WARM WINTER BLUES

In many parts of the country, snowplows, and the contractors who operate them, sat idly by as record warmth kept snow from piling up in clients’ driveways and parking lots. In an industry intertwined with the weather, the mild temperatures dramatically affected many operators. And because insect pest populations, weeds and turf diseases usually diminished by the cold went largely unscathed this winter, lawn care business owners also have been deeply affected. LM next month will explore the impact the mild winter had on the Green Industry.