



FORCE OF NATURE | THE WHOLE TRUTH FROM AN INDEPENDENT PERSPECTIVE from National Organization Responding Against HUJE that seek to harm the Green Space Industry (NORAHG)

People deserve THICKER, GREENER, PEST-FREE TURF AND ORNAMENTAL PLANTS.

The use of pest control products to enhance the Urban Landscape is GOOD FOR THE ENVIRONMENT.

The Modern Professional Lawn Care and Golf Industries can be described as the PLANET'S GREAT CONSERVATIONISTS that provide the public with what it wants — THICKER, GREENER, PEST-FREE TURF AND ORNAMENTAL PLANTS.

Lawns consist of turfgrass. We walk on it, play games on it, picnic on it, receive our diplomas on it, sometimes get married on it, bury our loved ones under it, and some of us let our dogs poop on it.

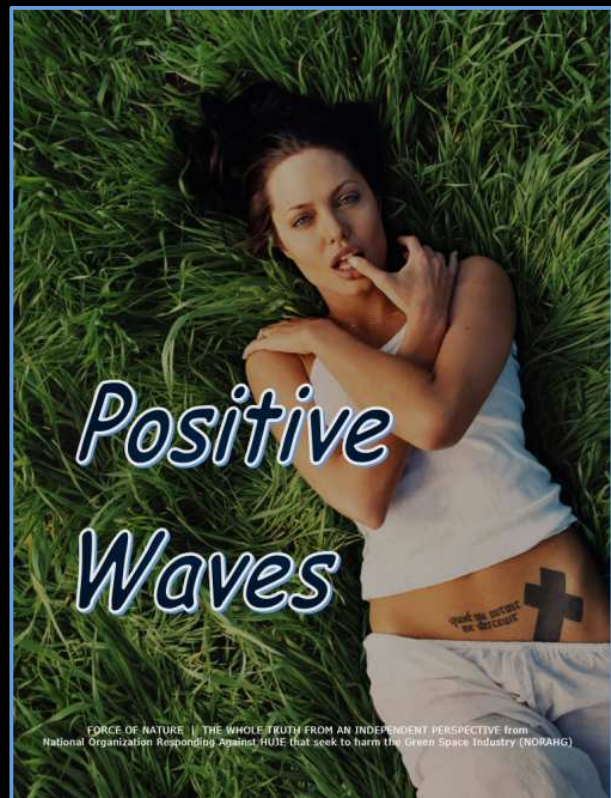
And, they can be maintained with products that are GOVERNMENT-APPROVED, FEDERALLY-LEGAL, SCIENTIFICALLY-SAFE, PRACTICALLY-NON-TOXIC, and CAUSE NO HARM.

For generations, the Modern Professional Lawn Care and Golf Industries have been MAINTAINING AND CONSERVING THE WORLD'S LARGEST GROUND COVER VEGETATION — TURF AND ORNAMENTAL PLANTS.

They have CONTRIBUTED EXTENSIVELY TO THE BEAUTIFICATION OF OUR URBAN LANDSCAPES, and THE PRESERVATION OF OUR ENVIRONMENT.

The Modern Professional Lawn Care and Golf Industries have adopted many OUTSTANDING, INNOVATIVE and INTERESTING IDEAS in order to provide THICKER, GREENER, PEST-FREE TURF AND ORNAMENTAL PLANTS.

These industries create POSITIVE WAVES.



*The Modern  
Professional  
Lawn Care and  
Golf Industries  
Should Illuminate  
The Public  
That Is  
Suffering From  
PLANT BLINDNESS*



# *Positive Waves*

## *People Blind To The Benefits Of Turfgrass And Natural Green Space*

March 13<sup>th</sup>, 2012

Landscape Management

Selected and Adapted Excerpts

# Positive Waves

Doe with Twins.

Show this photo to most urban dwellers and ask them what they see, and they will most likely respond a doe with two fawns.



It is very unlikely they will mention trees, grass, leaves, etc ...

If you are involved in any aspect of the Green Industry, it's likely you are much more aware of turfgrass, trees, and landscaping than the average person.

But it might surprise you to know that a good number of people don't seem to see plants at all, let alone appreciate the environmental benefits they have to offer.

In fact, some researchers suggest that many urban dwellers suffer from what is called **PLANT BLINDNESS**.

From a scientific point of view, **PLANT BLINDNESS** isn't a visual disease, nor is it a physical disability.

**PLANT BLINDNESS** is an inability to be aware of the plants around you.



# Positive Waves

The term PLANT BLINDNESS was first introduced by Wandersee and Schlusser in 1998.

