

January, 2004

In this issue of the newsletter...

- Child's Play Welcomes New Manager
- What's New?
- Turf Tips
- Just How Far Will We Go?
- New Referral Program
- Pesticide News You Need To Know
- Our Web Site!
- Programs & Services
- Products



Child's Play ORGANIC Lawns



"LAWN CARE YOU CAN LIVE WITH"

Child's Play Welcomes Our New Manager!

With the explosive growth we have experienced over the last three seasons (over 70% just last season!), we are excited to announce that Martin Klubeck has joined Child's Play as General Manager. Martin brings a wealth of experience in management, processes and customer service. Martin will be heading up sales and operations, and will be your main contact for services, products and support. We are confident that he will be able to improve our services, and continue the personal and quality support you have come to expect from Child's Play Organic Lawns. Please join us in welcoming Martin to the Child's Play family!

The new business phone number is (574) 289-0680



What's New??

WOW! Check out the new services we are offering! • After some very successful trials, Child's Play is now offering more weed control options. We now have available weeding service using manual weed pulling tools, salt, horticultural vinegar, and infra-red heat. • This year we will be trying out slit-seeding at some selected locations. This type of seeding is especially good if you have large bare spots, or have had difficulty growing grass in the past. Slit-seeding actually slices the soil, plants the grass seed in the furrows, and buries the seed. If you are interested in having this type of service, please give us a call as soon as you can. • Lastly, we have modified our popular Premium Combo Program to improve summer performance.

Turf Tips

Just a few reminders as you prepare for the upcoming spring:

- ☑ The best way to fight weeds is a thick, healthy stand of turf. If you plan to overseed (sowing seed over an existing lawn), doing so in the fall will give you the best results. Fall brings less competition from weeds, along with gentler rains and cooler weather. Spring overseeding can be done if necessary, but the new grass will have a shallower root system when summer arrives, and some of it may die from heat and drought stress.
- ☑ When watering your lawn, water down to a depth of at least 3". This promotes deep root growth. Another way to promote deep root growth, and shade out weeds, is to cut your lawn at 2 1/2" to 3 1/2" high, optimum height for northern type grasses.
- ☑ Before you pull that pesticide off your garage shelf to eradicate those pesky insects or weeds, think about this. There are many products you have around your home that are MUCH safer to use, and are very effective. For example, a teaspoon of salt piled right on top of a dandelion over the tap root will kill it in 5 - 7 days. Also, vinegar and lemon juice is a very effective alternative to using Roundup® to kill grass and weeds in rock beds or your driveway and sidewalk. **Please, give us a call, and we'll be happy to give you suggestions for alternatives to dangerous chemical pesticides, that are safe for your children, pets and the environment.** (See *Pesticide News You Need To Know* on page 2 for more information about specific pesticides)

Just How Far Will We Go?

Child's Play Organic Lawns now provides service and products to the following communities:

- Indiana - South Bend, Granger, Mishawaka, Osceola, Elkhart, Goshen, Plymouth, Culver, and Crown Pointe
- Michigan - Niles, Edwardsburg, Cassopolis, Dowagiac, Berrien Springs, Bridgman, Stevensville, St. Joseph & Benton Harbor



Help Michiana kick the habit - LET'S MAKE MICHIANA PESTICIDE FREE!
Please feel free to use, copy, and distribute this newsletter to all your friends and neighbors!

Remember, what your neighbor puts on his lawn could be coming out your faucet!

Pesticide News You Need to Know...

The following is a brief discussion of some of the more common pesticides, how they work, and known health affects.



