

GrassRoots

Periodic news and updates from
the chief environmental officer of ScottsMiracle-Gro

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② Partnership, Communication Key to Stewardship Success

At ScottsMiracle-Gro, our business focuses on helping consumers grow beautiful, healthy lawns and gardens. Coupled with our commitment to the environment, our goal is to help consumers enjoy the benefits that lawns, gardens and outdoor green spaces offer.



Through our stewardship outreach and the new relationships formed, we've been able to explore innovative methods to address key environmental topics and gain valuable perspectives from environmental stakeholders. While sharing and discussing information on consumer lawn-and-garden habits and practices, Scotts and stakeholders gain insight leading to effective and meaningful actions to address concerns. Our collaboration with the Chesapeake Bay stakeholders exemplifies how we were able to discuss, form powerful partnerships and work together to have a positive impact on the Bay.

With our care and concern for the environment comes the belief that it is important to provide homeowners with information on how they can make a difference. Through this effort, we can help consumers improve the environment through simple and effective stewardship practices.

We believe that protecting the environment begins at home, in our own backyards. I am proud of the direction of our stewardship program and excited about continued progress. We will pursue valuable partnerships and create stewardship awareness, doing our part to protect the environment. To that end, dialogue is critical. This newsletter is a one-way medium, but it is my hope that it sparks a thought, question or idea that can be discussed in greater depth.

Rich Martinez
Chief Environmental Officer
The Scotts Miracle-Gro Company

② Backyard Stewardship Tips for Homeowners

Communities across the country can experience the benefits of healthy landscapes. Here are some simple practices that homeowners everywhere can follow when tending to their lawns and gardens this spring:

- If applying fertilizer in the spring, do so after the grass is actively growing.
- Apply fertilizer at the spreader setting shown on the bag.
- Sweep fertilizer off hard surfaces to prevent it from entering storm sewers.
- Keep grass clippings, tree leaves and pet waste off hard surfaces to prevent them from entering the storm sewer.
- Mow at the highest lawnmower setting.
- Leave grass clippings on the lawn to improve its health and quality.
- Fall is the best time to fertilize your lawn, for quickly improved vigor and a healthier, greener lawn next spring.

Awareness is key to helping homeowners make smart decisions. That's why we prominently feature these tips and others like them through our Web site, brochures, packaging, corporate advertising and community partnerships.

Feel free to share these tips with homeowners in your area. Or for a free brochure produced jointly by ScottsMiracle-Gro and Keep America Beautiful, visit www.Scotts.com, then click on "Social Responsibility" and "Growing Healthy Lawns and Gardens."



④ Partnership Works to Restore Chesapeake Bay, Improve Environment

The Chesapeake Bay has been a vital economic, ecological and recreational estuary for generations of Americans. When signs of the Bay's deterioration emerged in the late 1960s, concerned citizens and government began developing programs to revitalize bay grasses, prevent nutrient over-enrichment and protect aquatic wildlife.

The United States Environmental Protection Agency (EPA) and the states of Maryland, Virginia, Pennsylvania and the District of Columbia responded by establishing the Chesapeake Bay Program in 1983. A unique regional partnership to assess and direct restoration efforts for the Bay and coordinate the activities of government and non-governmental organizations and businesses, the program set out to ensure that an effective and unified plan for restoration would take place.

Recognizing the impact and benefits of the Chesapeake Bay Program, The Scotts Miracle-Gro Company identified a unique opportunity to help. Scotts believed that by sharing its knowledge of consumer habits and practices that have been collected over many years, the company could make a difference in the fight to protect the Bay. In 2004, ScottsMiracle-Gro approached Chesapeake Bay stakeholders to propose working together to raise consumer awareness about appropriate use of lawn-and-garden products. Although lawn-and-garden fertilizers make up a small percentage of total nutrients flowing into the Bay, the company understood the importance of driving consumer practices based on good product-stewardship principles.

In September 2006, several parties partnered to sign "The Healthy Lawns and Clean Water Initiative: Reducing Nutrient Losses from Lawns Through a Public-Private Stewardship Partnership." Stakeholders and corporations in this initiative include six regional governors, the mayor of Washington, D.C., the Chesapeake Bay Commission, the

Environmental Protection Agency, ScottsMiracle-Gro and the Lebanon Seaboard Company. As laid out in this initiative, ScottsMiracle-Gro voluntarily committed to a 50 percent reduction in the phosphorus content of its Turf Builder® line of lawn fertilizers in the Chesapeake Bay watershed region – and across the nation. The company also committed to augment consumer awareness through public awareness campaigns and point-of-sale consumer programs at major retailers, explaining how homeowners can do their part to protect the Bay.

