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Identifying the need...

- Retail Nursery Survey
- Urban Water Quality

Retail Nursery Survey

- Employee training in horticulture basics
- Informative publications for customers
- Assistance identifying plant problems
- Training on pesticide selection and use

Urban Water Quality



Urban Water Quality

All land drains to some body of water...

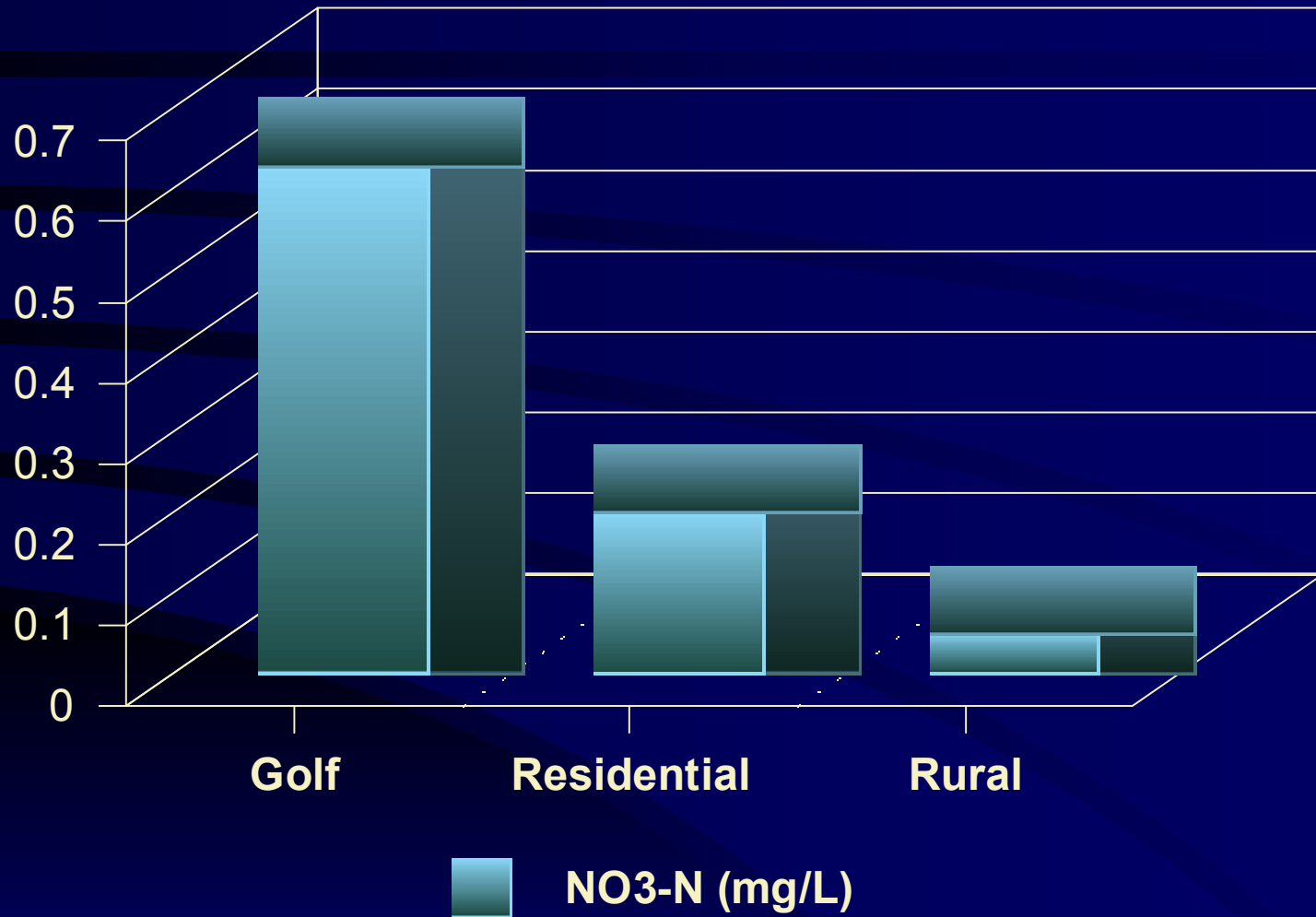


Water Quality Facts

Source: City of Austin Watershed Protection Department

- Nutrient levels in urban springs are 8 times greater than non-urban
- Diazinon found in stormwater and runoff at levels harmful to aquatic life

