



April 5, 2006

Homeowner Behavior & Lawn Care Practices

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Chief Environmental Officer



Established in 1868, Marysville, OH

SMG Environmental Stewardship Program (ESP)

Established in 2000 with Chief Environmental Officer appointed in 2004

- Reports directly to Chief Executive Officer

ESP mission: Drive stewardship/sustainability principles throughout SMG

- Enhance consumer success through innovation & continuous improvement
- Provide industry/retail community leadership in identifying & resolving stewardship issues

Conduct outreach to regional & local stakeholder groups to gain insight and build trust/cooperation on stewardship actions

Provide detailed information on product quantity sold, content, and consumer usage behaviors

What Do Homeowners Think About Lawns?

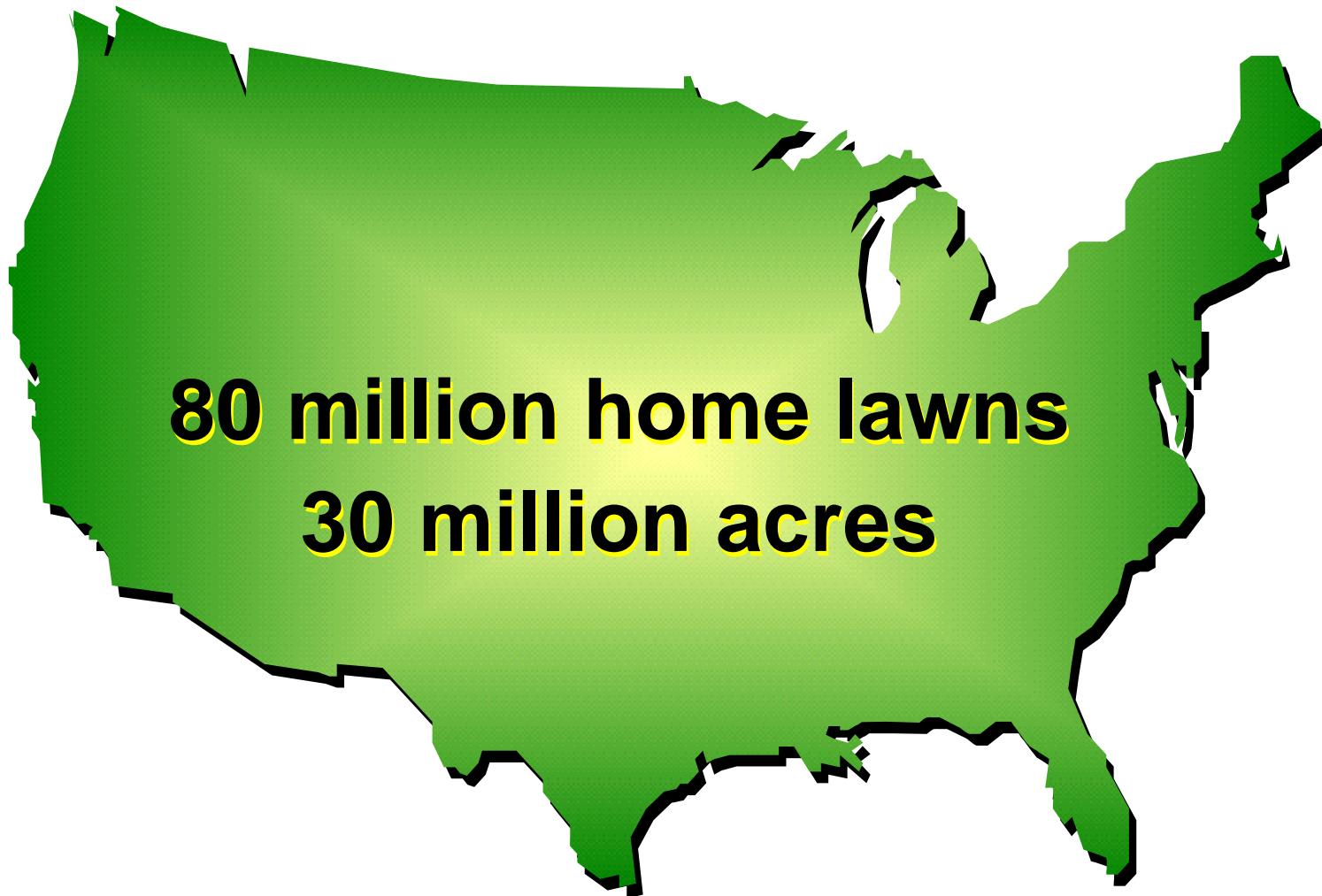
Americans Love their lawns and gardens!

