



IN THIS ISSUE

In this issue of the Environmental Turf, Inc. newsletter you will find:

- Aloha® hits the radio waves
- Research Update: Salt as an Herbicide for Seashore Paspalum
- TOCA awards
- Market Update: Zoysia Sales Up in Florida
- Industry Insights

HAVE YOU HEARD?

Aloha® Hits the Radio Waves

If you've been listening to the radio in Southern California lately, you may have heard a radio commercial for Aloha® seashore paspalum. American Sod Farms (Am-Sod) in Escondido, California, a licensed producer of Aloha®, has been advertising the drought tolerant turf on San Diego's KFMB-760 A.M. Am-Sod's J.R. Wirthlin reports that sales of Aloha® have noticeably increased since the radio campaign began in May. The ads are voiced by popular So-Cal Radio Host Rick Roberts. In the radio spot, Roberts touts the water savings of Aloha® for San Diego lawns. He highlights how the grass uses up to 50% less water than traditional Tall Fescue lawns and that table salt can be used as a weed killer.

Listen to the radio ad: [Click here](#)



RESEARCH UPDATE

Salt as an Herbicide for Seashore Paspalum

by Dr. Lee Berndt, VP of Research & Development

Seashore paspalum is environmentally friendly. It requires less fertilizer and less water than many other warm-season grasses. One way to manage weeds in paspalum is by using salt as an herbicide.

Various salts, including table salt and salt brine, have been applied to weeds in paspalum turf. One of the turf managers using this approach is Stew Bennett of Alden Pines in Bokeelia, Florida. "At Alden Pines, I have a brine well at the pump house which is 45,000 ppm, or 1.5 times the level of seawater," Bennett said. "I have a designated spray rig that I



Test plots similar to this one at University of Florida/Davie will be used to measure salt tolerance

Industry Insights

"There would be a dustbowl in a lot of places if you didn't have turf."

Dr. David Kopec, University of Arizona, May 6, 2010, speaking at the annual meeting of the Turf & Ornamental Communicators Association in Tucson, AZ

"In the Phase III water restrictions enacted in 2008, golf courses were allowed to irrigate with approximately 50% of the adjusted Blaney-Criddle ET estimation method. This amount of irrigation would normally be sufficient for PristineFlora® and SeaDwarf® grown on USGA greens, as objectionable wilting of these cultivars only occurred during above normal temperatures and wind speeds. The bermudagrasses studied required in excess of 50% ET, as severe wilting was observed. SeaDwarf® appeared to be the most drought resistant cultivar studied, as at times it exhibited lowest ET rates, wilting, highest chlorophyll, normalized difference vegetative index, soil moisture, turf quality, and faster recovery from drought stress."

Results made public in a field research study conducted by Rowland and Cisar et al. (2010) at the University of Florida field day, March 25, 2010, in Davie, FL



load with brine, drive across my weed areas, and spray that very salty water out there. In the middle of the day with that sunshine, it cooks them."

Even though this practice is being used, very little research has been done on it. Few peer-reviewed journal papers on this subject exist in the turfgrass management literature, hence little is known about which salt type is best or what rate to apply for maximum effect on weeds and minimal effect on turf. For that reason, Environmental Turf is conducting field research exploring the use of salt as an herbicide.

We are conducting experiments to examine how several different salts applied at several rates of application affect the quality of SeaDwarf® seashore paspalum. The salts studied include reagent grade sodium chloride (NaCl), potassium chloride (KCl), and ammonium chloride (NH4Cl), as well as solar salt, fertilizer grade muriate of potash (MOP), and ordinary table salt. These materials will be applied at rates of 0, 15, 30, or 45 pounds of material per 1,000 square feet three times per year over two years. In addition, the effect of solar salt, which is the salt type most frequently used by paspalum managers, will be studied on PristineFlora® zoysiagrass, UltimateFlora® zoysiagrass, and Aloha® seashore paspalum, in addition to SeaDwarf®.

For the initial study, salts are applied to wetted turf, and then measurements are made 24-48 hours after treatment. What is being measured is called the "normalized difference vegetative index" or NDVI. This index is a measurement of light reflectance from the turf in the red (i.e., 660 nm) and near infra-red (i.e., 850 nm) spectral bands. This will essentially give an indication of turf color and quality in response to the salt applications. In other words it will answer the question "how badly did the salt burn the turf?" In addition, weed populations will be monitored, as will soil salinity. Subsequent research will examine how these salts and rates impact the growth and distribution of various broadleaf and grassy weeds, including tropical signalgrass and torpedograss.

Results of this research will be published in the online peer-review journal "Applied Turfgrass Science," as well as in popular trade magazines. Links will be posted on our website: www.environmentalturf.com. It is our hope that this research will help minimize the reliance on conventional herbicides which may pose a risk to our environment.



Ordinary table salt is a part of the study on salt as an herbicide



Industry Insights

"Redesigned by the Arnold Palmer Design Group in 2006, the championship course features the new SeaDwarf® Paspalum grass from the tee through the green for the optimum in quality playing surfaces and green speeds. Each golf hole includes five sets of tees, and offers players of all skill levels a unique visual and strategic playing experience."

