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Green Up

Lawns and Landscapes

ISSUE I

EARLY SPRING 2008

SPECIAL POINTS OF INTEREST

- Fertilization is crucial to encourage grass growth—especially in the Spring growing season.
- Spring fertilization prepares the yard for a year of healthy growth.
- Controlling weeds allows plants better access to soil nutrients.

Rainfall

Month	Avg	2007
Aug	3.9"	1.5"
Sept	3.1"	1.1"
Oct	3.5"	5.3"
Nov	2.6"	0.2"
Dec	2.9"	2.8"

Source: www.noaa.gov

Start 2008 Off the Right Way!

The second half of 2007 proved very unkind to lawns and landscapes in the Roanoke region. In the summer, record heat combined with sparse rainfall to drive cool season grasses dormant well into September. While relief from the heat came as we moved into the Fall, unfortunately rainfall did not accompany the cooling temperatures. This tough combination devastated turf stands throughout our area. Turf will recover over time and Green Up's treatments will help ensure new plant growth is vibrant.

Fertilizer applications will help promote healthy grass growth following the drought and winter. Fertilization is critical to jump start plant growth by providing essential nutrients for the forma-

tion of new roots and shoots. Controlling weeds helps eliminate nutrient competition in the soil and creates an environment favorable to turf recovery.



Grasses all across southwest Virginia were stressed by record heat and sparse rain in 2007.

As Green Up begins its first treatments for 2008, the customer can rest assured that we are diligently monitoring turf for

any signs of stress and damage. As we have always stressed, Spring is not the time to perform seeding work if the homeowner expects long term viability of the grass stand. The recommendation is to wait until the Fall, when cooler temperatures will facilitate successful planting.

You have hired us to care for your lawn and it is a job we take very seriously. Trust the experts at Green Up to rejuvenate your lawn this Spring!

Adding Dormant Oil Spray Protects Landscapes

Early spring is the ideal time for a dormant oil spray for your property's trees and shrubs. This treatment consists of a fine grade horticultural oil applied during the dormant phase of the plant's growth cycle. This application is designed to control the overwintering populations of insect

and mite pests that feed on landscape plants. The feeding activity of these pests can negatively affect the appearance of the landscape or even kill plants in severe infestations.

Horticultural oil is an environmentally friendly product. It combats insects and mites by coating

them in a layer of oil and clogging their spiracles, which are holes in the insect exoskeleton used for respiration. Thus, they die due to suffocation. If you are interested in adding a dormant oil spray, please contact our office.



Fertilization adds nitrogen, a critical element for new plant growth!

“The unsightly appearance of crabgrass can scar even the most well-manicured lawns”

A little work in the spring will ensure a year of beautiful turf and landscape growth!



The Role of Nitrogen in Fertilizers

Professionals and experts in the lawncare business stress how important it is to use nitrogen fertilizer wisely. Adding nitrogen fertilizers to the yard encourages new growth and provides grass with abundant materials for forming new roots, shoots, and leaves. But how does nitrogen go from fertilizer into the plant? And what exactly is nitrogen used for in a plant?

Nitrogen is used to form amino acids and nucleic acids in plants. Amino acids are vital

for creating new structures and proteins in the plant. Nucleic acids store genetic information and are also used to form new structures.

Nitrogen fertilizer must first be broken down before it can be absorbed by the plant. Often this process begins with water as a catalyst, which initiates chemical breakdown of the fertilizer. Decomposition can further be enhanced by soil microbes feeding on the material. Through enzymatic processes, decomposed fertil-

izer nitrogen is converted to a usable form that the plant can absorb. Nitrogen is then assimilated by the plant's roots, where it is transferred throughout the plant body.

Green Up's trained staff will apply nitrogen to the yard in various fertilizer compositions throughout the year. We time our applications and select our products to ensure plants are adequately supplied with nitrogen to encourage year round growth, vigor, and long term health.

Crabgrass: How Can It Be Kept Away?

Crabgrass is one of the biggest nuisances in the home lawn. Its unsightly appearance can put a noticeable scar on even the most well-manicured lawns. Removal is difficult for the homeowner, often involving expensive chemicals or laborious digging to remove the plant and its roots.

Fortunately, Green Up's lawncare program can help eliminate crabgrass altogether.

During the early Spring treatment, a pre-emergent crabgrass control is applied to the lawn prior to weed germination. This water-activated product forms a barrier that prevents crabgrass from penetrating to the lawn surface.

The chemical barrier will last for months to prevent crabgrass from appearing in the lawn. However, the barrier often breaks down late in the

summer. At this point, Green Up can spot treat any crabgrass hotspots at no charge.

Spot seeding can still be performed even with the pre-emergent barrier in place. After watering, vigorously till the area that you wish to seed. Grass seed will germinate in this area, but you should be wary that crabgrass may also appear as the chemical barrier has been broken!

Spring Cleaning Isn't Just for the Garage!