2,4-D – This chemical is the most widely sold herbicide in the world, used to kill broadleaf weeds like dandelions, without killing turfgrass. 2,4-D is one of three major constituents in Agent Orange (used in Vietnam). Chronically, 2,4-D is a immunotoxin, carcinogen, suspect mutagen, teratogen, suspect fetotoxin that causes anoxemia and damages the liver, kidney and central nervous system. Other health effects are vomiting, diarrhea, anorexia, ulcers of the mouth and pharynx. Non-Hodgkin's lymphomas-the kind dogs are reported to get most often from exposure to 2,4-D-have been the second fastest growing cancer in humans in the U.S. during the past 15 years. 2,4-D is widely used in many of the standard "weed-and-feed" products commonly available. Some companies have abandoned the use of 2,4-D for a "safer alternate" called Trimec®, which contains chemical herbicides MCPA, MCPP & dicamba instead. Low and behold, dicamba contains 2,4-D!

Diazanone – This pesticide is commonly used to kill insects such as grubs and ants, and is in a family of chemicals called Organophosphates (OPs). Scientists developed OPs as a battlefield nerve gas. OPs do their deadly work by attacking the central nervous system, inhibiting an enzyme called Cholinesterase. They make it impossible for some synapses to pass signals from one nerve cell to another. The effect is that the billions of messages sent from the brain cannot jump across the junctions. If you are an insect - or if you are human and exposed to high enough levels of the stuff - you die. Smaller doses might mean, for instance, being unable to concentrate or suffering paralysis or diseases of the heart and respiratory system. The evidence that even low levels of exposure to OPs are harmful to humans has been building over the years. Specifically, OPs have been linked with Non-Hodgkin's Lymphoma, leukemia, and lung cancer. In children, OPs have been linked to aplastic anemia, which is a failure of the bone marrow to produce blood cells, and leukemia. Children with asthma may have severe reactions to OPs.

Roundup® – This is the brand name of an organophosphate (OP) chemical called Glyphosate, which is a broad-spectrum (non-selective) herbicide that kills all vegetation, including grasses, broad leaf and woody plants. It is absorbed mainly through the leaves and is transported around the whole plant, killing all parts of it. Glyphosate is one of the most toxic herbicides, with many species of wild plants being damaged or killed by very low applications. The direct toxicity of glyphosate to mammals and birds is low. However, its effect on flora can have a damaging effect on mammals and birds through habitat destruction. Fish and invertebrates are more sensitive to formulations of glyphosate. As with humans, the surfactants added to glyphosate to increase its effectiveness, are responsible for much of the harm. Toxicity is increased with higher water temperatures, and pH. Of nine herbicides tested for their toxicity to soil microorganisms, glyphosate was found to be the second most toxic to a range of bacteria, fungi, actinomycetes and yeasts. The introduction of crops engineered to be resistant to glyphosate could have two particularly damaging effects. First, it will increase the use of the herbicide, and second, it may encourage the emergence of herbicide resistant weeds.

Referral Program

For each person you refer to us who buys a lawn service program or a season's worth of lawn treatment products, you will receive a 10% discount on your program this year, or apply it to next year if you wish. So, lets see...10%, carry the one...hey, 10 referrals that turn into customers – your program is **FREE!**

Its no wonder provinces in Canada have outlawed the cosmetic use of chemicals and pesticides on lawns. They've deemed it unsafe for humans!

Check out our web site for great tips, scheduling information and cool links!

www.childsplayorganiclawns.com

Child's Play Organic Lawns

(574) 289-0680

Programs & Services

Child's Play Organic Lawns has a variety of lawn treatment programs and services designed to enhance the beauty of your lawn and target specific problems you may be encountering. Child's Play has developed a line of services designed to meet every customer's lawn treatment goals and budgets. **All of our lawn care programs and products have been carefully designed to build soil life and health, which in turn creates healthier, more attractive lawns.** Remember – as always, **you receive a 10% discount for pre-season payment on treatment programs!!**

