

# PURELY ORGANIC



LAWNCARE

# Newsletter

Spring 2009

Volume III, Issue 1

## Spring is Here

We have had great weather conditions in April and May and everyone is now outside after a long winter enjoying results of their organic programs. By the time you receive this newsletter, the entire first round of fertilizer has been applied. The customers that have been on our organic program for the past three years are really starting to develop their sustainability.

## Seed-O-Vator



You probably say "What is that?" This machine is one of the greatest pieces of equipment that has been designed for the lawn care industry. We began using our Seed-O-Vator in our sports turf division with amazing results. Not only in the way it aerated but also in the way it generated seed-to-soil contact. Residentially, we have used slice-seeders and aerators combined with over-seeding to obtain successful seed germination. The Seed-O-Vator combines all three of those cultural practices into one machine allowing us to get the maximum seed-to-soil contact possible.

We asked the company that sold us our sports turf Seed-O-Vator to develop a smaller machine that can be used residentially. This spring we were lucky enough to acquire one of 14 prototype models in the country! We began using the new Seed-O-Vator in the beginning of May for our residential customers and so far the results have been phenomenal. The process of introducing new seed and new cultivars into your lawn is probably the single most important part of an organic turf program.

## New Blends of Fertilizer



Here at Purely Organic we have our own line of organic fertilizers. We formulate, blend and bag our own products. This helps drive down costs for you as a consumer and allows us to create the most sound organic fertilizer blends for your lawn. This year we developed a partnership with Converted Organics, a company that turns food waste into a clean, organic and very effective fertilizer. This product is more than just a fertilizer. It has properties that will help suppress disease by using a method called SAR (Systemic Acquired Resistance). Our special blend of composted food waste, corn gluten hydrosylate, and amino acids has shown amazing results in round 1 this year. Here at Purely Organic we believe we are 3-4 years ahead of the organic technology curve.

## Ticks & Mosquitoes



It's the time of year for backyard barbecues, little league games, and days at the beach. It is important to protect your family from ticks and mosquitoes. We can do this organically and effectively. We have some exciting products that can help protect your yard from these pests. One of our new products is Purely Organic Essential One PHE. The combination of essential oils and botanicals results in effective management of ticks & mosquitoes.

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## Company Spotlight

Roger Dumas has been with Purely Organic for 2 years and is now our Regional Service Manager. Roger has an extensive turf grass management background. He was a golf course superintendent for 20 years managing turf at 1/8 of an inch. We are so lucky and fortunate to have him on our staff. He brings extensive knowledge of organic turf care and you can be assured that when you call the office, he will be happy to answer any of your lawn care questions.

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## Organic Lawn Care Industry

Our mission has always been to deliver you the best organic products possible to help manage all of your lawn care needs using safe organic methods. We are locally owned and operated and are not a franchise. We are also 100% organic. To make certain our products are never contaminated, the machines we use for our applications have never been used with anything other than 100% organic products. Never become complacent about your lawn care and always do your homework when deciding which products and services to use for your property.

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## The Green Alliance



As you know we are proud cofounders of the Green Alliance. Please check out the website at [www.greenalliance.biz](http://www.greenalliance.biz) to find eco-friendly products and companies. You can now join as a co-op member and receive discounts from companies offering an array of services from organic lawn and tree care to bio-fuels and yoga. Remember when you support Green Alliance you also support Purely Organic Lawn Care and many green companies in the seacoast area.