Spring is an important time to prepare your lawn and landscape for a full year of successful growing! We recommend following these helpful hints:

- Clean up any leaves, limbs, or debris from the yard early in the spring before the grass begins its

growing season. Matted debris can reduce air exchange or suffocate the turf.

- Green Up recommends mowing 2.5 to 3 inches high all year long. Begin mowing when temperatures and new growth dictate. Mowing will re-

move any damaged plant shoots and stimulate new growth

- Fertilization and pre-emergent applications in the early Spring will jumpstart turf growth and promote a healthier, more weed-free season.

WEEDS: An Unwelcome Sign of Spring



Spring is all about new growth—for grass, flowers, trees, and even the weeds! Spring marks the start of the new growing season for ALL plants. By combating weeds in the spring, the yard is set up for a year

EVERY kind of plant is growing in the spring!

of successful, healthy growing where weeds can be simply spot treated with herbicides rather than having to treat weed problems throughout the whole yard.

Green Up's fertilization and weed control program helps eliminate weeds. We spray herbicides to kill unsightly weeds without damaging the turf; we also offer no charge weed control callbacks between treatments. Furthermore, pre-

emergent crabgrass treatment helps establish a barrier to new weed growth. Additionally, our fertilizers promote new shoot and root growth. A healthy lawn and its accompanying thick root system will naturally suppress the majority of weeds in the yard with minimal assistance. By helping you maintain your yard, Green Up not only beautifies the yard but also helps it naturally eliminate the problems that can occur!

Mulch can provide many benefits to your landscape—if it is properly applied.

Mulch in the Landscape

Spring is a great time for working in the yard. One of the most popular springtime activities is to mulch (or re-mulch) beds and around trees. Spring is an ideal time to perform this work, as temperatures are cool and soil moisture is plentiful from the winter precipitation.

Mulching around trees, bushes, and flowers can be very beneficial for plant health if done properly.

Mulch beds reduce nutrient competition by suppressing grasses and weeds. Mulch beds also help conserve soil moisture, improve oxygen levels, and prevent damage to trees by keeping mowers and weed-eaters at a distance.

It is important to properly mulch around trees and ornamental plantings in order to attain these benefits. Piling mulch high up against the

trunk of trees can lead to insect and disease problems, especially in young trees. Common recommendations for mulching depths are 2-4 inches. Any additional mulch depth can make it difficult for nutrients and rainfall to penetrate the soil and be absorbed by plant roots.

By applying mulch properly, you can improve landscape health and help beautify the look of your yard.

Green Up Voted "Best Lawncare" by *The Roanoker*

Green Up was voted 2007 Platinum "Best Lawncare" by readers of *The Roanoker* magazine. A special thanks to all of our many customers who helped us achieve this distinction!



We strive to provide quality work and exceptional customer service! Please call our office if we can assist or advise you in any way!



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 The Guys in Purple!

Locally owned and operated in the Roanoke, Virginia area for over 20 years, Green Up is familiar with the soil types and climate of our region. We realize what a beautiful area we live in and are committed to providing quality, responsible lawn service.

Our service programs are specifically designed with knowledge of the local environment. Our practices are environmentally friendly, as you would expect from a good neighbor.

We are a local company dedicated to providing friendly service and guarantee our work. Call the Guys in Purple today!



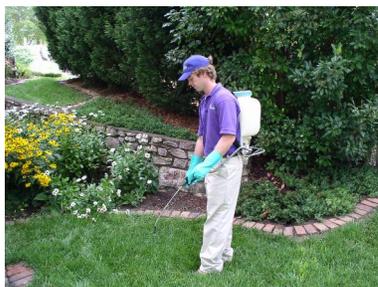
DCR Program Shows Green Up's Commitment to the Environment

Green Up's ongoing participation in the Virginia Department of Conservation and Recreation's Nutrient Management Program demonstrates our dedication to providing responsible lawncare for residents of Southwest Virginia.

The Nutrient Management program is a voluntary effort we have adopted to help protect the surface and ground waters of Virginia. We work with the DCR to form a state-approved plan for providing accountable lawncare. The DCR plan covers the amount, placement, timing, and application of fertilizers, coordinated in a way to provide maximum benefit to the homeowner while also protecting Virginia's water resources.

We further demonstrate our environmental responsibility by ensuring

that all of our technicians are state licensed to provide competent, environmentally conscious service. Every application is done by a technician who has demonstrated competency in the green industry by passing state licensing examinations. Technicians attend training seminars and continuing education classes in order to keep



Green Up's state licensed staff will properly care for your lawn!

their knowledge up to date and their certifications valid. The technicians who perform our work are true professionals with detailed knowledge of the materials they handle. All materials are strictly applied in accordance with label requirements.

We are a local company that is committed to protecting the natural beauty and resources here in southwest Virginia. We go to great lengths to demonstrate to our customers that we are the clear choice for quality, environmentally aware lawn and landscape services in the Roanoke Valley.

More information:

<http://www.dcr.virginia.gov/>