

T R E E S

IMPROVING THE VIEW FROM ABOVE

Trees beautify the environment through colorful flowers, showy fruit and rustic winter bark and twigs. Trees also offer practical benefits, such as screening high winds, buffering sound, hiding unsightly views and providing cooling shade.

In fact, tree plantings significantly reduce temperatures in urban areas, which, on average, are 10 degrees warmer than the surrounding countryside. Tree plantings and light-colored surfaces can cut home energy bills by \$100 to \$200 a year, according to the American Forestry Association.

An admiring but busy public takes trees' value largely for granted. Few probably realize urban areas are losing trees at a record pace. According to the National Arbor Day Foundation, in some U.S. cities, up to four trees die or are removed for every one tree planted.

The full value of trees would not be realized without the benefits of specialty pesticides. Specialty pesticides are to tree health what medicines are to human health. When applied knowledgeably and responsibly, tree-care medicines are invaluable tools that make a positive contribution to our environment and to our health. Healthy trees improve our quality of life.

Unfortunately, trees are subject to insect attack. The gypsy moth, for example, has destroyed hundreds of thousands of acres of trees, mainly from the Carolinas up through Michigan. Favored hosts include oak, birch, apple and cottonwood trees.

However, biological and conventional specialty pesticides can control the gypsy moth caterpillar. Community spray programs and tree care firms are working to control the pest — and save trees.

No one wants those trees to go the way of the American elm, which once formed cool, green archways over streets in U.S. cities. Since the 1940s, thousands of the mighty elms have fallen victim to Dutch elm disease. Today, few are left.

A tiny insect, the elm bark beetle, carries the deadly disease from tree to tree. U.S. Forest Service research, however, has found that specialty pesticides, properly applied to the top of the tree, will reduce beetle feeding and limit introduction of the disease.

An integrated approach to control — pruning, specialty pesticide spraying and fertilizing — can save trees. Removing any segment of the three-part control program weakens the cure. The use of pest-specific specialty pesticide products, as part of an integrated approach, contributes to a better environment for today and tomorrow.



Top: Healthy trees provide cooling shade, protection from the wind and other benefits to society.

Right: The gypsy moth has devastated trees across the nation. The pest's expanding presence has left trees defoliated and property values diminished.



D I D Y O U K N O W ?

Trees bring beauty and practical benefits to modern society. They provide shade, beautify properties, strip pollutants from the air and much more. Kept healthy by specialty pesticides and mechanical controls, trees:

- Save energy. One large tree has the same cooling effect as 15 room-size air conditioners. Mature trees shading homes cut energy costs by 18 percent to 50 percent.
- Increase property value. Trees can add up to 20 percent to the value of a home. However, without proper maintenance, the value of trees declines. Timely use of specialty pesticides controls disease and insect damage.
- Clean the air. One acre of trees removes 5 tons of carbon dioxide from the air annually. According to the American Forestry Association, one average, mature tree absorbs 26 pounds of carbon dioxide per year. The same tree cleans up pollution created by a car driven 11,300 miles, as well as gives off enough oxygen for a family of four to breathe for a year.