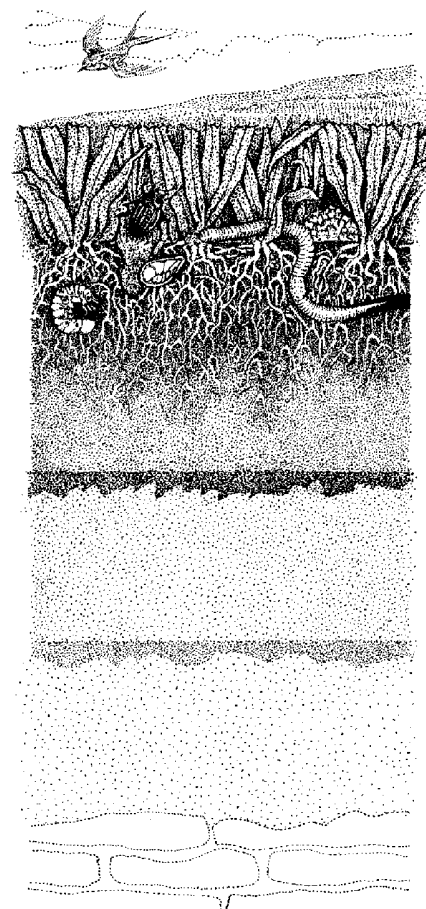


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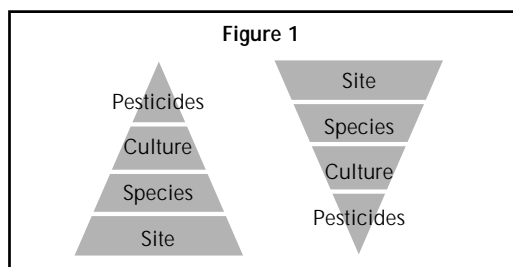
Marketing IPM For Lawn Care

Integrated Pest Management (IPM) is a system of plant management that utilizes a variety of strategies to maintain plants in a healthy and vigorous state. As applied to turf, IPM utilizes the following strategies:

- proper site placement
- proper site preparation and establishment practices
- species and cultivar adaptability and resistance to pest problems
- proper cultural practices (irrigation, mowing, fertilization and cultivation)
- pest management ■

All of these strategies are combined or *integrated* to manage turf in a healthy and vigorous state. No one strategy necessarily takes precedence over another. Like the pieces of a puzzle, all are critical to complete the entire picture of turfgrass management.

An interesting way to view this concept is to visualize the management process as a pyramid. (See Figure 1). The base of the pyramid is the site placement, site preparation, and establishment practices. The stronger the base the stronger the overall health and vigor of the lawn.



As turf managers we often inherit the mistakes of others made during the early stages of planning, preparation and establishment of lawns. Poorly prepared, compacted subsoils are an all

too common reality we encounter in lawn care. Inappropriate species or cultivar selection, poor establishment practices and timing or establishment in areas not well suited culturally to turfgrass may also be complicating factors for long term turfgrass management. Note the instability of the pyramid.

A realistic level of expectation for the lawn area and a knowledge of the necessary inputs and time frame required to overcome site and establishment problems should be conveyed to the customer. This in essence takes us off the hook for a slow-to-respond or problem lawn. It also changes our focus and the focus of the owner or property manager away from a single season approach to a long term management plan. Communication thus becomes a critical factor with an IPM approach to lawn care.

Cultural practices are what most lawn care managers have direct influence over. It is here that most planning and program development should take place, even in areas like mowing and irrigation that may not be directly implemented by the lawn care manager. Proper cultural man-

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