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Green Up

Lawns and Landscapes

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SPECIAL POINTS OF INTEREST

- Late Fall fertilization encourages new root growth. The healthier roots allow grass plants to emerge quicker next Spring
- Weeds must be sprayed to eliminate nutrient competition before the cold, Winter months.

Late Fall Fertilization Helps Start NEXT Year Off Right

As Fall creeps towards winter, plants are beginning to shut down for the cold months to come. Green Up's Late Fall treatment is designed to help plants sustain growth late in the season, prepare for the cold to come, and even encourage strong growth responses in the Spring!

Fertilization is the keystone of our Late Fall treatment. By delivering the appropriate fertilizer mix in late Fall, we encourage plants to continue their growth activities. New shoot and new root growth are both facilitated by delivering the necessary building-block nutrients to the plant.

Furthermore, studies have shown that late Fall fertilization is crucial for promoting new growth in the Spring of next year! By encouraging root

growth and strengthening now, we give turfgrass a healthy foundation when emerging from Win-



Late Fall fertilization will help your yard jump to life next Spring!

ter.

Green Up also sprays weeds during the Late Fall treatment. Year round, weeds stress the yard by competing for nutrients and sunlight. By eliminating the weeds, your grass has better

access to the nutritional content of the soil and fertilizers. Since our objective is to strengthen the plant roots before winter, reducing nutrient competition from weeds is a critical step. This allows plants better access to nutrients, which encourages root and shoot growth.

Green Up will also be giving you the results from soil sampling performed on your lawn during the Summer or early Fall. These reveal the pH level of your soil, a critical factor for successful plant growth. If your soil pH is outside of the appropriate parameters, we will recommend you have an optional Liming service performed on your yard. Please see the article at the top of page 3 for more information on pH and liming services.

Insects and Eggs Controlled on Landscape Trees, Shrubs with Horticultural Oil Spray

Green Up's Tree and Shrub program is currently performing our Horticultural Oil spray. This service is designed to control plant-feeding insects and their eggs. By controlling these populations now before winter sets in, your trees and shrubs will enjoy an insect-free start to the Spring

growing season.

Horticultural Oil is an environmentally friendly method to combat landscape pests. The material is sprayed on your trees and shrubs, where it coats the insects and their eggs in a fine, oily film. The insects are unable to breath

and suffocate. Please contact our office for more information or a free estimate.



Did You Know...?

Horticultural oils have been used for CENTURIES to control insect and mite problems on fruit trees!

Deep Root Fertilizing in Winter



Deep Root Feeding places a slow-release fertilizer in the plant's root zone to deliver a year of nutrients.

During the winter months, Green Up offers Deep Root Fertilization for your landscape trees and shrubs. This optional program helps reinvigorate landscapes after a year of growing and ensure that all required nutrients are present in the soil. Additionally, Deep Root Fertilization supplies nutrients to encourage another strong year of growth and blooming.

Deep root fertilization places an extremely slow release fertilizer directly in the root

zone of your plants. The fertilizer is gradually broken down by microbes, giving your trees a year long supply of nutrition.

Deep Root Fertilization is an optional program, but the benefits to your trees are numerous. Leaf and flower colors are more vibrant and new growth is facilitated by the continual release of nutrients throughout the year. Furthermore, evidence shows that proper nutrition may also help plants better survive and recover from insect infestations

and drought stress.

To learn more about Deep Root Fertilization or any component of our Tree and Shrub program, please contact our office. Our trained staff of landscape professionals are happy to answer any questions you may have!

On the web:

www.guysinpurple.com/tree_shrub.htm



Fall Fertilization Helps Break Winter Dormancy NEXT Spring!

Fall fertilization promotes stronger plant roots, in turn encouraging stronger growth in the Spring!

Fall is an important time to fertilize your lawn. Turf has just emerged from the punishing Summer months. Additionally, as the days become shorter, plants have less sunlight to drive photosynthesis and their metabolic activities slow.

Green Up's Late Fall fertilization encourages plant health and metabolism by promoting root and shoot growth. Fall fertilization strengthens plant roots by

encouraging deeper and more fibrous root growth. The nitrogen component of the fertilizer promotes leaf growth, helping to break any lingering drought dormancy. Promoting root activity now also provides your plants with a healthy starting point next Spring..

Actively growing grass plants also help suppress weeds in the yard. Weeds flourish during the summer because dormant grasses

cannot compete for nutrients. By fertilizing your lawn, grass plants have better access to nutrients and are encouraged to grow. When the grass plant is actively growing, its extensive root system and dense canopy can suppress weed growth and out-compete for nutrients, giving you a naturally better looking lawn!

pH Imbalances and Liming

Soil pH is a measure of the acidity or alkalinity of your soil. The soil pH is measured on a logarithmic scale from 0 (highly acidic) to 14 (highly basic), with pH=7 being perfectly neutral soil. Soil pH is important to monitor as it directly affects a plant's ability to take nutrients up from the soil.

Soil pH dictates nutrient availability for plants. Nutrients such as calcium, potassium, magnesium, and even ammonium exist as positive molecules bound in the soil. Acidic soils displace the desirable nutrients

from the soil and allow the plants to absorb the now soluble nutrients.

At pH 6-6.5, nutrients are displaced at a moderate rate, allowing plants to easily absorb nutrients through their roots. However, at pH below 6, the rate of nutrient displacement is so great that plants are unable to absorb all of the nutrients moving through the soil. Excess acidity causes poor plant growth by quickly depleting the soil of valuable nutrients.

Green Up monitors every

customer's soil pH through yearly soil sampling performed during the summer. If the results are below recommended levels, we will notify the customer that liming is required. Liming of the yard raises the pH back to acceptable levels, thus providing better nutrition to plants and facilitating growth. Liming is performed during the Winter and early Spring.

Improper pH levels can tie nutrients up in the soil—reducing grass growth!

Plants Use Light to Set Their Biological Calendar

Besides providing energy for photosynthesis to provide nutrition and power their daily lives, plants use light to sense changes in environmental conditions. Air temperature is a poor indicator of seasonal change, as we can all recall unseasonably cold Springs or warm Winters. If plants relied solely on temperature, they could improperly time their growth

activities during deviations from a season's typical weather pattern!

Plants monitor the length of each daylight period to detect the change of the seasons throughout the year. In the winter, days are short and weak sunlight reduces the amount of possible photosynthesis. In the Summer, days are longest and sunlight is most intense; these conditions are

optimal for photosynthesis. By monitoring the shortening day length of fall, plants know the appropriate time to drop their leaves for winter!



Thanks for Another Great Year!

Green Up Lawns and Landscapes would like to thank you for choosing us to meet your lawn and landscape care needs this year. We know there are many choices, which is why we work hard to deliver a quality service and exceptional customer service. Our goal is your continued satisfaction!

As a local company, we are environmentally conscious of how our

work affects our region. We strive to provide quality work performed responsibly. Our efforts through DCR (see last page) to gain state-approval and license all of our applicators demonstrate our commitment to environmentally appropriate lawncare.

We are committed to providing you with the best service and customer relationships in the Valley.

Please call our office if you have any questions or if we can be of help. Thanks for a great year and we look forward to seeing you in the Spring!





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The Guys in Purple!

Locally owned and operated in the Roanoke, Virginia area for over 25 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 entered 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 maximal 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



Our environmentally-aware program is performed by state-licensed technicians.

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 provide responsible lawncare and demonstrate to the consumer that we are the clear choice for quality, environmentally aware lawn and landscape service in the Roanoke Valley.

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