



November 16, 2005

Homeowner Lawn Care

Practices and
Environmental Perspectives

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Chief Environmental Officer



Established in 1868, Marysville, OH

Homeowner Lawn Care

- **Lawn and Garden in Perspective**
- **Consumer Practices**
- **SMG Outreach and Actions**
- **Future Actions**

Lawns & Gardens Are Part of Nature

and a key component of healthy, urban ecosystems



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Direct Benefits of Lawns

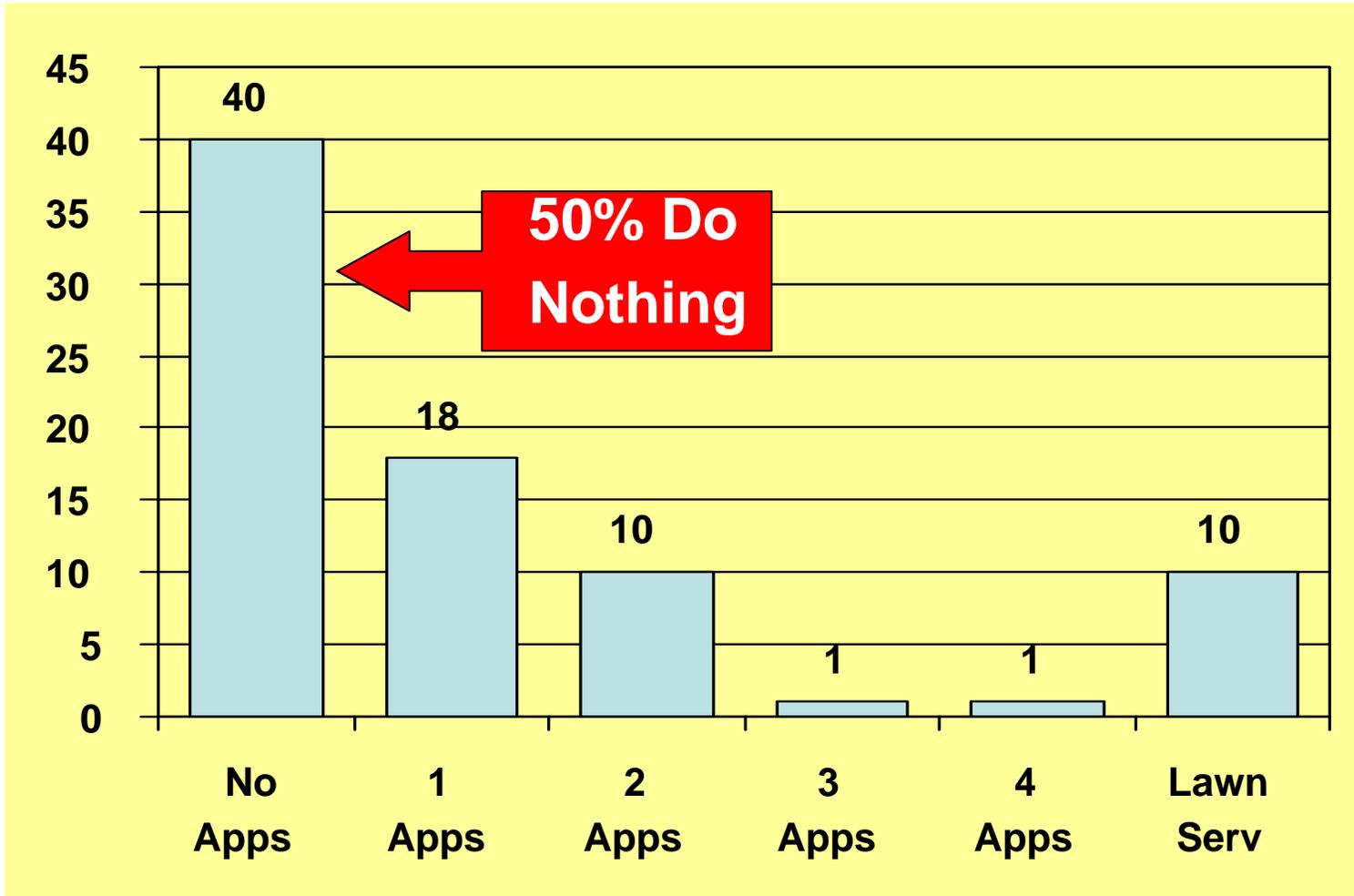
- **Environmental Benefits**
 - *Better air & water quality*
 - *Reduced noise & temperature*
 - *Decreased erosion*
- **Human Benefits**
 - *Positive mental health*
 - *Improved social interactions*
 - *Reduced crime*
- **Economic Benefits**
 - *Higher property values*

