

Marketing Resources Catalog

Edition 2



100 YEARS

The tools you need, when you need them.

Cover Crops | Forages | Turf

info@laxseed.com | 800.356.SEED | lacrosseseed.com



Leading the Industry for 100 Years

La Crosse Seed is an independent company that has paired an unmatched portfolio of forage, cover crop and turf seed with knowledgeable and experienced sales and support staff since 1919. We distribute products through dealers nationwide. No other small seed company matches our level of experience, product knowledge or product availability.

We do this by partnering with you to make sure you have what you need when you, and your customers, need it. That means quality seed delivered quickly, backed by expertise and industry-leading marketing resources and support. We'll always have accessible, knowledgeable sales staff and support specialists ready to help.

Visit lacrosseseed.com/resources to find hundreds of items designed to help you improve your sales!

Stay Connected

One of the goals at La Crosse Seed is to provide our customers with relevant and helpful information on a regular basis. Currently, La Crosse Seed sends regular email newsletters that communicate relevant topics.

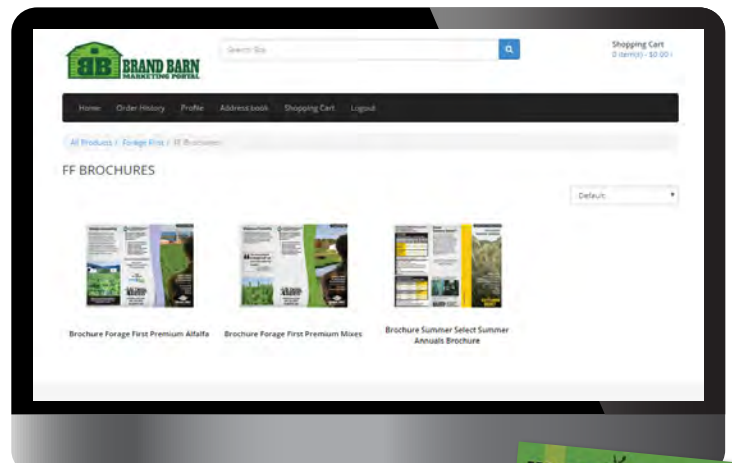
► Email info@laxseed.com to SIGN UP TODAY! ► General questions can also be sent to info@laxseed.com



Sell More Seed with our "Brand Barn" Marketing Resource Portal

Our easy-to-use "Brand Barn" online tool allows dealers to order professionally printed marketing material including custom, co-branded options, for all the La Crosse Seed brands you carry.

These useful and educational marketing resources are printed and delivered free to you and are designed to help you grow your business.



GET THE TOOLS YOU NEED: Enter the Brand Barn Today

Contact us or visit

lacrosseseed.com/brandbarn to request a free Brand Barn account.

Already signed up? Access the tool at brand-barn.com

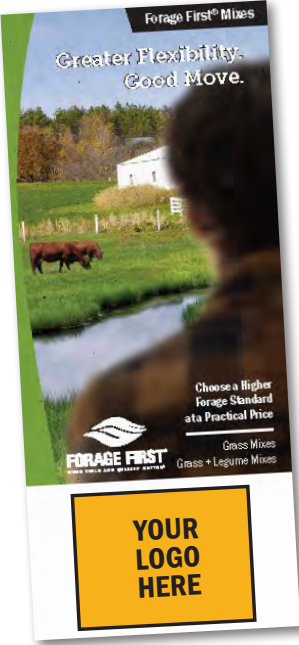


Forage First® BROCHURES

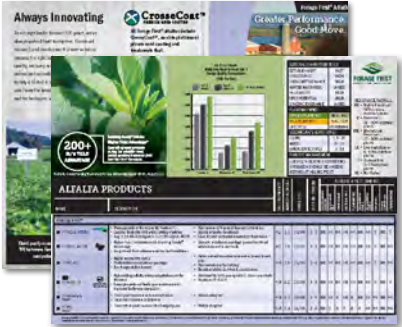
CO-BRANDING AVAILABLE

Forage First® brochures provide quick, relevant information about Forage First® alfalfa and mixes. Mix or alfalfa variety specific brochures are available, or customize a brochure to only include products that fit your specific business needs.

CUSTOM CO-BRANDED FORAGE MIXES OR ALFALFA BROCHURE



ALFALFA BROCHURE



FORAGE MIXES BROCHURE



Forage First® CO-BRAND POSTCARD

Capture your customer's attention with an alfalfa, mix or standard forage postcard. Include a custom message or let the Forage First® experts provide it for you.



CO-BRANDING AVAILABLE



HARVXTRA[®]

MARKETING MATERIAL with Roundup Ready[®] Technology

HarvXtra[®] RACK CARD

Forage First[®] brochures provide quick, relevant information about Forage First[®] alfalfa and mixes. Mix or alfalfa variety specific brochures are available, or customize a brochure to only include products that fit your specific business needs.

HarvXtra[®] Alfalfa
HARVXTRA
NEW FF 4215.HVX RR Alfalfa

Reinventing Alfalfa That Gives Farmers Options - Not Limits

Yield or Quality? With FF 4215.HVX RR You Can Have Both.

