

OUTLOOK

By Bruce F. Shank, Editor

The value of energy is causing a change in demand. Conventional fireplaces are being replaced with more efficient devices. Builders use smaller windows or double-paned windows in construction of new, energy efficient homes. Even the Internal Revenue Service has created a new deduction for taxpayers to encourage use of energy saving devices.

Homeowners and businessmen are investing in energy conservation to insulate themselves from future energy price increases. However, they often overlook one of the biggest factors in energy conservation, the natural surroundings of a structure. Properly promoted, this area of energy conservation may represent the largest single opportunity for growth of landscape construction and maintenance companies.

The opportunity is not limited to landscape contractors. Landscapes for energy efficiency can be utilized by golf courses, parks, shopping centers, and cities to save money AND improve the appearance of an area at the same time. There isn't a sector of the Green Industry that can't participate in this new area of growth.

Landscape architects should place strong emphasis on energy efficient

landscapes. Some conflict between aesthetics and energy efficiency may arise, but basically no one can turn their back on this area of concern to the public.

In this issue of *Weeds Trees & Turf*, we present a number of articles to help illustrate the potential for more energy efficient landscapes. Energy saving landscapes was a major topic at the most recent Ornamentals Northwest Show in Seattle. They are also the subject of a book to be released this March by Moffat and Schiler of Cornell University.

As we face a possible flat year, we have a new card to play. Energy evaluations of landscapes are a good start. Hopefully this could pay off in new construction business from both residential and commercial accounts. It is not cold opportunism. It is application of an overlooked area of technology which can save your customers money in the long term.

The landscape is no longer valued merely by its pleasant appearance, soundproofing, or abstract additional value to the price of property. It can be measured in terms of gallons of oil, cubic feet of gas, and kilowatts of electricity, and these numbers carry more

weight than the dollar at present. Ask the customer to divide his energy costs by three. Then tell him you can possibly cut his bills by that much by planting attractive plants on his property. Back it up with the articles in this issue. If you can get the customer to think two or three years ahead, you may be able to gain new business equal to one year's energy cost for that account.

Like anything else it is an opportunity for the con artist selling poor quality plants, planting them poorly, and leaving town. Even though a planting may save energy costs, it also adds to maintenance costs if not properly designed and specified. Advancements in disease and insect resistant plants should be combined with the knowledge of energy conservation. Attention to design for aesthetic reasons should be maintained. Without control we could return to the house surrounded by unattractive barricades of plant material. There are trade-offs still and some compromises may be needed to achieve both aesthetic and energy conservation goals.

Nevertheless, the opportunity is worth the challenge and extra effort. It also teaches us an area of landscaping we should have known all along. **WTT**

LETTERS

"Dutch Elm" hits target

My congratulations to you for the publication of the thoughtful and well written article by Hart on the very serious problem of Dutch Elm Disease ("Tragedy of Dutch Elm Disease Bears Hope for Modern Control" by John L. Hart, November). Hart evidently has studied the problem carefully. His presentation is excellent in my opinion.

For what it is worth, you may give some weight to the above. I led the research on the disease for the U.S.D.A. for about 35 years.

Respectfully,
Curtis May

Benefits from magazine

Upon reading your 'Outlook' column in the November issue of WTT, it

prompted me to write to you about your magazine. I find your magazine to be extremely beneficial to me and my department. It seems like every time I am thinking about a project or a variety of tree or research information, I receive a copy of WTT and there it is, all my questions answered. You have an excellent magazine.

Sincerely,
John Andrew Fik
Landscape Supervisor
Darien Lake Fun Country

Objects to chlordane

Dear Dr. Funk:
In the November 1980 issue of *Weeds Trees & Turf*, a pest control service person asked how to get rid of crayfish. Your answer was to check with the local Cooperative Extension Agent on

the status of chlordane. Velsicol Chemical Company, the sole U.S. producer of chlordane, agreed to voluntarily cancel most uses of chlordane, effective March 6, 1978. The only uses not cancelled were termite control and dipping of roots and tops of non-food plants. Unless the service person could obtain some chlordane manufactured and labeled prior to March 6, 1978, it would be illegal to use chlordane in such a manner.

In view of this fact and the cancellation of lawn uses of chlordane other than for termites, I feel that another chemical should have been recommended instead of chlordane.

Sincerely,
Amy E. Brown
Assistant Pesticide Coordinator