

INDUSTRY SNAPSHOT

THE GREEN INDUSTRY AT A GLANCE

MOWING RATE ROUND-UP

Late last month the *Wall Street Journal* published a round-up of mowing rates across the country. Here's how different regions stacked up.

DALLAS Lawns of Dallas

\$40 for a 10,000-square-foot lawn

Per-1,000-square-foot price: **\$4**

PARKER, COLO. BestYard

\$36.25 for any lawn up to 3,000 square feet

Per-1,000-square-foot price: about **\$12** or more

LANSING, MICH. ArborLawn

\$36 for a 12,000-square-foot lawn

Per-1,000-square-foot price: **\$3**

NEW MILFORD, CONN. YardApes

\$67.50 for a 27,000-square-foot lawn

Per-1,000-square-foot price: **\$2.50**

PORTLAND, ORE. Other Side of the Fence

\$35 for a roughly 2,500-square-foot lawn

Per-1,000-square-foot price: **\$14**



DROUGHT TAKES ITS TOLL

This year's historic drought has caused more than half of all U.S. counties to be deemed disaster zones by the U.S. Department of Agriculture (USDA), CNN reports. USDA economist Timothy Park called it "the most severe and expensive drought in 25 years."

Tom Vilsack, secretary of agriculture, declared disaster zone designations for an additional 218 counties in 12 states on Aug. 1 due to damage and losses caused by drought and excessive heat. The states are Arkansas, Georgia, Iowa, Illinois, Indiana, Kansas, Mississippi, Nebraska, Oklahoma, South Dakota, Tennessee and Wyoming.

To view CNN's interactive map of how drought conditions have spread in 2012, visit goo.gl/7lYnn.



SMALL BUSINESS OPTIMISM DECLINES



In a disappointing reversal of several months of slow but positive growth, the National Federation of Independent Business' June Index of Small Business Optimism dropped three points, falling to 91.4. The decline is significant and relinquished the gains achieved earlier this year. Labor market indicators and spending plans for capital equipment and inventories accounted for about 40 percent of the decline. Political uncertainty remains historically high and continues to be a primary cause for a reticence among small-business owners to expand.

"All in all, this month's survey was a real economic downer," says NFIB Chief Economist William Dunkelberg. "The economy has definitely slowed; job growth will be far short of that needed to reduce the unemployment rate unless lots of unemployed leave the labor force—no consolation. Taxes remain a top concern for the small business community."

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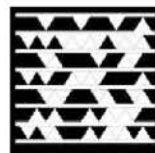
USE PROPER APPLICATION EQUIPMENT

By Julie Pospesch | FMC

Even when the appropriate pesticide is applied using the right equipment, applicators will not achieve optimal results if their tools are not prepared properly. To ensure even, effective treatment, only use sprayers and spreaders that have been calibrated to the approved equipment settings for the pesticide being applied. Be sure to take into account field speed, application rate, spray pressure and the size of the treatment area. Accurate calibration helps ensure that a pesticide is applied at a rate that delivers effective control without endangering humans, plants and animals living nearby. After application, it is just as important to wash equipment and perform any necessary maintenance.



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