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# Green Up

Lawns and Landscapes

ISSUE VI

WINTER 2008

## SPECIAL POINTS OF INTEREST

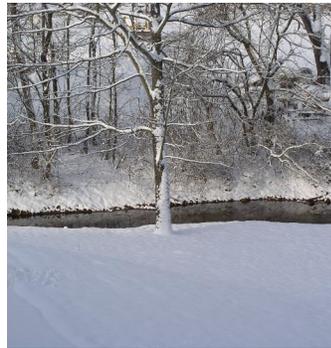
- Winter fertilization ensure ample nutrient availability when the Spring growing season begins.
- With more nutrient availability, plants are quicker to emerge from dormancy and quicker growing.

## Winter Can Put "Spring" In the Lawn

During the cold winter months, your lawn is probably the furthest thing from your mind—with a little help from the weather, it may even be out of sight, covered by snow! But at Green Up, we're thinking about your lawn all year long! We know that winter is an important time to prepare the yard for the fast approaching Spring growing season!

Green Up's Winter treatment involves a fertilizer application to the yard. By fertilizing in the winter, nutrients are abundant in the Spring, even before your regular Spring lawn treatment. With nutrients already in place, plants are able to maximize their performance when emerging from the Winter months.

Winter is also the time to think about your soil's pH. Low



Winter Fertilization prepares your lawn for a quick start to Spring!

pH negatively affects the ability of plants to obtain nutrients from the soil. Green Up monitor's the pH of all our customers' yards; we do soil sampling and testing

during the summer and will let you know if you have a low pH. Low pH can be combated by a liming application. This service will raise the yard's pH and help promote plant growth. Please see the article on page 2 of this newsletter for more information.

Green Up is committed to providing you with outstanding customer relations. We are here all winter long to answer any questions you may have or give you our advice. Please do not hesitate to contact the office with any questions that may arise. Stay warm this winter and we will see you in the Spring!



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

## Deep Root Fertilization

During the winter months, Green Up offers Deep Root Fertilization for your landscape trees and bushes. 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 facili-

tated 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 or visit: [www.guysinpurple.com/](http://www.guysinpurple.com/)

# pH Imbalances and Solutions



Low soil pH prevents your plants from accessing valuable nutrients!

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.



## Salt: A Winter Threat to Plants!



With winter snow and ice storms, many people turn to salt as a quick way to melt away trouble. However, the homeowner should be very careful in the application of salt around their property, as salt can damage plants!

Applying salt adds the elements sodium and chlorine to

the soil. Excess sodium levels can interfere with the ability of your grass and trees to retain water. Chlorine is absorbed by the roots then transported and localized in plant leaves and shoots, where it creates a burned appearance.

Many alternatives to salt exist on the market. A number

of synthetic blends are available at your local hardware store. Another alternative is calcium chloride, which melts ice and is not as harmful to plants. If applying salt, avoid applying it near trees and plant beds or in areas where runoff will carry it into your yard.

# Snow Helps the Lawn Survive Winter!



Snowfall is beautiful and beneficial to your lawn during the winter. Snow provides a layer of insulation to the grass, protecting it from the wild temperature fluctuations we

Snowfall provides insulation from temperature variations.

are known to see in southwest Virginia. This layer of insulation minimizes freezing and thawing of the grass plant; repeated freezing and thawing can damage plant cells and reduce overall health. Snow helps maintain the ground at a fairly constant temperature.

Traffic on the lawn can be especially damaging during the winter. With repeated freezing and thaw-

ing, the upper inch of soil is often muddy while the underlying soil is frozen. In this scenario, traffic can easily tear the plant and compression against the frozen layer is a heightened concern. Snow combats this problem in two ways. As insulation, it maintains the ground at a constant temperature, helping to prevent the soil from being simultaneously freezing and thawing. Furthermore, snow provides a layer of protection against any foot or vehicular traffic that may go onto your lawn.

*Snow actually helps your lawn survive the cold Winter conditions!*

## It's COLD out there!

Average Roanoke Temperature (°F)		
Nov	Dec	Jan
47.3	39.0	35.6



Average Roanoke Area Snowfall (in inches)			
Nov	Dec	Jan	Feb
1.2	2.7	6.1	6.9

Source: [www.noaa.gov](http://www.noaa.gov)

## 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 appropri-

ate lawncare. We are committed to providing you with the best service and customer care 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!



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 continu-



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

ing education classes in order to keep 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/>