Program	Description	Payments as low as:
Worry Free	A top quality lawn treatment and management program for those desiring a perfect lawn. This comprehensive program incorporates two treatments of our Turf Shield 9-1-3 , two treatments of Liquid Gold , two treatments of granular Vibrant Plus 10-2-5 , and an aeration.	\$41! (7 pmts) for up to 4000 sq.ft.
Premium Combo	Combine the weed stopping power of our granular Turf Shield 9-1-3 , our improved Vibrant Plus 10-2-5 , and our Liquid Gold to see your lawn healthier and more beautiful than ever! Program consists of three granular treatments and three treatments of Liquid Gold . Note: This popular program has been modified to change the 3 rd treatment to granular Vibrant Plus instead of Liquid Gold to improve the lawn quality through the summer months.	\$42! (6 pmts) for up to 4000 sq.ft.
Premium Granular	The best of all worlds at an affordable price! Weed prevention, long lasting benefits of our slow release granular products, and iron supplement! Program consists of two granular treatments of our Turf Shield 9-1-3 , and two treatments of granular Vibrant Plus 10-2-5 .	\$48! (4 pmts) for up to 4000 sq.ft.
Silver Combo	Our standard program. A balanced feeding designed to provide substantial weed control and a long lasting deep green. Program consists of two granular treatments, and two treatments of Liquid Gold .	\$40! (4 pmts) for up to 4000 sq.ft.
Individual Granular	Each granular treatment designed to provide a full feeding for your lawn that will last up to <u>three months!</u>	\$51! for up to 4000 sq.ft.
Individual Liquid Gold	Using our own Liquid Gold spray lawn food. Treatment provides a complete, balanced feeding for your lawn using wholesome food-grade ingredients, at an economical price.	\$39! for up to 5000 sq.ft.

~Other Services~

Over seeding	Let Child's Play thicken up your lawn by overseeding, timed perfectly with your treatment program, using high quality, disease resistant premium grass seed, specifically designed for your growing conditions. Remember to notify us if you overseed. Using the Turf Shield 9-1-3 on a newly seeded lawn will prevent satisfactory germination of the seed.	\$60! for up to 4000 sq. ft.
Aeration	Aerating your lawn will loosen compacted soil and allow air down to the roots. Ideal for preparing your lawn for over-seeding, and for maintaining turf health.	\$45! per 5,000 sq. ft
Power Rake	Power raking your lawn will mechanically remove thatch that has built up in your lawn, which promotes disease and weak grass roots. Best if performed in the early spring.	\$57! per 5,000 sq. ft.
Lime Treatment	A neutral pH is important for turf grass' ability to extract and utilize important minerals and nutrients from the soil. Symptoms of low pH are a sickly yellow or washed out green color, moss growth or very thin grass stand under trees. Liquid Lime also available at lower prices.	\$64! For up to 6,000 sq.ft.
Natural Fungus Management	Organic fungicide treatments using only products approved for organic farming. These programs consist of a consultation, and usually three treatments spaced 7 – 10 days apart. Treat in mid to late spring to prevent summer and fall damage. Can also treat once symptoms occur to prevent spread of fungus. Effective against Dollar Spot, Rust, Red Thread diseases & others.	\$45! per treatment For up to 5,000 sq.ft.
Grub Treatment	Grubs and many other larvae don't stand a chance against Child's Play Organic Lawns natural treatment using parasitic nematodes. Nematodes are a living micro-organism, like little heat-seeking missiles, killing grubs all season long. Best to treat May through September when the soil temperatures are above 60°F.	\$68! For up to 5,000 sq.ft.
Soil Analysis	Child's Play has partnered with a certified soil testing lab to provide a comprehensive analysis of your lawn's soil. The analyses are in color, easy to read format, and provide information about the levels of vital nutrients and trace minerals in your soil based on industry standards. The results also tell us exactly what needs done, if anything, to balance the soil to provide the ideal growing environment for your grass. Other tests are available to meet your specific needs.	\$39.95!
Weeding	Manual weeding for lawns and beds using a variety of techniques and tools. This is a great way to get a jump start for weedy lawns, and maintaining those beds in pristine beauty. Prices based on time and materials.	<i>Call for prices</i>

Products

The following table describes our current offering of products used in our programs, or for sale directly to customers for their own use. As always, there is no charge for delivery within a reasonable distance and time frame, for orders over \$50. If you don't see what you are looking for here, just give us a call – WE CAN GET IT!