FORAGE FIRST
 MORE YIELD AND QUALITY MATTER

DISEASE AND PEST CONTROL			
Phytophthora Root Rot	HR	Isosporium Rot	HR
Verticillium Rot	HR	Aphanomyces Blight	HR
Ascochyta	HR	Aphanomyces Blight 2	HR
Bacterial Rot	HR	Pro Nematode	R
Fusarium Rot	HR	Stem Nematode	R
Leaf Spotting	LR		
Winter Survival	LR		
Total DR	30/30		

Roundup Ready[®] Technology

FORAGE FIRST
FF 4215.HVX RR ALFALFA

HARVXTRA
 with Roundup Ready[®] Technology

16-20% LESS LIGNIN*
 FREEDOM

16%
 HIGHER YIELD

OR

26%
 HIGHER YIELD

NOTE: For information on a Roundup Ready alfalfa, please contact your local Forage First representative. Roundup Ready alfalfa is a registered trademark of Monsanto Company. Roundup Ready alfalfa is a registered trademark of Monsanto Company. Roundup Ready alfalfa is a registered trademark of Monsanto Company.

*Visit HarvXtra.com for more information and legal disclaimer

infocrossed.com | 800.356.5320
 foragefirst.com | lacrosseseed.com

LA CROSSE SEED

HarvXtra[®] LITERATURE

Literature on a variety of topics is available to help inform and provide solutions for your customer's needs.



MORE DAYS TO DO WHAT MATTERS.

HARVXTRA

HARVXTRA ALFALFA GETS REAL-WORLD RESULTS.

PETER KAPPELMAN
 WESTFIELD, WISCONSIN

CREG JANK
 ONEIDA, WISCONSIN

WILLARD DEGRUYER
 CANTON, NEW YORK

CREG MOCH
 MINNEAPOLIS, MINNESOTA

MAKE THE MOST OF YOUR DAYS.

KNOCK OUT THE COMPETITION.

With Roundup Ready Alfalfa, you get:

1. Flexibility in Planting
2. Flexibility in Harvesting
3. Flexibility in Management
4. Flexibility in Marketing
5. Flexibility in Selling

MANAGING ROUNDUP READY ALFALFA

Roundup Ready Alfalfa provides a number of advantages over conventional alfalfa, including:

- Flexibility in Planting
- Flexibility in Harvesting
- Flexibility in Management
- Flexibility in Marketing
- Flexibility in Selling

FREQUENTLY ASKED QUESTIONS.

WHAT IS HARVXTRA ALFALFA?
 HarvXtra Alfalfa is a Roundup Ready alfalfa variety that provides a number of advantages over conventional alfalfa, including:

WHAT ARE THE BENEFITS OF HARVXTRA ALFALFA?
 HarvXtra Alfalfa provides a number of advantages over conventional alfalfa, including:

WHAT IS THE DIFFERENCE BETWEEN HARVXTRA ALFALFA AND CONVENTIONAL ALFALFA DEVELOPERS?
 HarvXtra Alfalfa is a Roundup Ready alfalfa variety that provides a number of advantages over conventional alfalfa, including:

ALFALFA THAT FEELS LIKE FREEDOM.

Like the best alfalfa varieties, an early 1st cutting, high yield alfalfa that provides a number of advantages over conventional alfalfa, including:

PROVIDE MORE BENEFITS
 EARLY HARVEST BEGINNING
 START 2 WEEKS
 LOWER YOUR COSTS



HarvXtra® POWERPOINT™ PRESENTATION

Provide information in style with a thematic Powerpoint™ presentation.



Pre-populated content available.

HarvXtra® MARKETING KIT

The comprehensive marketing kit includes:

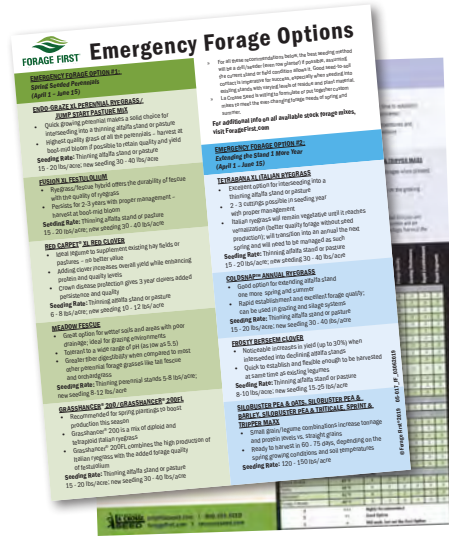
- 18 x 24 inch HarvXtra® Poster
- 18 x 24 inch Roundup Ready® Poster
- HarvXtra® Introduction Packets
- (1) HarvXtra®/Roundup Ready® Tissue Cover
- (1) HarvXtra®/Roundup Ready® Pop-Up Tower
- Thumb Drive with pre-loaded HarvXtra® information
- 8 x 10 inch HarvXtra® Window Cling
- 8 x 10 inch Roundup Ready® Window Cling
- Amazon Echo Dot Stand pre-programmed with HarvXtra® information



Forage First® TECH SHEETS & LITERATURE

Tech sheets provide comprehensive, focused detail on each Forage First® product, one product sheet at a time.

Additional literature on a variety of topics is available to help inform and provide solutions for your customer's needs.