Barton Creek Canyons Study



Diazinon in BMP Sediments

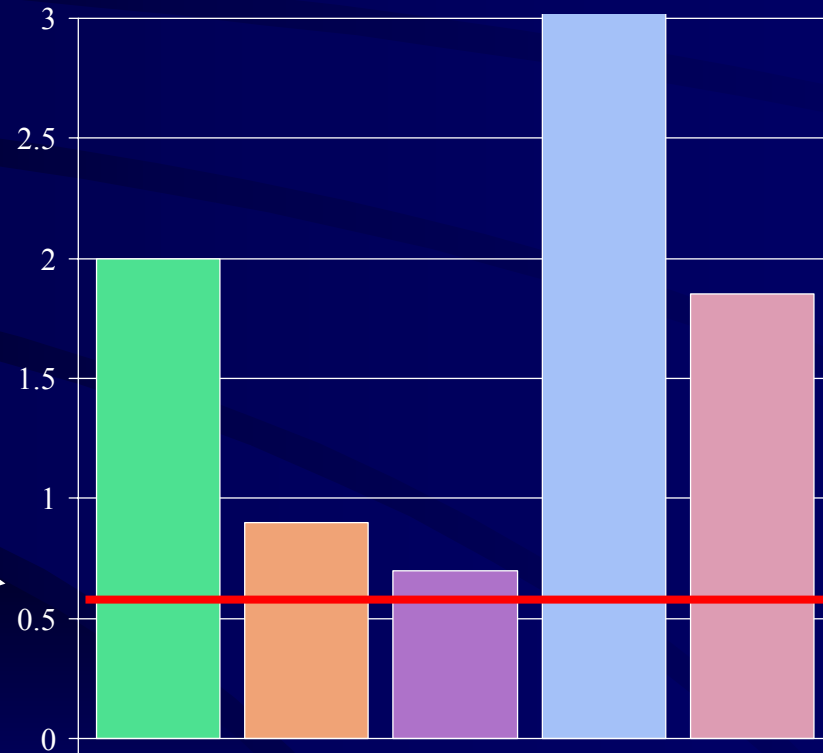
City of Austin Data: Ponds denoted per Watershed (1997)

■ Waller ■ Little Walnut
■ Bull ■ East Bouldin
■ Tar Branch

21.6

Concentrations shown in parts per billion.

EPA safety limit for diazinon in drinking water: 0.6ppb



Program Goals:

- Reduce contamination of surface and ground water through environmentally sound pest management and fertilization practices
- Train retail sales staff with research-based information to help them make accurate, effective and least toxic recommendations
- Educate retail customers in proper pest identification and IPM approach to pest management

Program Components:

- Pilot Retail Employee Training May 2000
 - 24 employees
 - 6 nurseries represented
 - 16 hours of training
- Media Kickoff
- Educational Materials
- Marketing Campaign
- Fall Training Course

Educational Materials

- Course Notebook & Handouts
- Fact Sheets/Displays
- Newsletter
- Fax Alerts
- Web page:

www.growgreen.org



Marketing Campaign

- Newspaper Ads
- Billboards
- Storefront Banners
- Radio Spots
- Movie Ads
- T-shirts
- Fans Distributed at Outdoor Theater
- Ag. Communications Video Spot



Program Expansion:

