#### **Pesticide Truths**

# Illuminating The Public That Is Suffering From Plant Blindness – Benefits Of Turfgrasses – Positive Waves – 2012 03 13

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

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#### The Planet's Great Conservationists — Overview

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

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

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.

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.

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.
- 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 Planet's Great Conservationists

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 TURE AND ORNAMENTAL PLANTS.

The public wants THICKER, GREENER, PEST-FREE turf and ornamentals

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 HEALTH-CANADA-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.

# Anti-Pesticide Lunatics prefer JUNK LAWNS and JUNK LANDSCAPES

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.

# Why don't you knock it off with them NEGATIVE WAVES?

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.

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!

## **The Green Space Industry**

# SHOULD Adopt The Following OUTSTANDING, INNOVATIVE and INTERESTING IDEAS

For the original copy of this Force Of Nature Report, go to the following link ...

http://pesticidetruths.com/wp-content/uploads/2011/11/Force-Of-Nature-Positive-Waves-2012-03-13-Benefits-of-Turf-People-Blind-To-The-Benefits-Of-Turfgrass-pdf.pdf

#### For more POSITIVE WAVES and BENEFITS OF TURFGRASSES, go to ...

POSITIVE WAVES - PLANET'S GREAT CONSERVATIONISTS - THE BENEFITS OF TURFGRASSES( Web-Page ) http://wp.me/P1jq40-1JM

#### Here are previous reports, just in case you missed them ...

FORCE OF NATURE — POSITIVE WAVES — 2011 12 06 — BREATHING NEW LIFE INTO SAINT JAMES PARK — TORONTO, ONTARIO ( Reports & Video )

http://pesticidetruths.com/wp-content/uploads/2011/11/Force-Of-Nature-Positive-Waves-2011-12-06-Breathing-New-Life-Into-Saint-James-Park-Toronto-Ontario-pdf-300-dpi.pdf

http://pesticidetruths.com/2011/12/10/landscape-ontario-occupy-toronto/

http://www.youtube.com/watch?v=p10w3nlsAyk

FORCE OF NATURE — POSITIVE WAVES — 2011 05 00 — GREENCARE FOR TROOPS ( Report )

 $\underline{\text{http://pesticidetruths.com/wp-content/uploads/2011/11/Force-Of-Nature-Positive-Waves-2011-05-00-Green Care-For-Iroops-pdf-300-dpi.pdf}$ 

FORCE OF NATURE — POSITIVE WAVES —  $2011\ 01\ 04$  — TURFGRASS, THE RODNEY DANGERFIELD OF LANDSCAPE PLANTS (Report )

 $\frac{\text{http://pesticidetruths.com/wp-content/uploads/2011/11/Force-Of-Nature-Positive-Waves-2011-01-04-Turfgrass-the-Rodney-Dangerfield-of-Landscape-Plants-pdf-300-dpi.pdf}{}$ 

FORCE OF NATURE — POSITIVE WAVES — 2010 09 19 — BENEFITS OF A WELL-MAINTAINED CONVENTIONAL LAWN & LANDSCAPE ( Report )

 $\underline{\text{http://pesticidetruths.com/wp-content/uploads/2011/11/Force-Of-Nature-Positive-Waves-2010-09-19-Benefits-of-a-Well-Maintained-Conventional-Lawn-Landscape-pdf.pdf}$ 

FORCE OF NATURE — POSITIVE WAVES — 2008 12 16 — BENEFITS OF GOLF INDUSTRY — WILDLIFE HAVENS ( Report )

http://pesticidetruths.com/wp-content/uploads/2011/11/Force-Of-Nature-Positive-Waves-2008-12-16-Benefits-of-Golf-Industry-Wildlife-Havens-pdf-300-dpi.pdf