EMERGENCY FORAGE OPTIONS



TECH SHEETS

Forage First® WINDOW DECAL

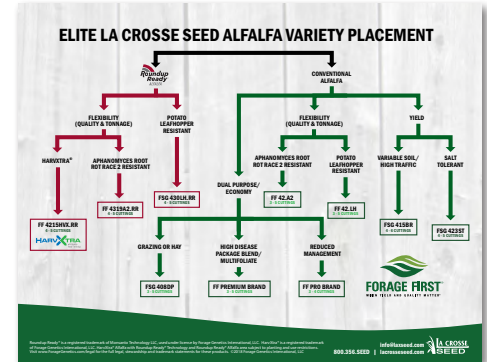
Brand decals are great on any glass or metal surface.



15 X 7 INCH WINDOW DECAL

Forage First® ALFALFA DECISION TREE

Whatever the challenge, the Forage First® Alfalfa Decision Tree provides an easy to follow set of considerations to help identify the right alfalfa for your customer's needs.



Forage First® FIELD SIGN

Factory produced, durable field signs provide a professional appearance and helpful reference for any customer. Product stickers are also available.



19.5 X 24 INCH PLOT SIGN

Forage First® POWERPOINT™ TEMPLATE

CO-BRANDING AVAILABLE

Provide information in style with a thematic Powerpoint™ presentation. Co-Branded and custom options available.



Forage First® THE CORNER POST NEWSLETTER

Signed up for The Corner Post newsletter? The excellent and timely information The Corner Post brings to your email is also available in print format for convenient sharing on location.*

Haven't signed up for The Corner Post? Email info@laxseed.com and ask to be added to our newsletter list.



* Make sure your sales staff and customers sign up as well!

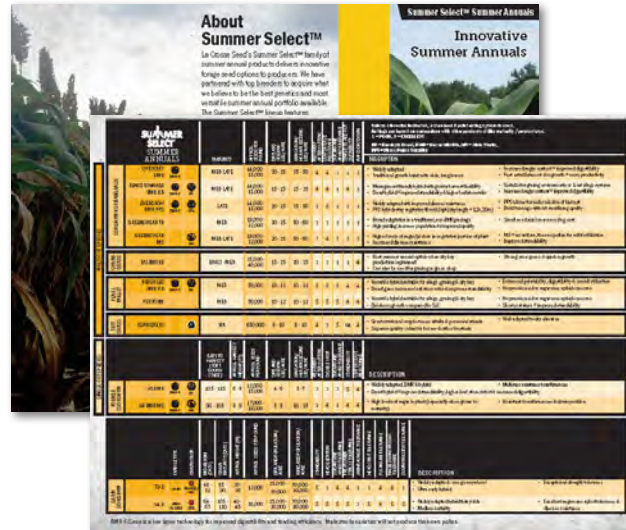
Summer Select™ BROCHURES

CO-BRANDING AVAILABLE

Summer Select™ brochures provide the most relevant information about Summer Select™ summer annuals.



SUMMER ANNUAL BROCHURE



Summer Select™ TECH SHEETS

Comprehensive data and management advice on each Summer Select™ summer annual, one product sheet at a time.



TECH SHEETS

Summer Select™ DEMO PLOT SIGN

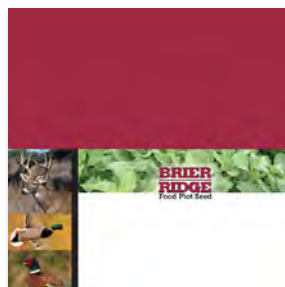
Factory produced, durable field signs provide a professional appearance and helpful reference for any customer. Wire step stakes included. Product stickers are also available.

Demo plot seed also available on request.



Brier Ridge® SHELF TALKERS

Customers will be glad you display your Brier Ridge® mixes with these helpful shelf talkers, designed to inform purchasing decisions with a quick visual reference by each bag.



Brier Ridge® WINDOW DECAL

Brand decals are great on any glass or metal surface.

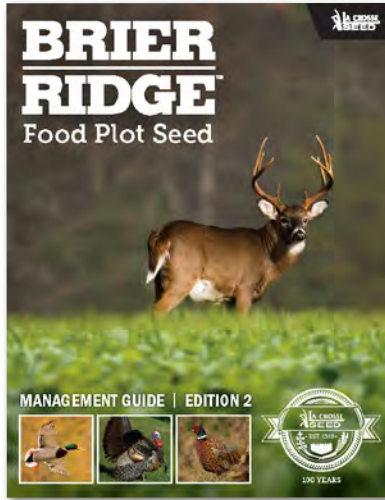
15 X 10 INCH WINDOW DECAL

BRIER RIDGE

BRIER RIDGE
BRAND
Food Plot Seed

Brier Ridge® MANAGEMENT GUIDE

The Brier Ridge® Management Guide is the best resource for comprehensive Brier Ridge® product information to help lead discussions with your customers.



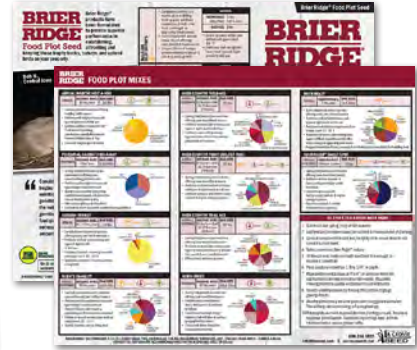
CO-BRANDING AVAILABLE

Brier Ridge® BROCHURES

Brier Ridge® brochures provide the most relevant information about Brier Ridge® mixes plus management tips.