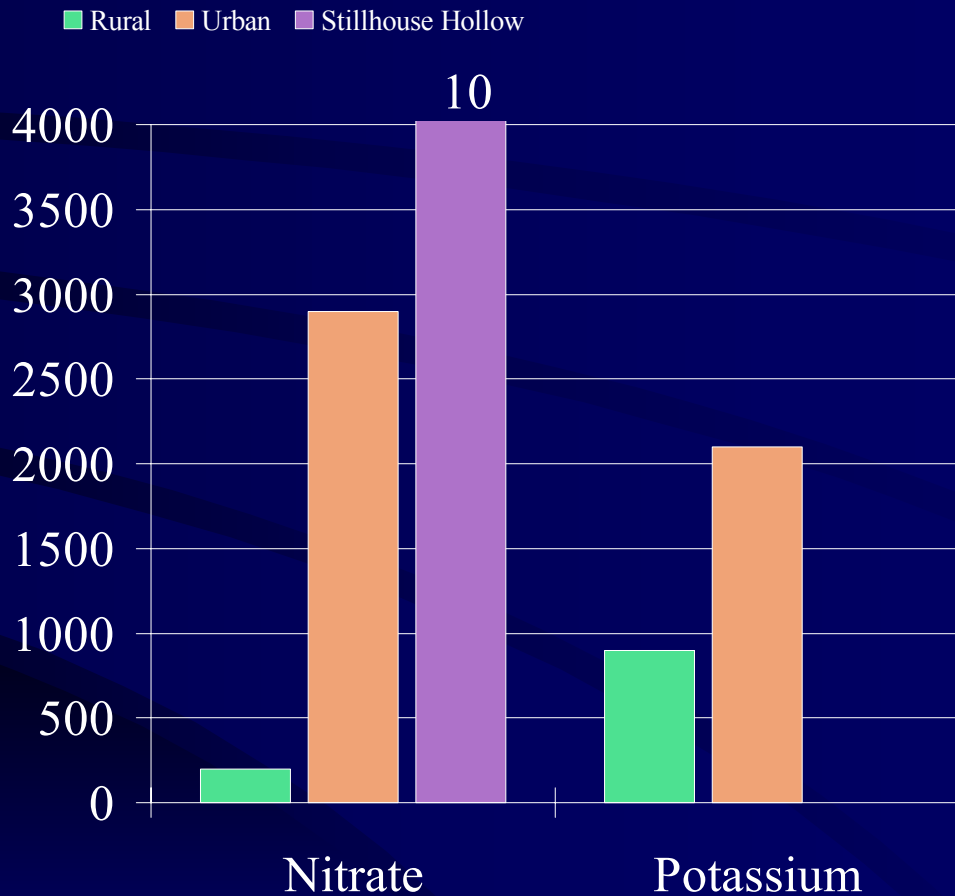
- Expanded Class Offerings
 - Basic Course
 - Special Topic Workshops
(diagnostic clinic, turf care, etc)
 - In-Depth Employee Training for
Individual Garden Centers
- Additional Garden Centers
 - 45 participating at present
- Target Neighborhood Demonstration
 - Now in 3rd year

Stillhouse Hollow Spring



Nutrients: Rural vs. Urban Springs

City of Austin Data: Jollyville Plateau Springs Assessment (1999)



Stillhouse Neighborhood Soil Testing:



Runoff from Paved Surfaces



Stillhouse Neighborhood Soil Testing Results:

200 lawns sampled

Results categorized as:

Very Low *Low* *Medium* *High* *Very High*

Nitrogen - ranged from very low to high

Phosphorus - 99% very high & 1% high

Potassium - 75% very high & 25% high

Stillhouse Neighborhood Fertilizer Distribution:



Current Expansion Projects:

- Continue Target Neighborhood Demonstration & Soil Sampling
- Targeted Classes for Individual Garden Centers
- Employee Training Videos
- Research Trials with A&M Specialists
- New Expanded Plant List
- New Publications
- “Green Garden” Demo Landscapes
- New Employee Training Manual


Grow Green Training Videos:



Texas A&M Turf Fertilization Research



Turf Fertilizer Trial

Type of Fertilizer	Nitrates in Leachate	
Dillo Dirt @ 1 lb N	0.6 ppm	Low
Dillo Dirt 1/2"	3.5	
9-1-1	20.4	
8-2-4	21.4	
Dillo Dirt 2"	25.9	
15-5-10	33.0	
41-0-0	36.1	
13-13-13	41.7	
21-0-0	68.4	

Plant of the Week Promotion



Demo Gardens





Networking Partners:
Texas Cooperative Extension
City of Austin Watershed Protection
Participating Retail Garden Centers

