

GREEN INDUSTRY NEWS

FEBRUARY 1991, VOLUME 30, NUMBER 2

LANDSCAPE MANAGEMENT

LAWN CARE

LCOs believe legislation will be obstacle in future

MARIETTA, Ga. — While public environmental concern is viewed as an "obstacle" to future growth, lawn care professionals believe more applicator certification and regulation will help emphasize the industry's environmental responsibility.

Slightly more than half of 342 respondents to a Professional Lawn Care Association of America poll said environmental concerns have cast a negative shadow on business. Nine in 10 indicated they believe it will be an obstacle in the future.

However, past PLCAA president Richard Steinau of Greenlon Inc. in Cincinnati, believes environmental awareness also could help business if communicated correctly.

"As people become more conscious of the environment, we expect they will better understand and appreciate the expertise of professional certified applicators," Steinau says. "This may open up new markets for skilled professionals."

In response to increased environmental sensitivity, lawn care applicators noted in the survey that they now conduct more employee and customer education programs, maintain better



records and strictly comply with product label instructions.

Nevertheless, members expect environmental concerns to stimulate regulatory changes, even though 64 percent believe the only action needed is enforcement of laws already in the books. One in four thinks no regulatory changes are necessary. (See chart for their expectations for regulatory change.)

In the poll, which was sponsored by Sandoz Crop Protection Corp., PLCAA members indicated they

feel product manufacturers should take the leadership role on environmental questions; nearly half (44 percent) said manufacturers have adequately responded. Specifically, they said manufacturers should provide more education and training programs (94 percent), and more printed materials on product safety and efficacy (96 percent) for distribution by applicators.

The poll was taken at the first Green Expo in Nashville, Tenn. last November. □

ENVIRONMENT

'Grasscycling' coming in April

MARIETTA, Ga. — National Grasscycling Week will be held April 21-27 as part of National Lawn Care Month.

The event, sponsored by the Professional Lawn Care Association of America (PLCAA), promotes disposal methods for grass clippings and other yard debris as a way to combat dwindling landfill space.

The PLCAA anticipates