**FOOD PLOT
SEED BROCHURE
WITH MIX AND
MANAGEMENT INFO**



Brier Ridge® LITERATURE

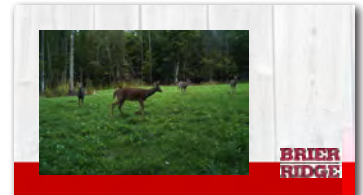
Literature on a variety of topics is available to help inform and provide solutions for your customer's needs, including tech sheets.



CO-BRANDING AVAILABLE

Brier Ridge® POWERPOINT™ TEMPLATE

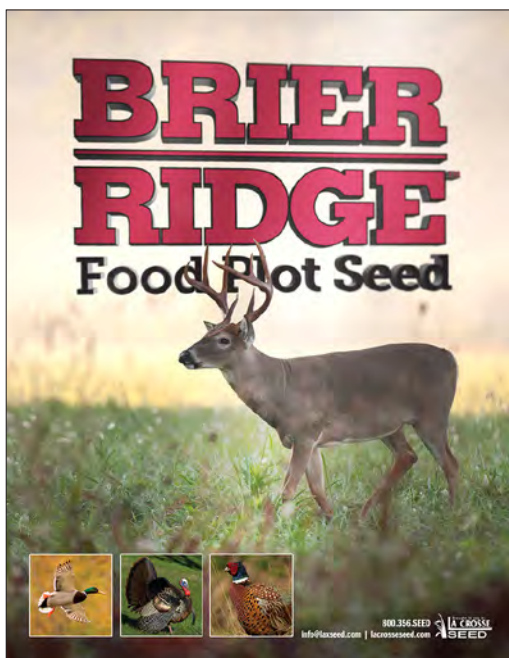
Provide information in style with a thematic Powerpoint™ presentation. Co-Branded and custom options available.



Pre-loaded content also available.

Brier Ridge® POSTER

Capture customer interest and provide your business location a bit visual flair with Brier Ridge® wall art.



Brier Ridge® SEED SAMPLE BAGS (SMALL)

Samples of Brier Ridge® Food Plot Mixes are available upon request.



Soil First[®] MANAGEMENT GUIDE

Solving the soil health puzzle starts here! The Soil First[®] Management Guide is the best resource for comprehensive cover cropping questions and answers as well as Soil First[®] product information to help lead discussions with your customers.

La CROSSE SEED

SECURE SOURCED & SUPPLIED

Soil First[®] PREMIUM COVER CROP SEED

NOW WITH Tillage & Radish

Soil First[®] Management Guide | Edition 7

MAKE A COMMITMENT TO COVER CROPPING

HAVE A GOAL & A PLAN WHEN DECIDING TO TRY COVER CROPS

TABLE OF CONTENTS

ABOUT SOIL FIRST[®] & LA CROSSE SEED

USDA PLANT HARDINESS ZONES

SMALL GRAIN COVER CROP OPTIONS

SMALL GRAIN COVER CROP OPTIONS

SOIL FERTILITY MAKES

SOIL COVER STARTERS

SOIL COVER STARTERS

SOIL COVER STARTERS

SOIL COVER STARTERS

IMPACTING SOILS WITH COVER CROPS

Our soils are a dynamic system composed of living and dead organisms, decomposing and residual organic matter, minerals, water and oxygen. A large portion of our soils cannot be changed or altered. No matter the soil type or condition, that fraction has some level of minerals, air, and water that together comprise 90 to 99% of the soil makeup. The balance in the segment that can be affected by conservation practices. This organic section is how we can impact nutrient cycling, water quality and overall soil structure and condition.

THE VALUE OF 1% ORGANIC MATTER

Each 1% of Organic Material contributes:

- 10,000 lbs. of C & S4 / lb = \$20
- 1,000 lbs. of N @ 5.50 / lb = \$550
- 100 lbs. of P @ 5.70 / lb = \$570
- 100 lbs. of K @ 5.40 / lb = \$540
- 100 lbs. of Ca @ 5.00 / lb = \$500
- 3" - 1" of H2O

Using average fertilizer prices that's about \$680!

Every 1% increase in OM raises soil's water holding capacity by as much as 27,000 gallons per acre (Ohio State University - 2014)

It may take time to create major advances in soil quality, however progress can be discovered by following four basic principles:

- 1 Minimize Disturbance.** Unlike soil texture, the soil's structure can be greatly impacted by tillage. Disturbing the soil destroys pore space, ultimately decreasing infiltration of water and the movement of oxygen. Whereas minimum-tillage systems have had a huge impact in improving soil organic matter (a leading indicator of soil quality), however not by itself.
- 2 Maximize Biodiversity.** As soil is less disturbed and plant diversity is improved, nutrients become more available for each crop while restoring unwanted plants and organisms.
- 3 Maximize Soil Cover.** Bare soils introduce the probability of wind and water erosion. During which nutrients and organic matter can be carried away and the opportunity for carbon capture is lost.
- 4 Provide Continuous Living Roots.** Living organic material (OM) and dead plant residues in the soil improve soil structure and make nutrients available later for cash crops. Adding continuous roots speeds up organic matter gains and at the very least maintains organic matter levels. Building OM levels offsets the "mining" action of cash crops.

Carbon exudates released from the plant helps feed the fungi and Bacteria - combining the cycle of building microbes and creating aggregate stability.

