



## Maryland Green Registry MEMBER

The Maryland Green Registry promotes and recognizes sustainable practices at organizations of all types and sizes. Members agree to share at least five environmental practices and one measurable result while striving to continually improve their environmental performance.

# NaturaLawn of America



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Turf Management  
Member since September 2010

## Management and Leadership

### Environmentally Preferable Products and Services

*Our mission statement states, "There must also be the understanding that product introduction must support and promote the NaturaLawn® of America Integrated Pest Management position."*

*Our Integrated Pest Management approach is three-tiered: prevention, monitoring and control.*

*Prevention includes conserving natural enemies of turf pests through selective use of biological and synthetic controls. In addition, planting resistant varieties of turf grass improves the overall health of the lawn by decreasing disease and insect attacks. Last, we educate our customers in the use of good cultural practices such as mowing, watering, aeration and thatch removal.*

*Monitoring takes place with our technicians that inspect the lawn and soil for problem pests. We record the information during these visits along with weather conditions, pest behavior and stage of development. This allows the technicians to make day-to-day and lawn-to-lawn decisions rather than adopting a "one size fits all" approach.*

*Control includes the use of biological or chemical treatments only when necessary to prevent major lawn damage. This involves saving beneficial insects that may help to control the pests that damage lawns.*

**Environmentally Preferable Purchasing**

*NaturaLawn of America's procurement policy states that no franchise owner may purchase product that has not gone through internal Corporate Office review and been approved for use within the System. Any deviation from the approved products list must be approved by NaturaLawn's Director of Operations and only for limited or "one-time" use.*

*In addition, NaturaLawn of America requires its vendors to sign a Confidentiality Agreement as well as adhere to the above-mentioned policy. Vendors also provide a detailed monthly report to the Corporate Office of all products purchased by its franchisees and NaturaLawn of America's Purchasing Director as well as the Director of Operations.*

*NaturaLawn of America has a strict packaging and print policy its vendors must follow in order to do business with us. These include:*

- *Use of recycled materials and recyclable materials when applicable.*
- *Marketing materials printed on recycled paper.*
- *Use of soy bean based inks on marketing materials*

*If a vendor is unable to provide the requirements above, we do not do business with them.*

**Waste**

**Hazardous Waste/Toxic Use Reduction**

*Each year NaturaLawn of America conducts an internal audit of its fertilizer and chemical use and compares them to Industry norms. Historically, this data has shown that compared to traditional lawn care practices, NaturaLawn of America applies far fewer chemicals than a traditional lawn care provider does. Specifically, in Maryland, NaturaLawn treats 16% of its square footage with chemicals compared to the industry norm of 70%. This amounts to 844 fewer gallons of weed control concentrate being introduced into local waterways and into the environment on an annual basis. This reduced chemical usage also increases the level of safety from exposure to our technicians.*

*Similarly, NaturaLawn applies insecticides to less than 3% of the square footage compared to the industry norm of 70%. In summary, we have realized a continual trend of increased acreage cared for but reduced chemical usage on that acreage by implementing IPM and other turf management practices.*

## Water

### **Water Conservation**

*NaturaLawn of America has been in the forefront for greater than thirty years in the reduction of water usage on both the consumer end as well as being a corporate steward.*

*Our franchisees use proprietary fertilizers that are custom-blended for the system. These products include organic nitrogen sources, and it is a well-known fact in the agronomic community that organics act as tiny sponges in the soil profile by holding moisture that would otherwise be lost due to leaching and/or evaporation.*

### **Stormwater Management**

*NaturalLawn of America uses Natural Alternative's 100% CMA (Calcium Magnesium Acetate) Ice Melt product provides a breakthrough in snow and ice management with chloride-free, low –corrosive and environmentally-friendly properties, melting ice and snow to 15°F.*

*The benefits of using CMA are that the product is chloride free, which eliminates chloride corrosion of metals; increases soil permeability, which is easy on watersheds, lakes, rivers and streams; highly visible colorant, which aids in application during low visibility conditions; safe to use on properly installed concrete 30 days after installation.*

*Natural Alternative's 100% CMA Ice Melt is also LEED Compliant. It exceeds the U.S. Green Building Council LEED credit guidelines for the Building Operations and Maintenance rating system, making it the safest ice melt for high-value structures.*

*In short, Natural Alternative's 100% CMA Ice Melt is the safest chloride-free ice melt product in the marketplace today.*

**Profile Updated November 2017**



*Help build a greener, more sustainable Maryland through voluntary practices that reduce environmental impacts and save money.*

*Learn more at [www.green.maryland.gov/registry](http://www.green.maryland.gov/registry)*