- It is the # 1 household activity
- Homeowners' vision of their lawn is as diversified as the homeowners themselves
- Lawns have environmental, social and economic benefits
- 82% of Americans believe lawn appearance plays an important role in the decision to buy a house

Homeowner Lawn Care Practices

- Driven by homeowner choice/preferences
- Do it yourself, consumer product solutions
- Need to be effective
- Have to be simple and easy to execute

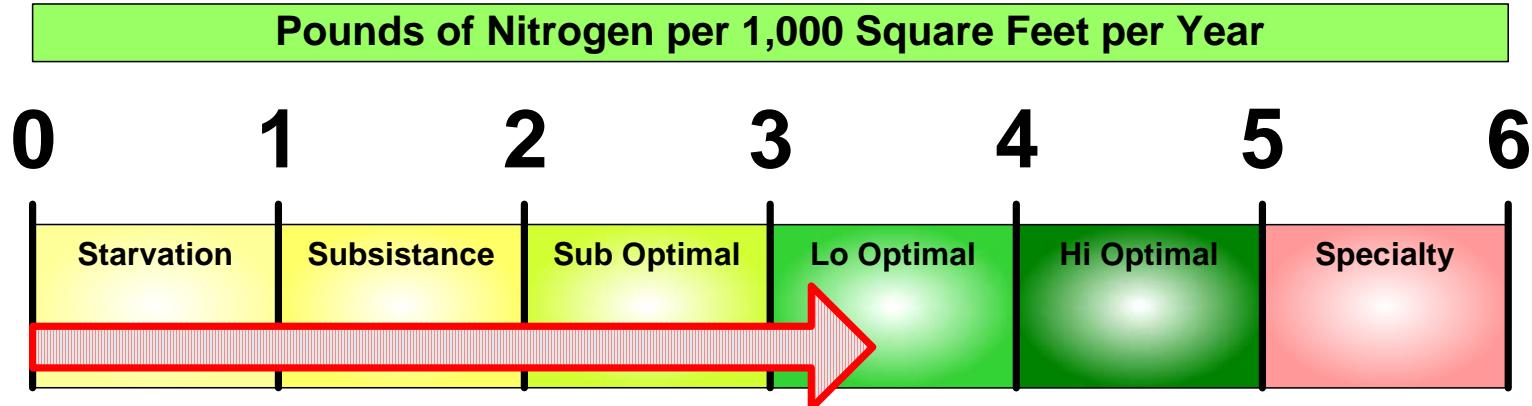
Size of Home Lawn Market



Annual Fertilizer & Pesticide Use

Industry Segment	Tons of Fertilizer (Millions)	% of USA Total Fertilizer	Pounds of Active Ingredients (Millions)	% of USA Total Pesticides
USA Total	---	---	1,200	100
USA Ag	58	100	675	56
D.I.Y. Lawn & Garden	1	<2%	40	<3%

