



NATIONAL
ASSOCIATION OF
LANDSCAPE
PROFESSIONALS

LANDSCAPE INDUSTRY

Landscape industry companies provide services including lawn care, landscape design, plant installation and management, patio and paver installation, pest management, tree care, and irrigation and water management services. These essential services help businesses, facilities, and homeowners maintain safe and healthy green spaces.

ECONOMIC IMPACT

\$98

BILLION DOLLAR
INDUSTRY

20%

INCREASED PROPERTY VALUE
WITH WELL-MAINTAINED
LAWNS AND LANDSCAPES

1.5 MILLION

LANDSCAPE INDUSTRY EMPLOYEES
IN THE UNITED STATES

Focus on the Lawn Care Sector

More than 40,000 professional lawn care companies nationwide employ hundreds of thousands of professionals to care for the health of lawns and green spaces around homes, HOAs, public parks, sports field, schools and municipal buildings, shopping centers and office buildings.



HOMES



COMMERCIAL
PROPERTIES



BALLFIELDS



PARKS



SCHOOLS

THE SCIENCE OF LAWN CARE

Lawn care is the science of growing and maintaining healthy lawns through fertilization, soil testing, seeding, weed and pest control, and irrigation. Lawn care professionals are trained and certified to analyze soil quality, identify weeds, invasive species, and harmful insects, and they diagnose potential problems and prescribe specific treatments using integrated pest management.

PROFESSIONAL KNOWLEDGE



Agronomic Training: Lawn care professionals are trained to understand turfgrass management, and weed, insect, and disease control strategies



Federal and State Certification and Training: Lawn care professionals are required to demonstrate their competency and must maintain their state and federal licensing



Industry Certifications: Landscape Industry Certified Lawn Care Technician, Landscape Industry Certified Lawn Care Manager, and Integrated Pest Management Certifications

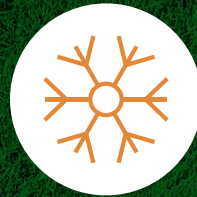
HEALTHY GRASS FIGHTS CLIMATE CHANGE



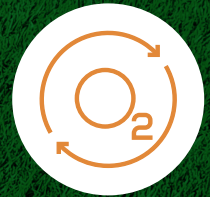
CLEANS AND PURIFIES THE AIR



REDUCES WATER RUNOFF



COOLS THE AIR AND REDUCES "HEAT ISLANDS"



SEQUESTERS CARBON AND PROVIDES OXYGEN

BENEFITS OF GREEN SPACES IN THE COMMUNITY



NOISE ABATEMENT



REDUCES CRIME



IMPROVES QUALITY OF LIFE



REDUCES STRESS



INCREASES PRODUCTIVITY

DID YOU KNOW?

- » The EPA has a rigorous testing and approval process for all pesticide and plant protectant products. Product registration by the EPA can take up to 10 years and involves up to 120 different tests and studies that can take years to complete.
- » EPA must reevaluate all registered pesticides at least every 15 years to determine whether they continue to meet the safety standards and "do not unreasonably adversely affect" human health, the environment, or endangered species.
- » After a pesticide is approved by EPA it must also be approved by the state in which it is sold and used.
- » Lawn care professionals use an Integrated Pest Management approach which is a sustainable, science-based, decision-making process that combines biological, cultural, physical and chemical tools to identify, manage and reduce risk from pests.