



BUCKEYE ECOCARE®

Family Owned Since 1984



ISN'T SPRING THE BEST?

It's like Mother Nature has finally had enough of the grey and the world gets to be technicolor again. There's really nothing like the exuberance of green grass, budding trees and colorful flowers.

This time of year is always a period of great expectations when it comes to your lawn. The green grass of spring simply feels alive, and our goal is to help your lawn stay healthy so you can keep that feeling for the entire season. Sometimes clients ask us to "make their lawn look like a golf course," and while we understand their desire, it's not the ideal goal for a home lawn. Your lawn is in many ways even more impressive than a golf course, and with our care and your good cultural practices, your lawn can stand up to whatever this summer throws at it.

We thank you again for your business. This time of year is hectic in our line of work, and we really appreciate having customers like you in spring and all year long.

WHY CAN'T MY LAWN LOOK LIKE A GOLF COURSE?



Anyone who's ever played golf has no doubt been in awe of the carpet-like turfgrass found on golf courses. These gorgeous examples of what turf can look like lead homeowners to wonder why professional lawn care doesn't lead to golf course-like results in their own lawns.

It is important to keep in mind the scope of maintenance that golf courses require. To create these huge, felt-like turf areas, course designers use turf types that can be mowed incredibly short. Greens are typically mowed every day and kept to a length of just over one-tenth of an inch, while fairways are kept to well under half an inch. There is also verticutting to reduce thatch, spring and fall core aeration, and nightly watering. A golf course can require up to 1,000 hours of manpower per week to maintain. When you factor in the costs of chemical applications, irrigation, and other periodic services, it can cost over a million dollars per year to maintain a golf course.

Without these intense measures, a golf course will not be the smooth, felt-like playing surface that it should be. Golfers demand consistent lies and consistent rolls on each and every hole. This makes managing a golf course a meticulous and expensive process.

Your lawn, on the other hand, is meant to be more self-sufficient. Smart mowing, timely watering, and fertilization practices will result in a gorgeous lawn that provides oxygen, reduces carbon, and decreases the ambient temperature. Residential lawn maintenance such as mowing high and overseeding with a blend of drought-resistant seeds helps build a turf that is beautiful, resilient, and does not need to be micromanaged.

You don't need golf course-level lawn care to build a gorgeous, healthy, and enjoyable lawn. If given a reasonable level of care, residential turfgrass will provide a sustainable foundation for your living landscape. By allocating portions of your landscape budget to include a variety of features (such as trees, shrubs, and hardscaping) in addition to turf, you create a property that is healthy, functional, and appealing.



FIGHT CRABGRASS WITH HEALTHY TURF

Crabgrass is an incredibly invasive weed that can take over an otherwise healthy lawn. Crabgrass seeds can lie dormant for years before finally emerging once the conditions are right. While pre-emergent herbicides do a good job of preventing a crabgrass invasion, robust and healthy turf is the best ongoing defense against this perennial foe.

Think of your lawn as a battleground with multiple parties vying for control. If your turf is thin, unhealthy, or in any way compromised, crabgrass will seize the opportunity. If your lawn is healthy and well-established, crabgrass (and other weeds) will have trouble gaining a foothold.

While your turf struggles in hot, dry weather, crabgrass loves these conditions. By nurturing your lawn with routine fertilization and vigilant watering, you build turf areas that will hold up against potential weed invasions. Crabgrass simply does not have the same room to thrive in lawns that are populated with thick, healthy turf.

With weed control, the best defense is a great offense. By establishing a strong, viable lawn with watering and fertilization, you minimize the opportunity for a full-scale crabgrass invasion.



ANNUAL DECISIONS: WHAT TO PLANT THIS YEAR

Spring is often thought of as a time for new possibilities and expanded opportunity. This is most definitely the case when it comes to planning what flowers to use as annual additions to your landscape.



There are dozens of annuals that can be used to make this year's landscape truly unique. Annuals are great for filling up space around trees, shrubs, or perennials. A helpful exercise is to think about how last season's perennials fit in that space as you envision possible tweaks. What did you like or dislike about last year's floral display? How could this year's annuals better complement the existing landscape?

Annuals differ greatly from each other in terms of size, shape, color, and texture. When filling in space around established shrubs or perennials, a common approach is to use various color varieties of the same plant that are otherwise uniform in terms of size and shape. Leafy annuals do a great job of filling in empty spaces. Coleus, for example, ranges from blue to red to green and purple.

When repopulating an entire annual bed, you have the opportunity to really get creative. Think of an empty bed as a blank canvas that can be filled with flowers that contrast and complement each other. Ample space allows you to create "levels" from the front to the back of the bed, as well as from the ground up. These layers of vegetation make your annual bed much more aesthetically pleasing than each individual flower. For example, flox is a ground cover that grows very close to the soil, larkspur (which grows up to 3 ft. tall) would work well as the next "level," while towering, tropical-looking canna lilies look great as the final row.

Ascending layering is just one of many ways to arrange your annual beds. Among flowering annuals, there is an amazing variety of shapes such as cone-like snapdragons, "dripping" fuchsia, or cylindrical corydalis. Feel free to mix and match the placement of these to create an orderly design or a more "wild" appearance.

As with any landscape addition, plant viability is crucial to the success of this year's annuals. When choosing annuals, be mindful of the amount of sunlight and moisture that your beds receive, as well as the soil conditions. The more comfortable your plants are with their environment, the more they will thrive with minimal maintenance.

Annuals allow you to put a fresh spin on each new season. Be creative and make this year's landscape truly shine!

COMMUNICATION, COMMUNICATION, COMMUNICATION!

When Buckeye EcoCare was founded 38 years ago, we had only two ways to communicate with clients - either in-person or by using an analog phone. These weren't the most reliable forms of communication, but at the time, they worked. As with everything else in life and the passing of time, the tools we use to communicate and educate have become faster, better, and more efficient since 1984.

While we still have phones and prefer in-person conversations, over the last 35+ years, we have added more communication resources to our toolbox. Our biweekly company e-blasts, quarterly newsletters, website and, of course, if anyone needs facts verified, you can perform a simple digital search on anything from A to Z to ensure you're getting the best information possible.

Even today, I'm not sure that we have the most complete and effective ways to communicate with our clients and educate them every month. What I am sure about is that we're making every effort to support and provide the latest science and technology in our industry so we can sustain your turf and landscape to the best of our ability.

At Buckeye EcoCare, our message to our teams has always been to use as much technology as you can to educate and communicate at every opportunity. At the end of the day, if you have a question from a client that needs to be answered and you are unsure, pick up the phone like we did in 1984 and speak with the customer - a theme that I hope outlasts Father Time.



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A RECENT COMMENT FROM A SATISFIED CUSTOMER:

"It was such a pleasure to personally meet my new professional lawn technician, James. He was very kind, pleasant and answered all of my questions. I'm impressed by his knowledge with all the types of grasses, weeds, etc. I am really glad I switched from my old company to Buckeye EcoCare - I don't feel like just a number."