The microbial bundles the mycorrhizal fungi is helping "glue" soil aggregates together.

Plant roots combine with fungi in the soil to produce mycorrhizal hyphae.

These hyphae form soil aggregates, which act like a net or web capturing OM and soil particles.

Nephos forming on small grain root

Bacteria colonize on these roots, producing microbial burdies or bioturbules.

RESIDUAL NUTRIENTS → **CAPTURE OR "CATCH"** → **RELEASE**

3 soil1st.com | lacrosseseed.com

MATCHING COVER CROPS TO YOUR GOAL*

* See pages 25 & 26 to see how Soil First[®] cover crops can be integrated into your system

- 1 SEQUESTER & CYCLE NUTRIENTS:** Cover crops can aggressively scavenge and cycle nutrients from deep within the soil profile making them available in the root zone of subsequent crops, improving yields and reducing runoff into sensitive watersheds.
- 2 REDUCE SOIL EROSION:** Extensive root systems extend in the top layer of soil creating an interior shield from erosive while top growth minimizes wind and water erosion.
- 3 CREATE A NITROGEN SOURCE:** Legumes produce additional nitrogen (N) by converting atmospheric nitrogen into nutrients plants can use.
- 4 BREAK UP SOIL COMPACTION:** Deep burrowing roots break through compacted soil to create pore space improving aeration, water movement and helping soil or plants flourish.
- 5 PROVIDE WEED CONTROL:** Cover crops create competition for winter annuals and other weeds by shading them out, and preventing them from robbing valuable moisture and nutrients from subsequent cash crops (with the potential of lowering herbicide requirements per acre).
- 6 SUPPORT PEST CONTROL:** Most cover crops fill soil's nutrient needs during the winter months. Gain consequently reduce nematode populations. Some cover crops deplete nematode populations by causing premature egg hatching. Other species provide control by eliminating winter annuals that historically provide a refuge for nematode populations. Still other cover crops contain chemicals that naturally fumigate and block soil environments.
- 7 GENERATE EXTRA FORAGE:** Most cover crop species have the added benefit of being "rain forage" meaning they provide both the benefit of a soil cover while providing a valuable forage source for livestock.
- 8 ADD HABITAT FOR WILDLIFE & SHELTER POLLINATORS:** Fall, winter and spring cover crops create environments crucial for wildlife protection and nesting. Additionally, the biodiversity created by many cover crop systems have positive effects on native pollinators.
- 9 BUILD ORGANIC MATERIAL:** As cover crops grow, die and break down, they add carbon to soil, feeding the soil food web, improving soil pH, soil quality and water holding capacity.
- 10 INCREASE SOIL STRUCTURE:** Actively growing plant roots increase mycorrhizal hyphae creation, which act like a net capturing organic matter and soil particles. Aggregate stability builds soil structure that leads to better movement of nutrients, water and oxygen.
- 11 CONSERVE SOIL MOISTURE:** By converting the soil's energy into growing biomass and the opportunity for organic matter, soil moisture is increased while reducing runoff, evaporation and overall variability from weather extremes.
- 12 CREATE FINANCIAL VALUE:** The above benefits create the opportunity for better yield potential in cash crops, lower input costs and ultimately higher land values. In addition many states and counties offer cost sharing initiatives for this important practice.

Soil First® BROCHURES

CO-BRANDING AVAILABLE

Soil First® brochures provide the most relevant information about Soil First® products and mixes. All-mix brochures are available, or customize a brochure to only include products that fit your specific business needs.

CUSTOM MIXES BROCHURE



SOIL FIRST® 101 COVER STARTER
Guardian® Fall Rye + Higgs Radish®
Soil First® 101 is a 50/50 mix of Guardian® Fall Rye and Higgs Radish®. It is designed to provide a high level of soil health and nitrogen fixation.

SOIL FIRST® 102 COVER STARTER
Guardian® Fall Rye + Higgs Radish®
Soil First® 102 is a 50/50 mix of Guardian® Fall Rye and Higgs Radish®. It is designed to provide a high level of soil health and nitrogen fixation.

COVER CROPS	SEEDS PER LB	PLANTING DEPTH	ROW SPACING	ROW WIDTH	ROW LENGTH	ROW DENSITY	ROW SPACING	ROW WIDTH	ROW LENGTH	ROW DENSITY	ROW SPACING	ROW WIDTH	ROW LENGTH	ROW DENSITY
SOIL FIRST® 101 COVER STARTER	45,000	1/2"	15"	15"	15"	15"	15"	15"	15"	15"	15"	15"	15"	15"
SOIL FIRST® 102 COVER STARTER	45,000	1/2"	15"	15"	15"	15"	15"	15"	15"	15"	15"	15"	15"	15"

MATCHING COVER CROPS TO YOUR GOAL

1. REGULATE & CYCLE NUTRIENTS
2. REDUCE SOIL EROSION
3. CREATE A NITROGEN SOURCE
4. BREAK UP SOIL COMPACTION
5. PROVIDE WEED CONTROL
6. SUPPORT PEST CONTROL
7. GENERATE EXTRA FORAGE
8. ADD HABITAT FOR WILDLIFE & SHELTER POLLINATORS
9. BUILD ORGANIC MATTER
10. INCREASE SOIL STRUCTURE
11. CONSERVE SOIL MOISTURE
12. CREATE FINANCIAL VALUE

