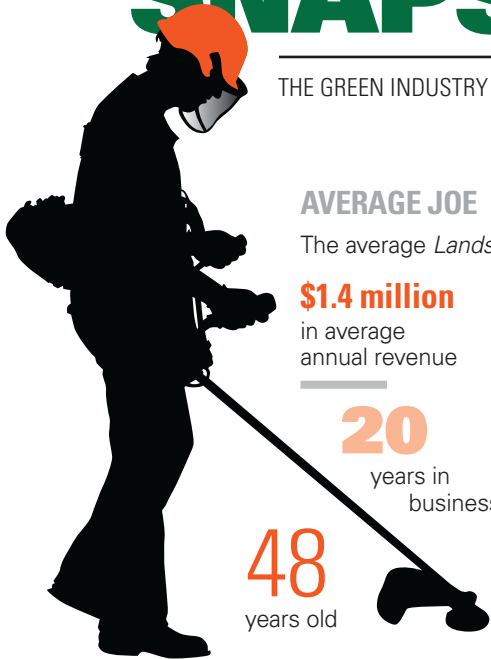


INDUSTRY SNAPSHOT

THE GREEN INDUSTRY AT A GLANCE



AVERAGE JOE

The average *Landscape Management* reader:

\$1.4 million
in average
annual revenue

48 full-time/part-time
employees

20
years in
business

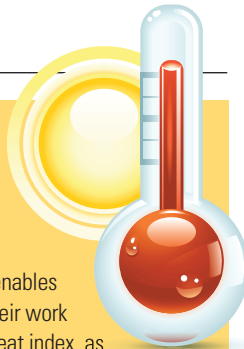
Owns { **19** trucks
13 mowers
6 trailers

48
years old

Source: *Accelera Research*

BEAT THE HEAT

Heat stroke has killed – on average – more than 30 workers annually since 2003, according to the U.S. Department of Labor's Occupational Safety and Health Administration. As part of OSHA's outreach campaign it has released a free mobile device app that enables workers and supervisors to monitor the heat index at their work sites. It displays a risk level for workers based on the heat index, as well as reminders about protective measures that should be taken at that risk level. Available for Android-based platforms and the iPhone, the app can be downloaded in both English and Spanish at <http://s.dol.gov/RI>.



GOING OUT

Outdoor living spaces have become the new 'great room' in terms of must-have items for homeowners, according to the American Institute of Architects (AIA) Home Design Trends Survey for the first quarter of 2012.

"As people are more interested in adapting their property to their long-term needs rather than readying it for sale, we are seeing more attention paid to landscaping and features that have some return on investment like rainwater catchment systems," says AIA Chief Economist Kermit Baker.



Outdoor Living & Landscaping Trends

% of respondents that reported increases

RESIDENTIAL ELEMENTS	2012	2011
Low-irrigation landscaping	26%	63%
Outdoor living space	64%	60%
Blended indoor/outdoor living	53%	46%
Rainwater catchment	48%	49%
Exterior/security lighting	33%	30%

Source: *AIA Home Design Trends Survey*

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TIPS FOR SMARTER, SAFER CHEMICAL APPLICATIONS

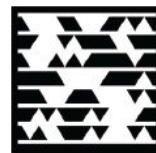
By Corbett Schnatmeyer | FMC

Today's market offers a wide range of pesticide options with various Personal Protective Equipment (PPE) requirements. Fortunately, the Environmental Protection Agency requires that all pesticide product labels contain instructions regarding the necessary PPE to be worn when handling, preparing, mixing and applying pesticides. While pesticides can come into contact with the human body several different ways, most exposure comes via contact with the skin. Wearing the proper PPE for each and every interaction with pesticides not only helps to guarantee individual safety and protection, it's required by law. At the end of each workday, ensure continued protection by discarding disposable gloves and washing PPE while verifying that it is in good condition.



Corbett Schnatmeyer is the Market Specialist for FMC Professional Solutions in Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Washington, Wyoming and Utah.

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