



LAWNS & THE GREAT LAKES WORKING TO CONSERVE WATER

WHAT WE ARE DOING

For years, ScottsMiracle-Gro has led the lawn and garden industry in developing water efficient products, which we call WaterSmart.

We use advanced grass seed breeding to develop varieties that perform well in drought conditions.

We also use ingredients in our soil products that retain moisture to reduce how often plants need to be watered.

We remain the industry leader in long-lasting mulch products that shade the soil, keeping it cool and helping it retain moisture for nearby plants.

We also help homeowners reduce their water use. We encourage them to mow their grass high – 3 to 4 inches tall – to reduce the need for additional watering since longer grass grows deeper roots to reach underground water resources.

HOW YOU CAN HELP

Most parts of North America receive enough rainfall that additional watering is not always necessary. For those that do need additional water, there are easy ways to use less:

- ✓ **Morning is Best:** Water evaporates in the afternoon before plants can use it, and can cause fungus or other diseases in the evening
- ✓ **Mow High:** Grass 3 or 4 inches long has deep roots to access underground moisture, reducing the need for surface watering
- ✓ **Mulch Planting Beds:** Mulch reduces evaporation
- ✓ **Adjust Sprinklers:** Avoid watering the sidewalk and driveway
- ✓ **Check for Leaks:** Outdoor faucets, sprinklers, and hoses can crack and leak
- ✓ **Avoid the Wind:** Watering on windy days can spray much more than your lawn and garden

Water provides the abundance of life on Earth. But fresh water itself is not abundant.

The Great Lakes - the largest body of fresh water in the world – are the environmental and economic spine for the U.S. It is critical that we manage our use of their waters.

Outdoor water can be reduced while also maintaining the natural benefits of lawns and gardens.

ScottsMiracle-Gro is committed to helping consumers use less water while growing plants that sustain our communities.



LAWNS & THE GREAT LAKES WORKING TO PROTECT WATER QUALITY

Clean water is a critical resource for all life, including the plants that shape our yards and benefit wildlife.

The Great Lakes contain 1/5 of the world's fresh surface water and more than 90% of the United States' supply. But in spite of their large size, the Great Lakes are sensitive to environmental damage.

Excessive nutrients such as phosphorus and nitrogen in the Great Lakes' waters causes harmful algae growth, which impacts drinking water supplies, wildlife habitat, and economic growth.

ScottsMiracle-Gro is committed to helping clean the Great Lakes, through our products and lawn care practices.

WHAT WE ARE DOING

A well-maintained lawn helps protect water quality by reducing nutrient runoff and preventing soil erosion. Lawns capture and filter rainwater to recharge groundwater supplies.

These lawns are critical in urban and suburban areas, where hard surfaces like driveways and parking lots send unfiltered water into our rivers and streams.

In this way, lawns are a protective buffer for our waterways. But lawns need nutrition to properly protect water quality.

That is why ScottsMiracle-Gro developed products specifically for lawn use, including:

- Removing phosphorus and introducing slow release nitrogen into our lawn food
- Reducing the amount of fertilizer and water our grass seed needs
- Developing spreaders that prevent lawn food from reaching hard surfaces
- Providing proper lawn care guidance: on our packaging, through our sales team and consumer hotlines, and with organizations like the National Association of Conservation Districts

HOW YOU CAN HELP

- ✓ **Mow High:** Longer grass is stronger grass, better absorbs, holds and filters rainfall
- ✓ **Mulch Clippings:** Leave grass clippings on the lawn, which return organic matter back into the soil to reduce erosion and rainfall absorption.
- ✓ **Fertilize Right:** Look for slow release and phosphorus-free lawn foods
- ✓ **Time it Right:** Apply when grass is growing, not when grass is dormant or on frozen ground
- ✓ **Clean Up:** Sweep grass clippings, leaves, and fertilizer off of hard surfaces