STANDARD MIXES BROCHURE



MIXING COVER CROPS	SEEDS PER LB	PLANTING DEPTH	ROW SPACING	ROW WIDTH	ROW LENGTH	ROW DENSITY	ROW SPACING	ROW WIDTH	ROW LENGTH	ROW DENSITY	ROW SPACING	ROW WIDTH	ROW LENGTH	ROW DENSITY
SOIL FIRST® 101 COVER STARTER	45,000	1/2"	15"	15"	15"	15"	15"	15"	15"	15"	15"	15"	15"	15"
SOIL FIRST® 102 COVER STARTER	45,000	1/2"	15"	15"	15"	15"	15"	15"	15"	15"	15"	15"	15"	15"

Soil First® COVER CROP DECISION TREE

Whatever the challenge, the Soil First® Decision Tree provides an easy to follow set of considerations to help identify the right Soil First® mix for your customer's needs.



Soil First® Premium Cover Crop Seed Decision Tree

Flowchart: **What is your goal?** → **Soil Health** → **Soil First® 101** or **Soil First® 102**. **Forage** → **Soil First® 101** or **Soil First® 102**. **Soil Structure** → **Soil First® 101** or **Soil First® 102**. **Soil Moisture** → **Soil First® 101** or **Soil First® 102**. **Soil Fertility** → **Soil First® 101** or **Soil First® 102**.

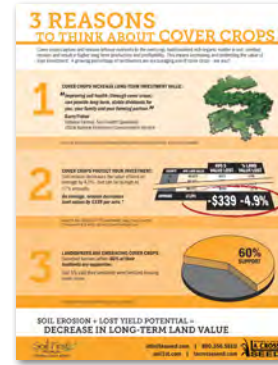
COVER CROPS	SEEDS PER LB	PLANTING DEPTH	ROW SPACING	ROW WIDTH	ROW LENGTH	ROW DENSITY	ROW SPACING	ROW WIDTH	ROW LENGTH	ROW DENSITY	ROW SPACING	ROW WIDTH	ROW LENGTH	ROW DENSITY
SOIL FIRST® 101 COVER STARTER	45,000	1/2"	15"	15"	15"	15"	15"	15"	15"	15"	15"	15"	15"	15"
SOIL FIRST® 102 COVER STARTER	45,000	1/2"	15"	15"	15"	15"	15"	15"	15"	15"	15"	15"	15"	15"

Soil First® TECH SHEETS & LITERATURE

Tech sheets provide comprehensive data on each Soil First® product or mix, one product sheet at a time. Additional literature on a variety of topics is available to help inform and provide solutions for your customer's needs.



Tech Sheet Example



3 Reasons Land Owner Sell Sheet



Cover Crops & Prevent Plant



Cover Crop Termination Options



Cover Crop Mix Review



Herbicide Info



Planting Methods



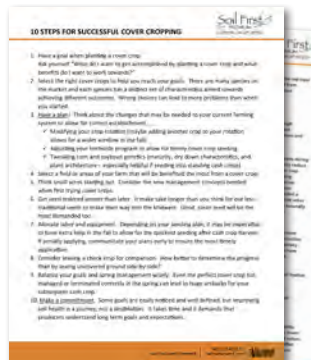
Oilseed Radish Vs Daikon Radish



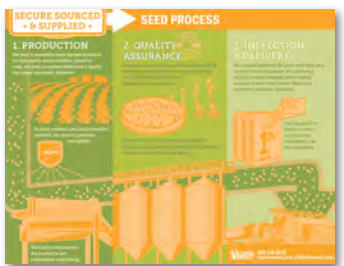
Cover Crop Resources



Seeding Info



Ten Steps for Success



Secure Sourced Seed



Guardian® Fall Rye Value



Guardian® Fall Rye Sell Sheet

Soil First® THE DIRT NEWSLETTER

Signed up for The Dirt newsletter? The excellent and timely information The Dirt brings to your email is also available in print format for convenient sharing on location.*

Haven't signed up for The Dirt? Email info@laxseed.com and ask to be added to our newsletter list.



* Make sure your sales staff and customers sign up as well!

Soil First® WEBINARS

Keep up to date on important industry topics administered by La Crosse Seed experts.



Soil First® POWERPOINT™ TEMPLATE

Provide information in style with a thematic Powerpoint™ presentation.

Pre-populated content available.



Soil First® WINDOW DECAL

Brand decals are great on any glass or metal surface.

15 X 7 INCH
WINDOW DECAL



Soil First® HERBICIDE CARRY-OVER KIT

Herbicide Carry-Over Kits (Bio Assay Kits) are valuable tools for identifying the herbicide content of soil prior to cover cropping.



Soil First® SEED SAMPLE BAGS (SMALL)

Samples of Soil First Cover Crop Mixes are available upon request.



Soil First® DEMO PLOT KITS

Demo Kits are a compelling way to attract attention and demonstrate the quality of Soil First® products at your location.



Soil First® FIELD DAY SIGNS

Impress field day attendees with informative field signs on Soil First® mixes and products.



Soil First® CO-BRAND POSTCARD

Capture your customer's attention with a friendly reminder. Include a custom message or let the Soil First® experts provide it for you.

