



June 2007

Dear Lawn Care Retailer,

No doubt customers are walking into your store asking for gardening advice and lawncare tips now that the warm weather has finally arrived. As organizations and agencies working to protect Vermont and upstate New York's land and water, we'd like your help in guiding your customers towards environmentally sustainable practices and products. We have produced the enclosed "Don't P on Your Lawn" flier to educate citizens on how to maintain healthy lawns without compromising water quality.

Please join in this effort by:

- **Carrying Phosphorus-free fertilizers in your store.** Most lawns in the northeast (for example 75% of those tested by the University of Vermont in Chittenden County, Vermont) don't need phosphorus. Adding phosphorus when the soil already has adequate amounts allows it to run off and feed algal blooms and aquatic weeds in local waterways.
- **Distributing the "Don't P on Your Lawn" brochure in your store.** Simply fill out and mail back the enclosed form by July 17, 2007 and we'll provide you with additional fliers to pass on to your customers.
- **Listing your store on the campaign website as a source for phosphorus-free fertilizer.** If you're willing to carry phosphorus-free fertilizer on a regular basis, please let us know on the enclosed form and we'll post your business on the campaign website at [www.lawntolake.org](http://www.lawntolake.org).

Thank you for your help to promote lake-friendly lawn care! Please feel free to contact any of the undersigned with questions or suggestions. We look forward to hearing from you.

Sincerely,

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