Brian L. Kelly, in his review of Lost Key Golf Club, located on Perdido Key, Pensacola, FL, June 4, 2010, in the Pensacola News Journal, pnj.com

Like Us on [facebook](#)



AWARDS AND HONORS

ET Wins 8 National Marketing Awards

Environmental Turf won eight national marketing awards at the 21st Annual Turf and Ornamental Communicators Association (TOCA) award ceremony & conference held May 6, in Tucson, Arizona.

From a field of more than 300 entries from leading manufacturers, companies and public relations agencies in the green industry, Environmental Turf won a total of four First-place awards and three Merit awards. Of those, the company swept the "Writing for Electronic Newsletter" category, winning both the First-place and Merit trophies.

In addition, ET Company President Stacie Zinn was honored with the prestigious Gardner Award. This award recognizes the very best in writing/marketing communications for the year.



ET Company President Stacie Zinn

Writing for Electronic Newsletter (swept category)

- First Place: e-Turf Update Fall 2009
- Merit: e-Turf Update April 2009

Writing a Feature Article

- First Place: "Using Salt to Kill Weeds on Paspalum" Sports Turf magazine

Electronic Publishing: Overall Newsletter/Magazine Design

- First Place "Fall 2009 e-Turf Update"

Writing for Commercial Publications: Product Information Article

- Merit, "Using Salt to Kill Weeds on Paspalum"

Writing a News Release

- First Place, "Pine Lakes Reopens"

Best Long Video/DVD

- Merit, "Perspectives on Paspalum: Summary Video"

2010 GARDNER AWARD

Writing-Marketing Communications
Stacie Zinn, Environmental Turf, Inc.

Grasses from Environmental Turf

GOLF & SPORTS GRASSES

Premium SeaDwarf® Seashore Paspalum

- Only TRUE DWARF Paspalum
- Greens put true, virtually no grain
- Use tee-to-green
- Drought Tolerant
- Salt Tolerant
- Less Water
- Less Fertilizer
- Irrigate with varied water sources

Aloha® Seashore Paspalum

- Heals Fast
- Wear Tolerant Sports Fields
- Longer Roughs
- Deeper Green Color
- Drought Tolerant
- Salt Tolerant
- Less Water
- Less Fertilizer
- Irrigate with varied water sources

PristineFlora® Zoysia

- Shade Tolerant
- Golf tees, fairways, greens
- Croquet Lawns
- High-end lawns
- Less Water
- Chinch Bug Resistant

LAWN GRASSES

UltimateFlora® Zoysia

- Less Water
- Less Fertilizer
- Chinch Bug Resistant
- Soft Underfoot
- Luxurious Look & Feel

Hammock® Centipede

- Extremely Low Maintenance
- Less Mowing
- Less Fertilizer
- Less Water

DeltaShade® St. Augustine

- Shade Tolerant
- Cold Tolerant
- Semi-Dwarf



MARKET UPDATE

Zoysia Sales Up in Florida

Record cold winter temperatures in Central Florida that killed lawns, coupled with the growing popularity of zoysiagrass as a drought tolerant alternative to St. Augustine grass varieties, fueled a surge in UltimateFlora® Zoysia sod sales around the Sunshine State this spring.

"In April, the phone started ringing off the hook," said Rex Cunningham, farm manager of Emerald Island Turf, a licensed UltimateFlora® Zoysia producer in Avon Park, Florida. "The sod industry overall started picking up. Everybody and their brother decided they were going to replace their lawns. I had a hard time keeping up with it. I think 75-percent of the calls were for UltimateFlora® Zoysia."

The story was similar at Indian Sun Turf in Indiantown in Florida's Martin County.

"Right now, I think we sold about eight acres in a month's time," said Jim Cummings, president of Indian Sun Turf, also a licensed producer of UltimateFlora® Zoysia. "Most of it is going to the Central and Western part of state. All those counties are trying to switch over from St. Augustine to zoysiagrass. We're going to Orlando, Tampa, Naples, Polk County."

UltimateFlora® Zoysia was developed by the University of Florida to replace St. Augustine grass in home lawns. It requires less water and less fertilizer than St. Augustine, has a built-in dormancy that allows it to withstand drought, and provides a finer textured leaf blade for a more refined look and softer feel under foot.

[Click Here](#) to find a licensed producer near you.



Palettes of UltimateFlora® Zoysia sod are selling fast



A new UltimateFlora® Zoysia home lawn in Florida

Where To Buy SeaDwarf®

California: Am-Sod, Inc.

Florida: Emerald Island Turf

Georgia: Pike Creek Turf Inc.,
Phillip Jennings Turf Farms,
Superior Turf

Hawaii: Ali'i Turf

South Carolina: Modern Turf

Brazil: Green Grass

China: Sino-Green Turf Co., Ltd.

Mexico: Berentsen Jardinaria,
SA de CV.

Panama: Jardines Urbanos, SA

South Africa: G Barker Turf CC

Turkey: Cimser Cim Uretim San.

Where to Buy

UltimateFlora® Zoysia in Florida

Avon Park: Emerald Island Turf

Dade City: Little Everglades Ranch

Indiantown: Indian Sun Turf

Port St. Lucie: Kennedy Groves

Sebring: Gulf Kist Sod

Starke: K & R Turf Farm, Inc.

Vero Beach: Gulf Kist Sod

Contact Us: Environmental Turf, Inc.



Environmental Turf

info@environmentalturf.com

Phone: (863) 452-6595 • Fax: (863) 452-5079

4366 E. Kinsey Road, Avon Park, FL 33825