Their definition of the term —

*The inability to see or notice the plants in one's own environment, leading to:*

- *The inability to recognize the importance of plants in the biosphere, and in human affairs.*
- *The inability to appreciate the aesthetic and unique biological features of the life forms belonging to the plant kingdom.*
- *The misguided, anthropocentric ranking of plants as inferior to animals, leading to the erroneous conclusion that they are unworthy of human consideration.*

Taking this observation a step further, it would seem only logical that if most people in urban areas don't pay much attention to plants, and suffer from so-called PLANT BLINDNESS, they are less likely to realize or even consider the benefits that plants have to offer.



Although there is considerable research and valid evidence to suggest that natural turfgrass lawns, landscaped gardens, and natural landscapes provide considerable benefits to humans, including reduced stress, greater concentration, better health, improved recovery time from illness, etc ..., the public seems to be unaware of such benefits.

They are even less aware of the substantial environmental benefits that plants offer.

The latter became especially apparent several years ago when Project Evergreen conducted a NATION-WIDE SURVEY as part of its on-going work in assessing awareness of the benefits provided by well-maintained urban landscapes ( both public and private ).

Then-Executive Director Den Gardner noted —

*It's not surprising that more education is needed to fully appreciate all dimensions of the value green space has for our society.*



# Positive Waves

Among other things, Gardner noted that ...

*... only 50 per cent of those surveyed agreed that landscaping was important in reducing energy costs.*

*In the same way, there seems to be a lack of knowledge of the role green space can play in helping to regulate air quality.*

*Forty per cent of survey respondents either disagreed or said they « didn't know » that trees, shrubs and turfgrass remove pollutants from the air.*

Other findings in the survey that seem to suggest a blindness to the benefits of plants —

- *Psychologists have found that access to plants and green spaces provides a sense of rest and allows workers to be more productive — 45 per cent agree; 55 per cent disagree, don't know or have no opinion.*

- *When landscaping is developed in a neighborhood, there is a decrease in vandalism — 30 per cent agree; 70 per cent disagree, don't know or have no opinion.*





# Positive Waves

- *Trees shading homes can reduce attic temperatures by as much as 40 degrees — 45 per cent agree; 55 per cent disagree, don't know or have no opinion.*
- *Improving landscaping can reduce energy costs — 30 per cent agree; 70 per cent disagree, don't know or have no opinion.*
- *Green space within a city helps regulate air quality — 55 per cent agree; 45 per cent disagree, don't know or have no opinion.*

A knowledgeable public would have agreed whole-heartedly with the five statements above, all of which are true.

Why didn't they ? The answer may be two-fold —

On one hand, there's the issue of PLANT BLINDNESS — for most people, plants are merely part of the background of their everyday life and seem to go unnoticed.

On the other hand, there seems to be a lack of education when it comes to the basic benefits of plants and green space.

The challenge for all of us in the Green Industry, whether we are responsible for sports fields, golf courses, or involved in any aspect of landscaping, is to do a better job of sharing information and educating the public.

The only way to PLANT BLINDNESS is by illuminating the facts.

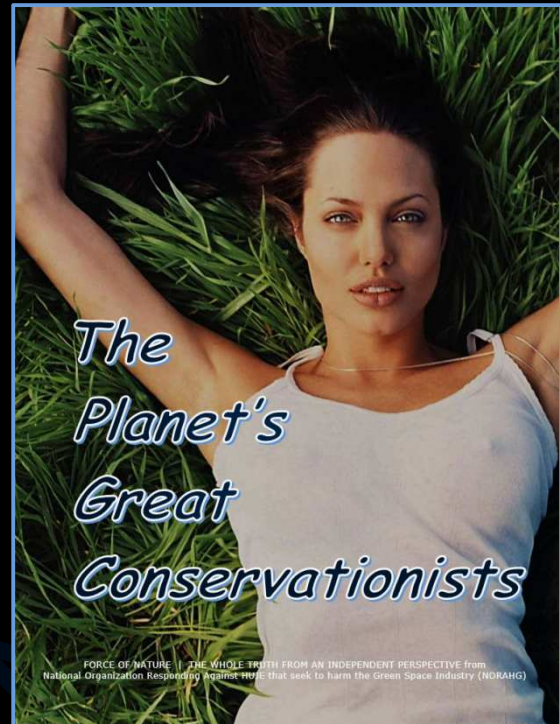


*The Modern  
Professional  
Lawn Care and  
Golf Industries  
Can Be Described  
As The Planet's  
GREAT  
CONSERVATIONISTS  
With Their Outstanding  
and Innovative Ideas*

The Modern Professional Lawn Care and Golf Industries can be described as the PLANET'S GREAT CONSERVATIONISTS with their OUTSTANDING AND INNOVATIVE IDEAS.

