

# LAWN CARE INDUSTRY

This month we turn our Lawn Care column over to our readers:

*WEEDS TREES & TURF*, in its March issue, did an excellent job of detailing the history and rapid growth of the lawn care industry in the last 20 years.

However, thorough as your research was, I believe it failed to adequately focus on certain key factors without which no examination of this explosive industry can be complete.

I believe it is a matter of interest and importance to the many thousands of your readers who are independent landscape maintenance operators to have a complete picture in front of them, should any be contemplating which path to take in expanding their own lawn care operations.

The heavy emphasis on liquid application as practiced by several different companies, and the almost total absence of first hand comment from operators with long experience in applying granular materials, seed, aerating, etc., could make it seem that there is no worthwhile alternative, and I am sure this was not your intent.

Daniel Dorfman, president  
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Mineola, L.I., New York

(Ed Note: Granular application will be covered in our June issue.)

Your March issue "To Our Readers" and in-depth look at Lawn Care inspired me to add some thoughts.

1. I prefer the term more Professional to our industry, "Landscape Maintenance or Landscape Management". Our clients require planting, new lawns, tree care, turf management, fountains, etc. Fifty percent of our seasonal project is new contracting and 50 percent is maintenance.

2. We have too many organizations now, splitting our industry into: nursery, turf, arborists, contractors, etc. This divides and reduces our strength.

3. Upgrading the industry: As an example the WLCA. A committee spent two and one half years upgrading the industry and ended up lowering the standards to the poorest work. What we really need is total involvement, but this, like perfection, is only a goal.

Frank J. Foster, president  
DAL Corp.  
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