



**GREAT NECK** Long Island Public School turf program (see *Large-Scale Turf Maintenance, Care and Cost*, from **WEEDS TREES and TURF**, November, 1971) includes an intensive cultural turf program (1) Program mowing to cover all areas on the average of once a week in growing seasons; (2) Aerifying at least once a year, preferably in the fall; (3) Lime annually using a ton per acre, or as soil tests indicate; (4) Rainfall, averaging 40 inches per year, provides moisture except for newly seeded areas; (5) Fertilizing at least once a year, with an average of 3 lbs. of nitrogen per 1,000

sq. ft., and (6) Weed control only in special areas, since good grass stands prevent weed seeds from germinating.

Success of the fertilization program can be attributed to the fact that 75% of the nitrogen in a 20-6-4 fertilizer is Nitroform, a slow-release non-leaching organic. Continued survival of the thick turf indicates that it is getting adequate nourishment all year around, possible only with ureaform on a single application basis. During this 13-year long ureaform program, the turf has continually benefitted with a buildup of residual nitrogen.

## Nursery Official Reports on Green Survival Concept

"The whole Green Survival idea is very rapidly becoming the major marketing approach for the nursery industry here in this country and in several other places around the world," says an official from the American Association of Nurserymen.

The Green Survival concept underscores the nursery industry's total involvement in the environmental situation, says Richard Hutton, public relations chairman for AAN. It stresses actions possible by any individual to protect and improve his environment, and emphasizes the ecological importance of the green growing plant life provided through the nursery industry.

The idea has been picked up and adapted by groups in several foreign countries. Nursery association leaders in England, Germany, and France, have requested marketing kits for their study and distribution.

Industry people in those countries are already using the Green Survival approach in their public communications.

Across our own border in Canada, use of the Green Survival Program is becoming as widespread as in the U.S.A. Green Survival materials have been translated into the French language for use in the province of Quebec, and an outdoor advertising program has been introduced there to assist in spreading the message.

Here in this country, the Florida Cooperative Extension Service has employed the Green Survival concept in a 3-month series of television programs. A Milwaukee area Junior Chamber of Commerce featured a "Green Survival Week" during which they sold flowering crabapple trees as a fund-raising activity. A number of banking institutions have cooperated with their local nurseries in offering live plants as a new customer bonus—emphasizing the "Green Survival" idea in the projects.

A senior high school in Coral Gables, Florida is using the Green Survival publication as one of the textbooks for its course in Ecology. The instructor of the course has prepared a work-sheet for students based on material in that booklet.

"The case studies could go on and on," Hutton says. "The point is, this idea has captured the imagination of the public here in America and elsewhere because it has one answer for the environmental concerns which are on almost everyone's mind.

The Green Survival marketing kit is developed around a small publication prepared for public distribution. "**It Depends On You**" contains more than half a hundred simple steps any person can take to act on his interest in environmental improvement. While the booklet is a general guide to ecological betterment, more than half the points covered have a direct tie-in to the nursery industry's products and services.