Day after day after day — written in the newspapers, heard on the radio, seen on the television, and displayed throughout cyberspace ...

... the Anti-Pesticide Movement ( a.k.a. the ecology or natural lawn care movement ) is urging for measures to TERRORIZE and DESTROY the Professional Lawn Care and Golf Industries, with ideas that have little basis in fact or science.



In fact, the use of pest control products to enhance the Urban Landscape is GOOD for the environment.

Turf and ornamental plants BENEFIT from the use of pest control products.

Nonetheless, the Anti-Pesticide Movement has gained some powerful allies, such as law-makers and policy-makers who are spineless and naïve co-conspirators.

Many versions of the following phrase have been heard ...

... the world would be a better place if lawns and golf courses were maintained more ecologically or more naturally.

If each of us received five cents every time we heard this phrase, we would be literally spitting gold ingots.

Let's think for a minute !

Here is another phrase ... the public wants THICKER, GREENER, PEST-FREE TURF AND ORNAMENTAL PLANTS.

# The Planet's Great Conservationists

( continued )

How does this phrase really apply to the Modern Professional Lawn Care and Golf Industries ?

It's not complicated.

The Modern Professional Lawn Care and Golf Industries CAN BE DESCRIBED AS THE PLANET'S GREAT CONSERVATIONIST that supply the public with what it wants —

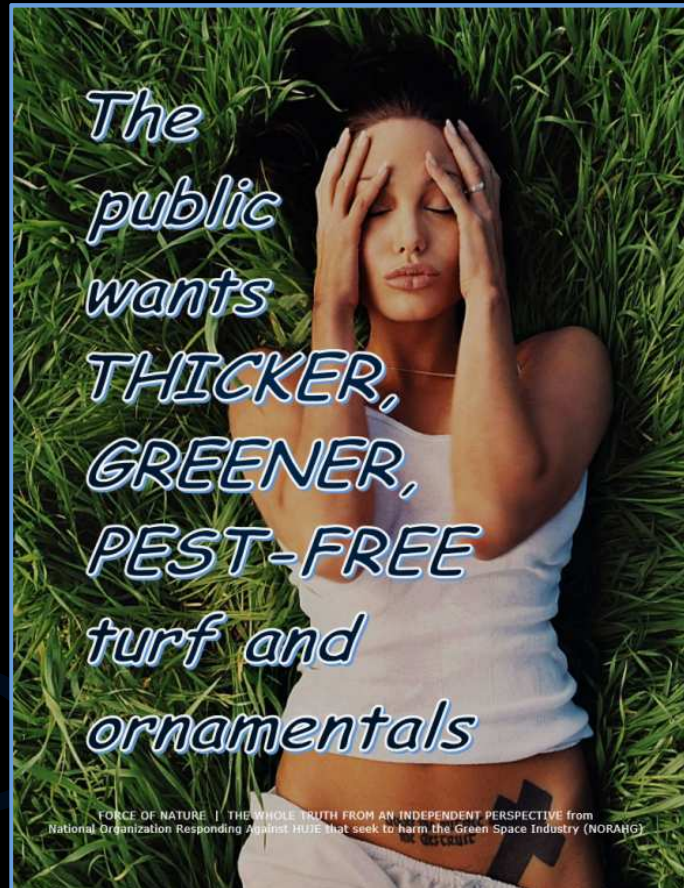
THICKER, GREENER, PEST-FREE turf and ornamental plants.

THICKER, GREENER, PEST-FREE turf and ornamental plants are the HIGH STANDARD of a MODERN LIFE-STYLE CHOICE.

The use of pest control products to enhance the Urban Landscape is GOOD for the environment.

Overall, turf and ornamental plants can be maintained with products that are GOVERNMENT-APPROVED, FEDERALLY-LEGAL, SCIENTIFICALLY-SAFE, and PRACTICALLY-NON-TOXIC, and CAUSE NO HARM.

For generations, the Modern Professional Lawn Care and Golf Industries have been MAINTAINING AND CONSERVING THE WORLD'S LARGEST GROUND COVER VEGETATION — TURF AND ORNAMENTAL PLANTS.



