

In light of the recent rash of several states' proposals to ban phosphorous, do you need a good keynote speaker for your annual turf conference who can address the issue? I'd like to recommend Dr. Jay Lehr. He works for the Potash Corp. of Saskatoon, Saskatchewan. This company has single-handedly decided to educate people about fertilizers with a program called Fertile Minds.

Dr. Lehr, who helped draft the Clean Air and Water Acts in the 1970s, walks the audience through a compelling presentation on how the industry is losing the battle over environmental issues through its silence and inaction. Clips from a video show how ignorant and uninformed the public is on basic nutrients and where they come from. In a man-on-the-street interview sequence done in Chicago, one respondent said, "Potash? Oh, that's what's left when you smoke marijuana."

The Fertile Minds program gives people the real facts. Fertilizers aren't manmade synthetic compounds, contrary to activist rhetoric. They are natural elements being returned to the soil after the crops take them out during harvest. The potassium and phosphorus in your diet comes from the soil, and it needs to be replaced or the soil goes sterile.

Here are some of the nutrients the environmental lobby targets as being some foreign substances despite their common everyday sources:

- **Nitrogen** – It's in the air you breathe daily.
- **Potassium** – It comes from sea-salt residue, which occurs because this country sits in an ancient sea bed.
- **Phosphorous** – It comes from the skeletal remains of marine and terrestrial animals that once roamed the earth.

For all those environmentalists out there who might miss the point, let me make it abundantly clear: *These are natural ingredients.* Man can grind them up into small particles, mix them together, bag them up and spread them on crops, but they are still just *natural products* recycled to grow food or keep turfgrass healthy.

While the Fertile Minds program is targeted mainly for agricultural fertilizer use, any enterprising golf industry group can easily make the connection to turfgrass uses. You can

Program Pushes Great Message

BY JOEL JACKSON



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log on to www.fertile-minds.org or call 800-524-0132 to order "The Fertile Minds ProAction Kit." This tool kit can help your associations reach out to local governments and business leaders, local media, local school systems and your own friends and family. (In fact, start with the latter. If you can't convince *them* about the facts, don't bother with the others.)

This kit includes printed material, a VHS tape and four CDs. What you will find will be templates for fill-in-the-blank educational materials: customizable speeches, PowerPoint presentations, press releases, audio files, radio scripts, letters to the editor, frequently asked questions (FAQs), facts at a glance and much more. All these presentations can be tailored for the audiences listed above.

Did I mention the cost? It's free for the asking. As the kit says on the inside cover, "Presenting the easiest way to dispel the myths and misinformation about crop nutrients. With the Fertile Minds Proaction Kit, you can represent the fertilizer industry in the area that matters most — your hometown." We all know politics are local. This kit provides virtually everything you need to approach your key local audiences in an easy-to-use format.

Our cash-strapped superintendent chapters are always looking for help in fighting the well-funded environmental lobby. Here is one program that's already done it for you. All you have to do is present it. You can thank the Potash Corp.

You can do your part. Order the kit today and plant the seeds of truth into the fertile minds in your own backyard.

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