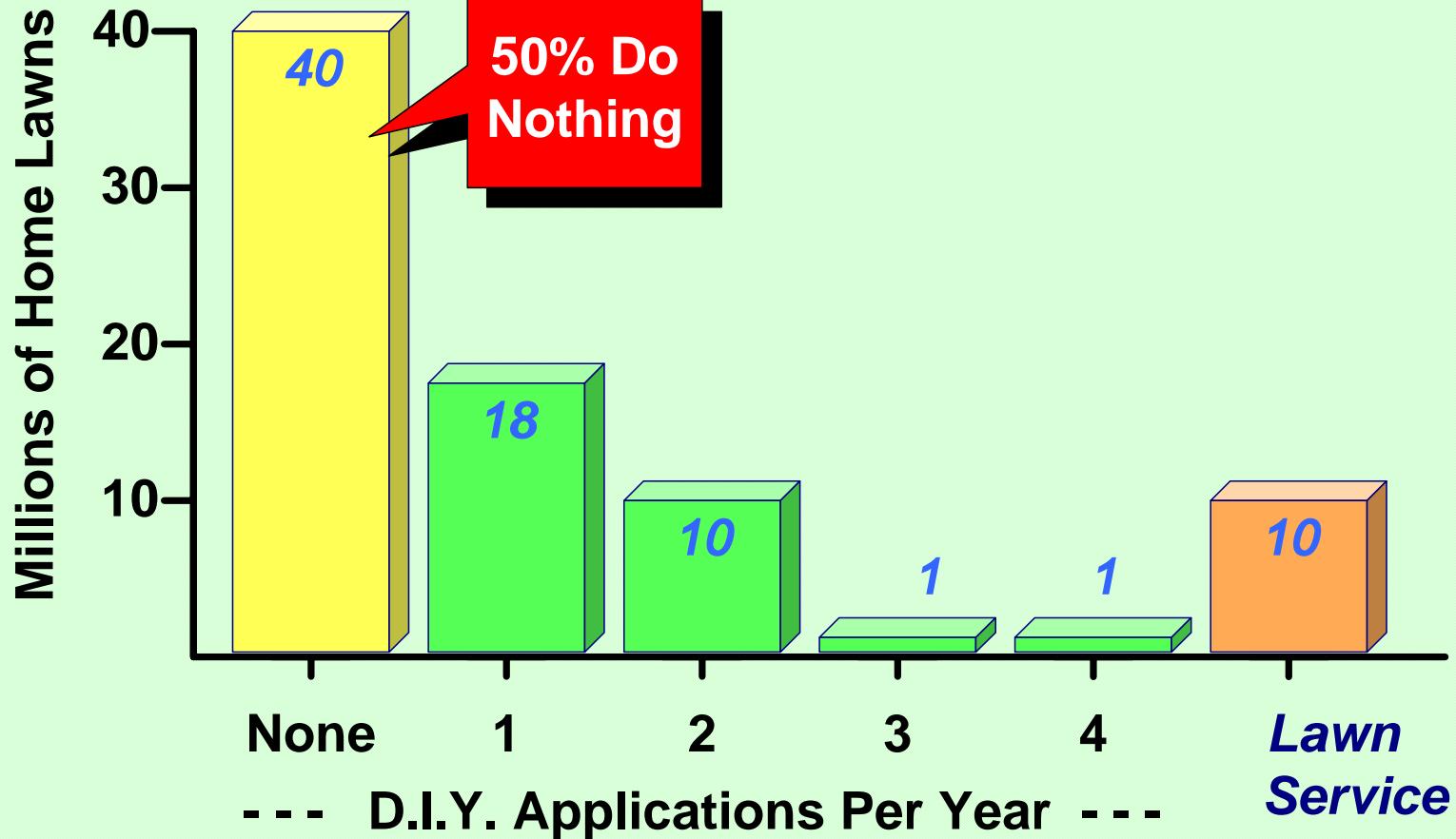
Lawn Quality Choices



What Is Personally Acceptable?

Number of pounds of nitrogen roughly equals the number of fertilizer applications needed during the year.

Home Lawn Care Practices



IPM – Integrated Pest Management

"Integrated Pest Management is the coordinated use of pest and environmental information along with available pest control methods, including cultural, biological, genetic and chemical methods, to prevent unacceptable levels of pest damage by the most economical means, and with the least possible hazard to people, property, and the environment."

Proceedings of the National Integrated Pest Management Forum. 1992.

American Farmland Trust. <http://cipm.ncsu.edu/>

The 5 IPM principles shown above:

1. Prevent unacceptable levels of pest damage
2. Pest information (coordinated with)
3. Environmental information
4. Available pest control methods
5. Least possible hazard to people, property, and the environment

5 IPM Principles and Homeowners

IPM Principle	Homeowner Action	Focus
Unacceptable Levels of Pest Damage	Does it bother me enough to take action?	Personal choice defines action
Pest Information (ID the pest)	Weed or Bug?	Is it moving?
Environmental Information	Where is the problem? Widespread or localized?	Lawn, Home, Landscape, Hard Surface
Available Methods of Pest Control	Do it yourself or call a Professional?	Conventional, organic, home remedy
Least Hazard to People, Property, and the Environment	RTU, Granules - Spot Liquid Concentrate or Granules - Broadcast	Right product used the right way

Helping Homeowners with IPM

Product Selection & Use (Scotts/Retailers)

- Make it easy to pick appropriate product
- Buy only what you need
- Easy to follow directions (timing, dose)

Product Design (Scotts/AI Suppliers/EPA Regulations)

- Design least hazard in to product choices
- Low toxicity, exposure and waste
- Easy, on-target application

Enabling Homeowner IPM: Examples

- Improved applicators: EdgeGuard
- Reinventing liquid controls
 - Water-based formulations
 - Pull 'N Spray
 - RTU focused advertising
- Refocused label: Turf Builder line