# The Planet's Great Conservationists

( continued )

The Modern Professional Lawn Care and Golf Industries have CONTRIBUTED EXTENSIVELY TO THE BEAUTIFICATION OF OUR URBAN LANDSCAPES, and THE PRESERVATION OF OUR ENVIRONMENT

By contrast, Anti-Pesticide Activists, and their Environmental Terrorist Organizations, can be more precisely identified as RADICAL PRESERVATIONISTS that could not care less about the beautification of our Urban Landscape.

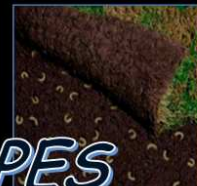
Anti-Pesticide Activists PRETEND that the use of pest control products is not compatible with natural settings.

Nonetheless, Anti-Pesticide Activists have pretentiously proclaimed that the natural environment needs their stewardship.

Anti-Pesticide Activists are obsessed with preserving our world with ANTI-MODERNIST and ANTI-TECHNOLOGY thinking.

They thrive on JUNK SCIENCE, and resort to LIES rather than the truth.

Anti-Pesticide  
Lunatics  
prefer  
JUNK  
LAWNS  
and  
JUNK  
LANDSCAPES



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# The Planet's Great Conservationists

( continued )

It is a fact that Anti-Pesticide Activists are inherently OPPOSED to the modern maintenance of turfgrasses and the beautification of the Urban Landscape.

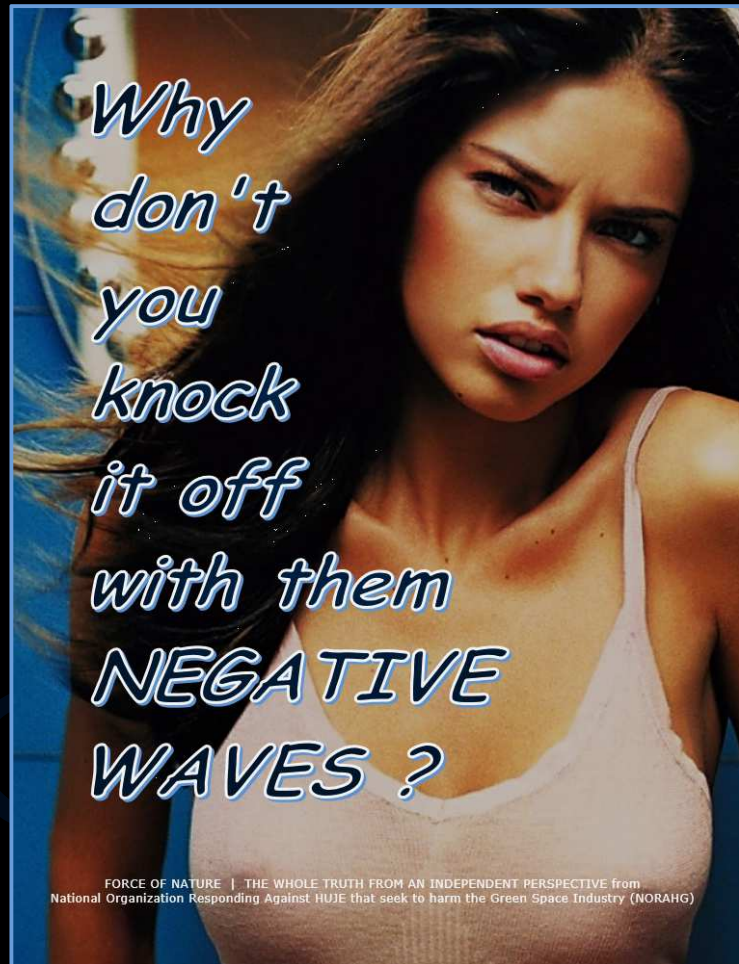
( One notable exception is Audubon International, but not Audubon state organizations. )

Anti-Pesticide Activists PREFER JUNK LAWNS and JUNK LANDSCAPES that are unaltered by human activity, and are INFESTED with damaging weeds, insects, and disease ... just as the Activists INFEST our society.

Anti-Pesticide Activists particularly DESPISE the cosmetic standards used for the maintenance of GOLF FACILITIES, which are arbitrarily considered too lofty.

Anti-Pesticide Activists are re-enacting the needless conspiracy against DDT.

They are proceeding to TERRORIZE and ANNIHILATE the Modern Professional Lawn Care and Golf Industries, just like they did with the makers of DDT !





*We must  
promote  
and defend  
the  
industry,  
whatever  
the cost  
may be !*





