  
Common Lawn Fungal Diseases\_Fairy Ring***

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...See more on next page...

**INFORMATION ON OUR FIVE PRIMARY LAWN CARE SERVICES —**

***“Your Home Turf Advantage”***

**FERTILIZER & WEED CONTROL:**

*Our Fertilization & Weed Control Program*

*Possible Reasons For Still Having Weeds*

*Ten Reasons Our Program is Different*

**ENRICH SOIL ENHANCER:**

*Our Enrich Soil Enhancer Program*

*Different Soil Types Have Different pH Levels*

**WEEKLY MOWING:**

*How The Weekly Lawn Mowing Works*

*Our Quality Control Program*

*Ten Reasons We Are Different*

**CORE AERATION:**

*Why Aerate Your Lawn?*

**POWER RAKING:**

*Why Power-Rake Your Lawn?*

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