



NATURAL MATTERS

Thank you for your interest in Natural Matters, an environmentally responsible lawn care company.

There are many *good reasons to choose non-toxic organic lawn care* if you have children, pets, or a concern for wildlife, but there are other reasons as well. Organic fertilization methods contribute to nutrient-holding ability in the soil, reducing run-off into streams and rivers. Organic methods feed plants and soil, nurturing a sustainable, interdependent biological system, whereas synthetic chemical fertilizers feed plants only, degrading the soil over time. With time, proper management* of the soil results in a stress-free lawn that is resistant to drought and insects, makes better use of resources, and contributes to a healthier natural environment.

Soil Building, Fertilization, and Soil Conditioning are the foundations of the service provided by Natural Matters. Soil building is at the heart of organic agriculture. When you feed and nurture the soil in addition to the plant, the soil gains the capacity to feed the plant as well, creating a sustainable holistic living system. In order to achieve a successful organic lawn, a combination of practices is required. *Equally important is proper management, i.e. watering, mowing, and monitoring.

Soil Building

Healthy soil conditions provide an ideal growing environment for the microorganisms that are responsible for soil fertility. Healthy soil life is fostered by eliminating chemical use and incorporating fresh organic matter. I use **Fertrell**, a granular amendment produced by a company with over 50 years of experience manufacturing organic, naturally-occurring mineral and biological plant foods. **Fertrell** is generally applied twice yearly as part of **Natural Matters** lawn care program. *I also recommend that the homeowner increase mowing height and to mulch grass clippings.

Fertilization

Because plants have the ability to take in nutrients through their leaves, foliar feeding, the process of spraying plants with a liquid fertilizer, plays an important role. It is fast acting and immediately available to the plant. I use **Natural Matters** special **Custom Blend**, a homogenized mix of naturally-occurring fish, seaweed, and humic acid, formulated to supply the plants with macro and micro nutrients, amino acids, vitamins, and enzymes. **Custom Blend** is sprayed as part of **Natural Matters** lawn care program, with a frequency ranging from twice yearly to monthly, depending on lawn conditions and homeowner's preferences.

Soil Conditioning

Soil conditioning is the chemical or physical adjusting of the soil based on the results of soil tests and/or the soil's physical appearance and texture. **Natural Matters** uses a variety of products to correct these conditions, including greensand, topsoil, mushroom compost, lime, sulfur and others. These services are provided only when conditions warrant.

Natural Matters is
and maintaining
applying organic

Because
"Natural" Matters

committed to building
healthy lawns by
amendments, avoiding

harsh chemicals, and using proper management practices.
Natural Matters provides these unique services at competitive prices.

For more information, please call us at: **671 • 7270**