CO-BRANDING AVAILABLE



Soil First® DEMO PLOT SIGN

Factory produced, durable field signs provide a professional, appearance and helpful reference for any customer land plot. Wire stakes provided. Product stickers are also available.

Demo plot seed also available on request.

14 X 17 INCH
PLOT SIGN



Earth Carpet® CO-BRAND POSTCARD

CO-BRANDING AVAILABLE

Capture your customer's attention with a friendly reminder. Include a custom message or let the Earth Carpet® experts provide it for you.



Earth Carpet® TECH SHEETS

Comprehensive data on each Earth Carpet® mix, one product sheet at a time.

Earth Carpet® LITERATURE

Literature on a variety of topics is available to help inform and provide solutions for your customer's needs.



Lawn Establishment Tips

Determining How Much Seed and Fertilizer to Buy

The most popular way to determine how much seed and fertilizer to buy is to start by measuring the area to be seeded—total square footage (or any lawn areas such as balconies, walkways, flower beds, etc.).

Lawn Size	100 sq ft or 100 sq ft	16,000 sq ft
Seed	100 lbs	16,000 lbs
Fertilizer	100 lbs	16,000 lbs
Fertilizer	100 lbs	16,000 lbs
Fertilizer	100 lbs	16,000 lbs
Total sq ft	100 sq ft	16,000 sq ft

Home: A half-acre lot is 21,780 square feet. A quarter-acre lot is 10,890 square feet. Whatever the size of the lot, multiply by 100 to get the square footage of the home's "lawn" (patios, driveways, porches, flower beds, etc., are always 0%).

Soccer Field: Dimensions of the actual playing field range from 100 yards by 50 yards (minimum) to 120 yards by 100 yards (maximum). To a half-acre field could be 40,000 square feet or a half-acre field could be 40,000 square feet.

Football Field: Dimensions of the actual playing field is 2 yards by 100 yards or 47,700 square feet.

We offer a full line of FERTILIZER PRODUCTS and ICE MELTERS. For more information, simply call 800.356.7333

Diagnosing Turf Problems

Diagnosing turf problems is a multi-step process. It starts with identifying the symptoms, then determining the cause, and finally implementing the correct solution. Common problems include:

- Yellowing:** Often caused by nitrogen deficiency or over-fertilization.
- Thinning:** Can be due to drought stress, soil compaction, or insect damage.
- Patchiness:** May result from uneven watering or soil nutrient imbalances.
- Dark Spots:** Often caused by fungal diseases like brown patch or dollar spot.
- Cracks:** Can be caused by soil compaction or frost damage.

DIAGNOSING TURF PROBLEMS

Common Lawn Blunders and How to Avoid Them

When you've covered a few of these, but they're worth repeating:

- Don't mow the grass too short. Follow the 1/3 rule—never remove more than one-third of the blade at a time. It's better to mow more frequently than to cut too much in a single mowing.
- Don't water in the evening. Watering at night can promote fungus. Watering in midday is preferred because much of the water evaporates before it can be absorbed. Watering in the morning is ideal.
- Don't stop watering newly seeded grass too soon. Just because a few seedlings have popped up, don't assume it's safe to stop keeping the soil moist. Earth Carpet® seed mixes contain a variety of seeds chosen for their various attributes. Some are the grasses, but others are desirable for deep green color or hardiness. They emerge late, so stopping watering at this point can result in uneven turf. If you must stop watering, do so gradually over a period of several days.
- Don't apply a major herbicide too soon after seeding. You could kill your new turf.
- Don't fertilize. Fertilizer can burn the seedlings or cause nutrient imbalances. Wait until the lawn is well established. Wait at least eight weeks and then follow manufacturer's instructions carefully.
- Don't use an in-lawn fertilizer program. For example, Blue Carpet requires a more aggressive fertilizer program. Care-free requires less care. Blue Carpet needs fertilizer for every mow that for care-free.
- Don't stop watering. Although a well-established lawn doesn't require daily watering, water regularly. Care-free may require less care. Blue Carpet needs fertilizer for every mow that for care-free.
- Don't stop watering. Although a well-established lawn doesn't require daily watering, water regularly. Care-free may require less care. Blue Carpet needs fertilizer for every mow that for care-free.

LAWN ESTABLISHMENT TIPS

Identifying Common Weeds

Identifying common weeds is essential for effective lawn care. Common weeds include:

- Crabgrass:** Problem: Thrives in under-fertilized lawns. Solution: Apply iron or phosphorus to a pre-emergent herbicide in spring, water, and fertilize regularly, mow high. Apply spot treatment herbicides to stems in summer.
- Dandelion:** Problem: Thrives in thin, under-fertilized lawns. Solution: Kill dandelion tubers and separate seeds. Spot-treat with pre-emergent. Apply broadleaf herbicide in late fall.
- Red Clover:** Problem: Bright green grass that grows in open spots. Solution: Spot-treat with pre-emergent herbicide. Use a selective herbicide to control red clover.
- Prostrate Knotgrass:** Problem: Prostrate knotgrass grows in open spots. Solution: Spot-treat with pre-emergent herbicide. Use a selective herbicide to control prostrate knotgrass.
- St. Augustine:** Problem: St. Augustine grass grows in open spots. Solution: Spot-treat with pre-emergent herbicide. Use a selective herbicide to control St. Augustine.
- Yellow Foxtail:** Problem: Yellow foxtail grows in open spots. Solution: Spot-treat with pre-emergent herbicide. Use a selective herbicide to control yellow foxtail.