Annual Fertilizer Use

	Tons of Fertilizer (Millions)	% of World Total	% of USA Total
World-wide	154	100	290
USA	53	34	100
US Lawn & Garden	1	0.6	1.9
Scotts	0.5	0.3	0.9

Home Lawn Care

Number of Home Lawns (millions)



Scotts Lawn Product Sales

National Unit Sales: 30 million

Avg.# Applications: 1.8 per year

Unit Sales by State:

Maryland --- 1 million

Pennsylvania --- 2 Million

Delaware --- 0.1 Million

Lawn Product Concerns

Excessive Use

Unnecessary Use

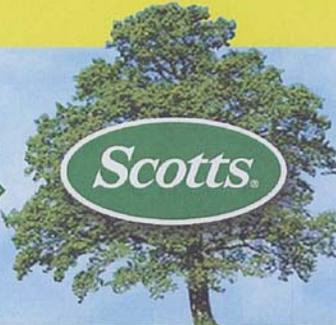
Misuse

SMG Environmental Stewardship Actions

- **Good Advice Drives Consumer Success**
 - Consistent Information
 - Easy to Understand and Actionable
- **Appropriate Product Selection & Use**
 - Integrated Pest Management
 - Spot vs. Broadcast Treatment
 - Right Time for Application
 - On-Target (keep off hard surfaces)

Lawns Product Packaging Changes

Scotts & Your Environment

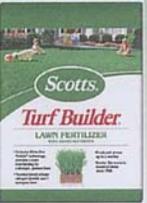


We care. Scotts products are designed with care to grow thicker, greener lawns.

Because green is good. A healthy lawn cleans the air, produces oxygen and prevents runoff and soil erosion.

You can make a difference. Help keep our water resources clean. Apply this product only to your lawn, and sweep up any product that lands in the driveway, sidewalk or street back on to your lawn.

Use Any Of These Products Next To Keep Your Lawn Looking Great All Season!

<p style="text-align: center; color: #008000; font-weight: bold;">ANYTIME</p>  <p style="font-size: small;">Use anytime if weeds and insects are not a problem</p>	<p style="text-align: center; color: #008000; font-weight: bold;">SUMMER</p>  <p style="font-size: small;">Use to kill insects & strengthen your lawn against heat and drought</p>	<p style="text-align: center; color: #008000; font-weight: bold;">FALL</p>  <p style="font-size: small;">Use to build stronger, deeper roots for a thicker, greener spring lawn</p>
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The Scotts Advantage®

Each of Scotts exclusive All-in-One Particles® contain all of the feeding nutrients and the weed control ingredients to provide consistent feeding and weed control to every square inch of your lawn.
The result: A thick, green, weed-free lawn without burning. *Guaranteed!*



Get Expert Advice For Your Lawn *NOW!*

Want information on what to use and when? Sign up today to get free expert advice specifically for *your* lawn.
Visit scotts.com or call **1-800-543-TURF** (8873)

KEY PRODUCT FACTS

Recognizing Special Needs for Local/Regional Areas

- **Turf Builder for Environmentally Sensitive Areas**
- **P-Free Integrated Line**
- **Organic/Synthetic Fertilizers**

Scotts and Your Environment

- **SMG's focus is on helping consumers achieve success with their lawn and garden by:**
 - Providing good advice
 - Providing the tools
- **Our philosophy is the best results with the least inputs.**
- **Our responsibility is to play a leadership role in the development and deployment of best management practices for greenspace.**
- **SMG will work with local/regional authorities, environmental advocates, industry, and the retail community to identify and resolve issues.**