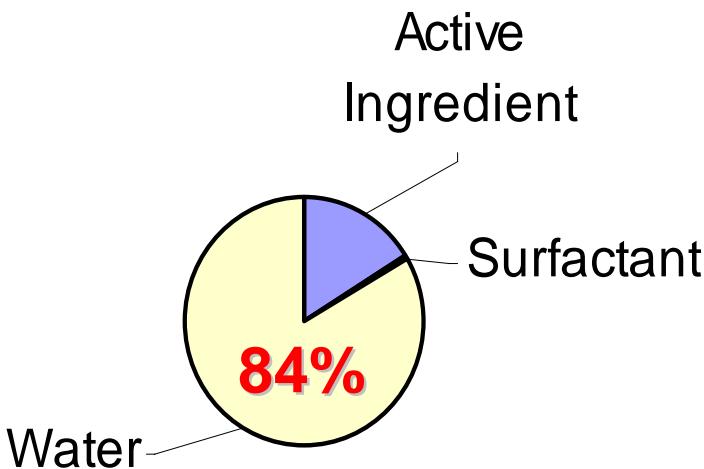
New Targeted Application Tools

Scotts Deluxe™ EdgeGuard Broadcast Spreader

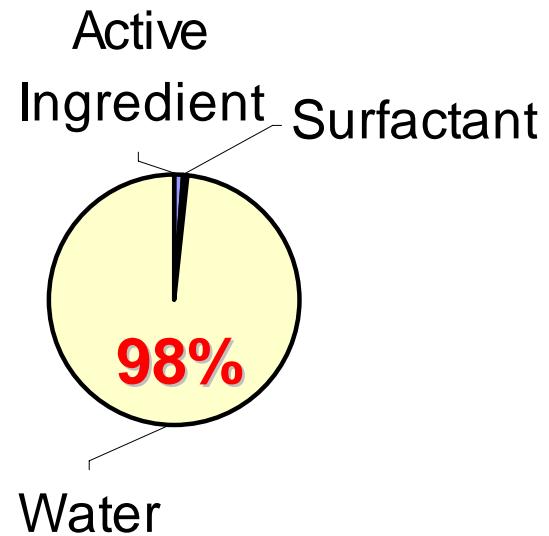




Weed B Gon



WBG Concentrate



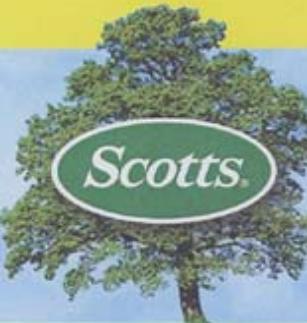
WBG Ready-To-Use

Scotts Old Packaging



Scotts New Packaging (2006)



Scotts & Your Environment >> 

We care.
Scotts products are designed with care to grow thicker, greener lawns.

Because green is good.
A healthy lawn cleans the air, produces oxygen and prevents runoff and soil erosion.

You can make a difference.
Help keep our water resources clean. Apply this product only to your lawn, and sweep up any product that lands in the driveway, sidewalk or street back on to your lawn.

Use Any Of These Products Next To Keep Your Lawn Looking Great All Season!

ANYTIME

Use anytime if weeds and insects are not a problem

SUMMER

Use to kill insects & strengthen your lawn against heat and drought

FALL

Use to build stronger, deeper roots for a thicker, greener spring lawn

The Scotts Advantage®
Each of Scotts exclusive All-in-One Particles® contain all of the feeding nutrients and the weed control ingredients to provide consistent feeding and weed control to every square inch of your lawn.
The result: A thick, green, weed-free lawn without burning. *Guaranteed!*

Get Expert Advice For Your Lawn NOW!
Want information on what to use and when? Sign up today to get free expert advice specifically for your lawn.
Visit Scotts.com or call 1-800-543-TURF (8873)

KEY PRODUCT FACTS

Are Natural & Organic Products Safer?

Naturally occurring products

- Arsenic
- Chlorine

Organic products

- Nicotine
- Essential plant oils

Do words imply safety?

- Natural & Organic
- Synthetic & chemical



Diagnostic Information Available

- Scotts Website – Ortho Problem Solver Online
- Meredith Lawn Care & Gardening Books
- 800 Help lines
- Corporate communications – garden writers
- Store point of purchase
- Packaging information & directions

Plant New Turf Cultivars

Plant Selection is key!!!

- Adapted to site/ location/ region
- New cultivars
 - Less pest problems
 - Less inputs required

New homeowners and home builders need to know about and pick the best grass types!!!

Homeowner IPM

Good Advice Drives Consumer Success

- Consistent information
- Easy to understand and actionable

Appropriate Product Selection and Use

- Employ IPM principles
- Spot versus broadcast treatment
- Right timing for application
- Right dose (follow label directions)
- On-target (keep off hard surfaces)

Lawns & Gardens Are Part of Nature and a key component of healthy, urban ecosystems