ScottsMiracle-Gro realizes that high nutrient levels in water resources are not just a concern in the Chesapeake Bay but in many areas around the country. This is true for most product-use concerns. As such, ScottsMiracle-Gro seeks opportunities to make changes as broadly as possible, maximizing the benefits of stewardship initiatives.

Today ScottsMiracle-Gro collaborates with its partners in the region to undertake an advertising and public-awareness campaign to raise awareness of the simple stewardship practices homeowners can follow to ensure a healthy, beautiful lawn and garden that supports improvement of the Bay. Properly maintained landscapes can have a net positive impact on the Bay by trapping particulate matter and preventing groundwater runoff and soil erosion, among other benefits. The advertising and public relations campaign coincides with the peak lawn-and-garden season. The environmental stewardship tips appeared in major regional newspapers such as the *Washington Post*, *Baltimore Sun* and *Virginia Pilot*. Additionally, a radio news story featuring University of Maryland water quality expert Tom Simpson and a public service announcement featuring NASCAR driver Carl Edwards were distributed to more than 50 local broadcast stations.



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◎ Healthy Lawns, Healthy Environment

Healthy lawns decrease water runoff and soil erosion

Take a look at the hard surfaces around your home the next time it rains heavily. You'll notice a steady stream of water running down the driveway into the storm drain. But you'll find very little water running off your lawn. That's because a healthy lawn traps precipitation. In fact, the average suburban lawn (about 10,000 square feet) can absorb more than 6,000 gallons of water before runoff will occur. As that water is absorbed, the grass' root system helps to keep the soil intact, reducing erosion.

Healthy lawns reduce pollution

In addition, lawns help filter impurities that gather in rainfall. An acre of healthy grass can absorb hundreds of pounds of sulfur dioxide, for example, during one year. Grass is also a primary collector of dust and dirt, trapping an estimated 12 million tons each year that otherwise would contaminate the air.

Healthy lawns cool the summer air

Walk barefoot in the summer and you can tell immediately the difference in temperature between the hot sidewalk and the lawn. Studies have shown that a lawn remains a comfortable 75°F when the sidewalk is at 100°F. As a further example, studies estimate that average lawns surrounding eight homes have the same cooling effect as 25 average home air-conditioning units.

Healthy lawns provide the air we breathe

Plant photosynthesis converts carbon dioxide into oxygen, which means that the lawn outside your home provides most of the oxygen you breathe. Consider that a 50-foot by 50-foot area of healthy lawn will provide enough oxygen for a family of four. And studies estimate that the grass and trees found along the interstate highway system in the U.S. creates enough oxygen each year to support 22 million people.

So, in addition to making your home more valuable (a study of home buyers felt that a well-maintained landscape adds 15 percent to the value of a home), taking pride in your lawn also creates a net positive environmental impact. Simply put, when maintained properly, a healthy lawn equals a healthy environment.

◎ Poultry Producer's Waste is Garden Gold

As many in the agricultural community well know, animal waste potentially can have harmful effects on the surrounding environment. This leaves livestock and poultry producers with the difficult challenge of having to manage large quantities of waste properly.

Amid this challenge, ScottsMiracle-Gro saw opportunity. The company pursued a partnership with poultry producer Perdue Agricycle and others to turn the waste into a reusable resource. Working together, the companies determined that the waste was full of valuable nutrients that should be used to help plants grow and thrive. The pasteurized chicken manure could be used effectively as an ingredient in ScottsMiracle-Gro's organic products, including the new line of Miracle-Gro Organic Choice® fertilizer.

The relationship that ScottsMiracle-Gro formed with Perdue Agricycle is a win for both the companies and the environment. ScottsMiracle-Gro gains access to a supply of raw material, the producers save on waste management and the environment is spared nutrient loading from agricultural runoff.

◎ Did You Know?

The O.M. Scotts Company launched its mail-order seed business in 1907. The company celebrates the 100th anniversary of its consumer seed business this year.

The first nationwide, toll-free consumer helpline was created in 1972 by ScottsMiracle-Gro. Now in its 35th year, the helpline assists more than 1 million homeowners a year with their outdoor projects.

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