

Editorial

Water quality management within a very few years promises to become the new opportunity for custom service operators in the green industry. We've seen custom lawn care arrive in a big way, and its growth continue.

Management of water impoundments will require custom service from pesticide applicators — all of whom are slated to be certified and/or licensed by late next year. Inasmuch as water quality management will likely continue to require some form of chemicals for effectiveness, this green industry group of custom pesticide applicators will become responsible for filling this need.

Management of water impoundments to maintain quality will be far more important than conservation, if the job is accomplished. Shortages will exist only if pollution from organic and inorganic wastes are allowed to contaminate more than the one percent of the world's water which is potable.

Impoundments are already important in our industry in (1) home developments, (2) golf courses, (3) parks, (4) potable supplies for municipal use, (5) irrigation, (6) industrial use and others.

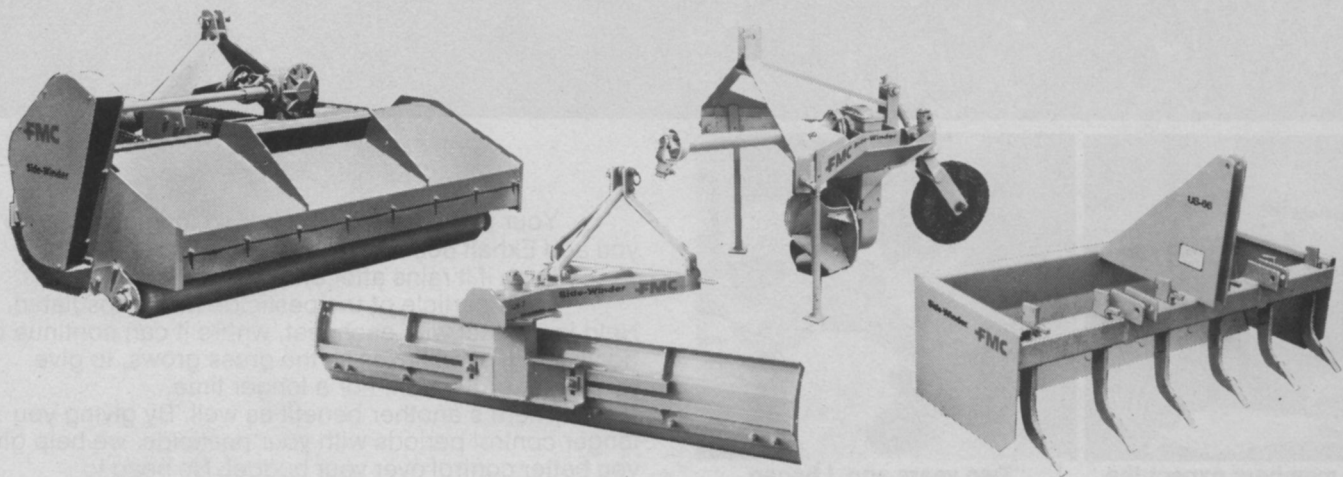
Not only does public consciousness of environmental quality demand clean water, but property values, recreation use, water for industry, and most important, water for human consumption, depends on careful management.

The green industry needs to face this major challenge. More attention needs to be given to water quality management in the various turfgrass conferences, weed control meetings, and others of like nature.

Today, only a few technicians and scientists serving the industry have the knowledge and experience to do this job. Only one major association, the Hyacinth Control Society for control of noxious aquatic weeds (and shortly to be renamed the Aquatic Plant Management Society on January 1, 1976) devotes almost 100% of its effort to programs aimed at keeping water clean.

Inland water impoundments, especially, are experiencing water problems and responsible people are recognizing them. We, as an industry who will inherit the custom management business, need to upgrade our capability. A.E.

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