# NORAHG has archived more information about TURF & ORNAMENTALS, and other topics, on The Pesticide Truths Web-Site ...

THE PESTICIDE TRUTHS WEB-SITE

http://pesticidetruths.com/

PESTICIDE BANS ARE A FARCE (Report)

http://wp.me/p1jq40-4mS

POSITIVE WAVES - PLANET'S GREAT CONSERVATIONISTS - THE BENEFITS OF TURFGRASSES( Web-Page )

http://wp.me/P1jq40-1JM

A LOOK AT ... CAREER MANAGEMENT

http://wp.me/P1jq40-2Ak

A LOOK AT ... REFERENCES & SLIDE SHOWS - TURF, ORNAMENTALS, MAINTENANCE, & ENVIRONMENT

http://wp.me/P1jq40-2fD

A LOOK AT ... REPORTS - TURF, ORNAMENTALS, & MAINTENANCE

http://wp.me/P1jq40-1Ki

THE WISDOM OF DRYSDALE, ART C. - CELEBRITY EXPERT HORTICULTURIST

http://wp.me/P1jq40-1YJ

**UPDATES & WARNINGS** 

http://wp.me/P1jq40-2e0

VICTORIES AGAINST TERRORISTS! - TREND TOWARDS PESTICIDE BANS HAS STOPPED (Web-Page)

http://wp.me/P1jq40-1JO

CARNAGE LEADING TO GARBAGE DUMP GREEN SPACES - WHO WANTS TO LIVE IN #@!!% PEST-INFESTED GARBAGE DUMPS ?!?! (Web-Page)

http://wp.me/P1jq40-44q

CARNAGE LEADING TO GARBAGE DUMP GREEN SPACES (Photo Gallery)

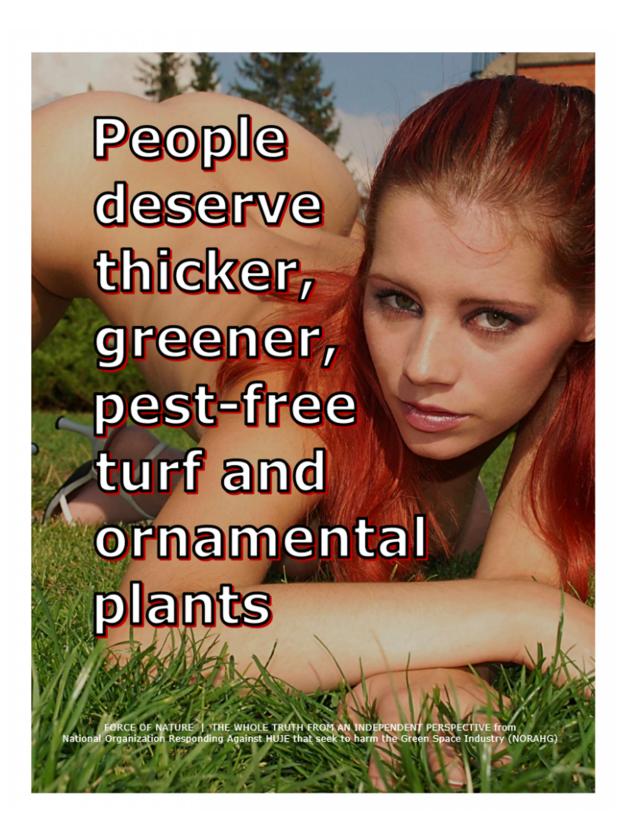
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# SEND US YOUR PHOTOS OF GARBAGE DUMP GREEN SPACES CAUSED BY ANTI-PESTICIDE PROHIBITION ...

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#### Related posts:

- 1. <u>POSITIVE WAVES PLANET'S GREAT CONSERVATIONISTS THE BENEFITS</u>
  OF TURFGRASSES
- 2. <u>Bayer CropScience plant closing in Camden County: The plant's 84 employees will have two years to look for jobs as the plant pha | TradingMarkets.com</u>
- 3. FON MEDIA REPORT: POSITIVE WAVES A Collection of Reports
- 4. FON MEDIA REPORT : Golf Series ... Positive Waves
- 5. FON MEDIA REPORT: POSITIVE WAVES Series & ENVIRO GROUP PeTA
- 6. Winter Plant Maintenance Art C. Drysdale 2012 01 20
- Golf Industry COLLISION COURSE Ontario Public Meeting Requirements for Golf Facilities – 2012 01 06
- 8. Pesticide ban seeing positive signs 570News
- Canadian Cancer Society Outrage Over Misappropriated Public Funds 2012 02
   05
- 10. Landscape Ontario & Occupy Toronto