Products	Description	Sale Price
Turf Shield 9-1-3	Turf Shield 9-1-3 contains the ingredient 'corn gluten meal' which is edible and an EPA approved organic weed control. The combined action of the fertilizer and the weed control will stop new weeds from germinating and reproducing up to a 60% success rate for the first use and a 95% success rate if used over a three-year time period (study by Iowa State University). Turf Shield 9-1-3 produces a long lasting beautiful color, and controls weeds without the harmful side effects of dangerous pesticides. This product works best if applied in March or April, prior to the weed germination and then again in late August/early September to suppress fall germinating weeds. Wholesale prices available in quantities over 1 ton.	50 lb bags 1 - \$31.95 2 - 4 \$29.95 ea. 5 - 9 \$27.95 ea. 10 + \$25.95 ea. Coverage: 2500 - 5000 sq.ft.
Vibrant Plus 10-2-5	Newly formulated granular fertilizer <u>plus iron</u> , manufactured exclusively for Child's Play, containing all food-grade ingredients. Vibrant Plus 10-2-5 provides a complete and balanced meal for your lawn, producing a long lasting lush, deep green turf your neighbors will admire! Wholesale prices available in quantities over 1 ton.	50 lb bags 1 - 5 \$27.95 ea. 5 + \$25.95 ea. Coverage: 5000 sq.ft.
Liquid Gold	This product is the core of our liquid spray program. Liquid Gold is comprised of a blend of wonderful natural products, including Sugar Beet Molasses, Humate, Kelp and other food grade ingredients. A regular program using Liquid Gold provides a fast and long lasting deep green color, and a complete, balanced diet for turf to stay healthy, thick and disease resistant.	Used Only in our Lawn Treatment Programs
Permaguard® Natural Insecticide	Permaguard® , a natural insecticide dust, is derived from Diatomaceous Earth and Pyrethrins (natural extract of Chrysanthemums), and is very effective against ants, crickets, aphids, spiders, fleas and a variety of other common insects. Use Permaguard® inside your home around baseboards, under appliances, around the outside of your home, on your flowers and vegetables, on your lawn, and even on your pets to control fleas! Puffer tubes also available for higher use applications. NOTE: Pyrethrin is a naturally occurring insecticide. However, cats have been known to have allergic reactions to this product. Pure Diatomaceous Earth (without Pyrethrin) is also available, and very effective.	\$12.95 for 5 oz. Puffer bottle \$12.95 for 1 lb. Refill bag (+s/h)
Natural Liquid Fertilizer, Natural Kelp & Sulfate of Potash, Liquid Bonemeal, and Natural Liquid Lime	We have wonderful liquid fertilizers and nutrients, ideal for flower and vegetable gardens, bulb transplants, lawns and ornamentals. Designed for easy application with it's own built in hose-end sprayer. These products will produce amazing increases in fruit and vegetable production, and significantly increases drought resistance. Kelp acts as a "natural sponge" to retain soil moisture and nutrient availability to plants.	\$9.95 per quart (+s/h)
Premium Grass Seed	We have had fantastic results in our overseeding service with this line of premium grass seeds, and we are now making this available for sale directly to customers. A variety of blends are available for both sunny and shady lawns. Just give us a call!	\$2.50/lb for most varieties (+s/h)
Granular Gypsum and Lime	Gypsum is a naturally occurring mineral that has been used for years for binding sandy soils, loosening clay soils, removing sodium, and providing calcium to lawns. Lime is very effective in reducing the acidity levels of soils, and for providing calcium to lawns. We can have an analysis performed on a soil sample from your lawn, which will tell us exactly how much, if any, gypsum and/or lime you need to maintain your turf in top notch condition.	\$8.00/ 40 lb bag (+s/h)

Child's Play Organic Lawns

(574) 289-0680

www.childsplayorganiclawns.com