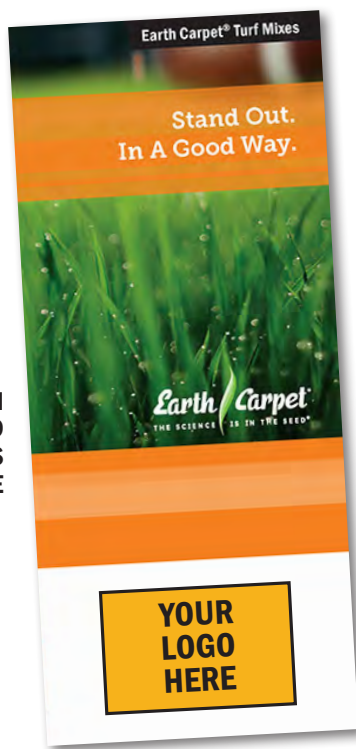
COMMON LAWN BLUNDERS

IDENTIFYING COMMON WEEDS

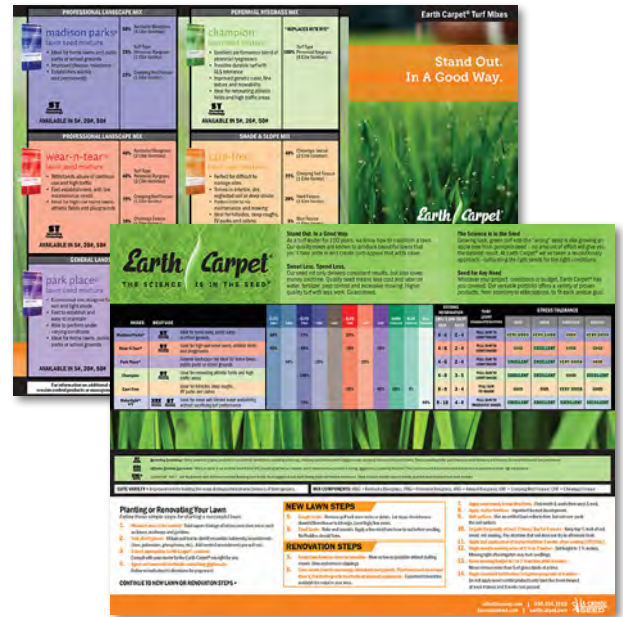
Earth Carpet® BROCHURES

Earth Carpet® brochures provide the most relevant information about Earth Carpet® mixes. Choose a brochure that includes all available mixes, or customize a brochure to only include mixes that fit your specific business needs. Custom brochures also include a condensed planting guide.

**CUSTOM
CO-BRANDED
MIXES
BROCHURE**



CO-BRANDING AVAILABLE



**ALL MIXES
BROCHURE**



**CO-BRANDED
FERTILIZER BROCHURE**

Earth Carpet® SHELF TALKERS

Customers will be glad you display your Earth Carpet® mixes with these helpful shelf talkers, designed to inform purchasing decisions with a quick visual reference by each bag.



Earth Carpet®
POSTERS

These useful product and information posters are an easy reference for assisting customers in their product purchases.

SPECIES	BEST USE	STRESS TOLERANCE										TURF CHARACTERISTICS	
		WET	DRY	SHADE	SUN	SOIL	TRAFFIC	WIND	SALT	HEAVY	HEAVY		
... (rows continue with various species and their characteristics)



STAND OUT POSTER
18 X 24 INCH & 24 X 18 INCH
STYLES



Earth Carpet®
WINDOW DECAL

Brand decals are great on any glass or metal surface.



15 X 7 INCH
WINDOW DECAL

Earth Carpet®
YARD SIGN

Factory produced, durable field signs provide a professional, appearance and helpful reference for any landscape. Wire stakes provided.

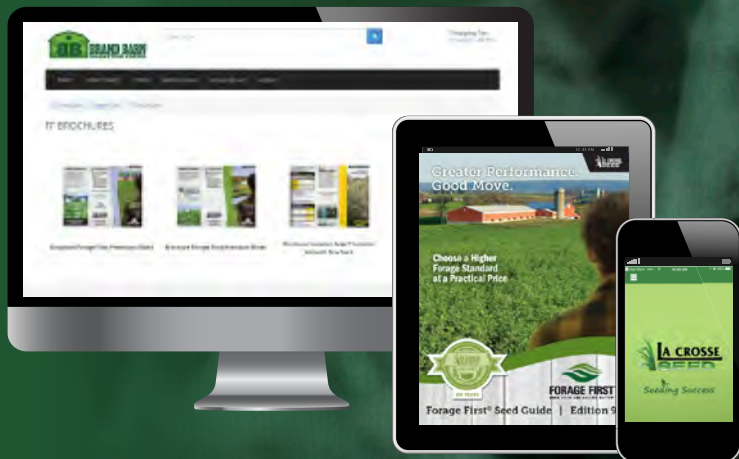
14 X 17 INCH
PLOT SIGN



Reason #58:

We Deliver More Than Seed

Premium seed isn't enough. We bring effective, customized marketing solutions plus training tools and tips to ensure your team has the tools they need.



THERE ARE **100 REASONS**
WE'VE BEEN HERE **100 YEARS:**

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