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Phosphorus Reduction Proposal for Scotts Lawn Products

*This presentation does not constitute a
product endorsement and is for
informational use only.*



Phosphorus Reduction Proposal for Scotts Lawn Products

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Evolution of the Scotts Turf Builder Line

University Recommendations for Growing Lawns:

- 3 to 5 lbs N 1 lb P₂O₅ 2 lbs K₂O per year
- Apply ~ 1 lb N/application to avoid adverse effects
- Each application will last ~ 2 months
- Regular feeding gives the best results

Scotts Turf Builder Line Design Criteria:

- Science Plus Scotts Technology
- Consumer Focus (Convenience, Simplicity, Flexibility)
- Economics

Consumer Behavior:

- What are people willing to do?

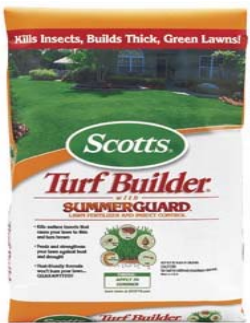
Turf Builder Halts Crabgrass Preventer

Turf Builder Plus 2 Weed Control

Turf Builder SummerGuard

Turf Builder Lawn Fertilizer

Turf Builder WinterGuard and WinterGuard+2

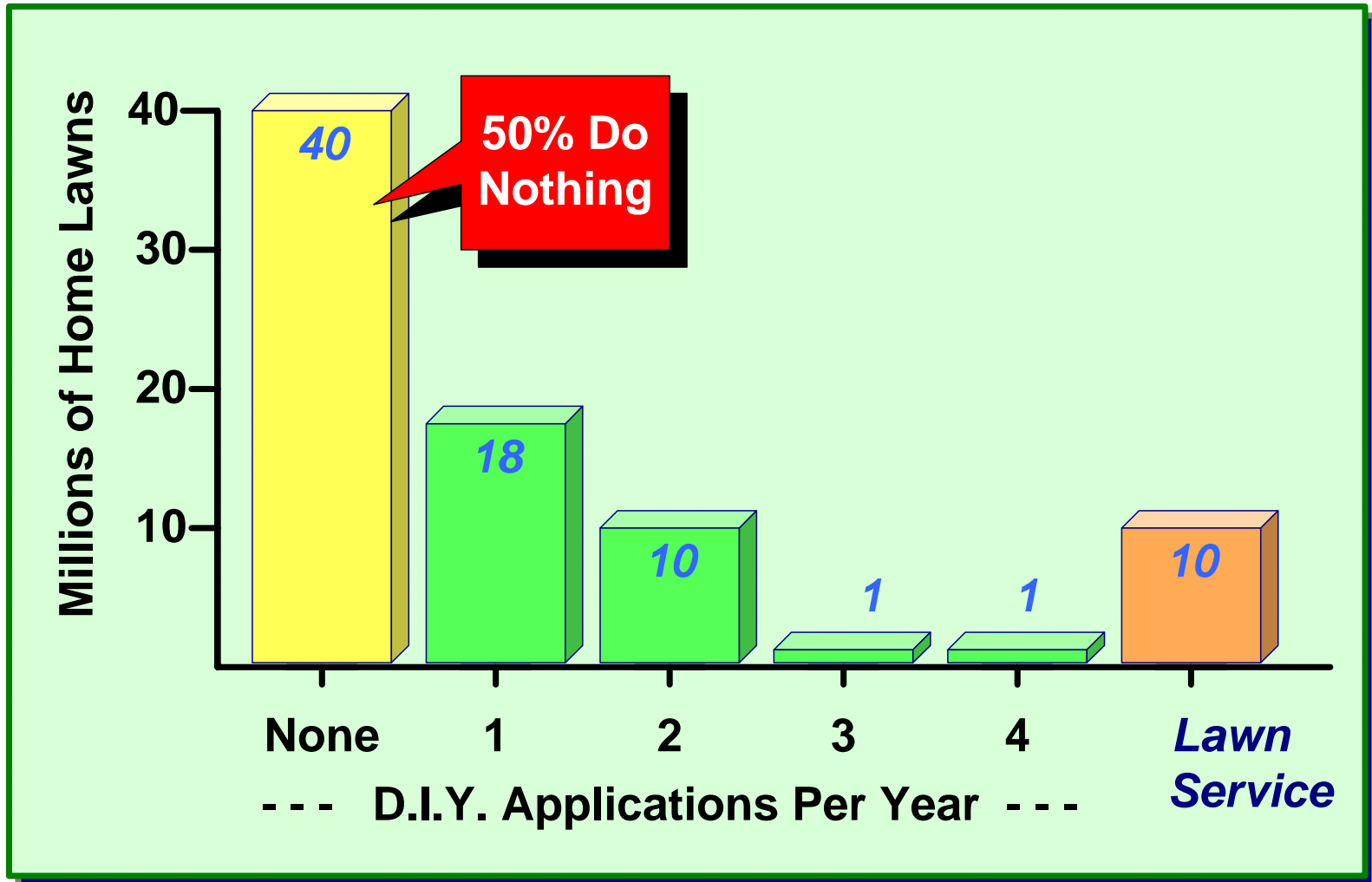


	Early Spring	Late Spring	Summer	Early Fall / Any Time	Late Fall	Annual Totals
Use Time	Early Spring	Late Spring	Summer	Early Fall / Any Time	Late Fall	
Coverage	5,000 Sq. Ft.	5,000 Sq. Ft.	5,000 Sq. Ft.	5,000 Sq. Ft.	5,000 Sq. Ft.	
Net Weight (lbs)	14.06	14.29	13.35	15.52	14.23/14.29	
Fertilizer N-P-K Analysis	30-3-4	28-3-3	28-3-8	29-3-4	22-3-14/26-3-12	
N (lbs)	0.84 (36.7)*	0.80 (34.9)	0.75 (32.6)	0.90 (39.2)	0.63 (27.3)	N 3.92 (171)
P ₂ O ₅ (lbs)	0.08 (3.7)	0.09 (3.7)	0.08 (3.5)	0.09 (4.1)	0.09 (3.7)	0.43 (19)
P (lbs)	0.04 (1.6)	0.04 (1.6)	0.04 (1.5)	0.04 (1.8)	0.04 (1.6)	P 0.19 (8)
K ₂ O (lbs)	0.11 (4.9)	0.09 (3.7)	0.21 (9.3)	0.12 (5.4)	0.40 (17.4)	0.93 (41)
K (lbs)	0.09 (4.1)	0.07 (3.1)	0.18 (7.7)	0.10 (4.5)	0.33 (14.4)	K 0.78 (34)
5M Equivalent Unit Sales (Millions, Total USA)	5.2 (11%)	13.7 (28%)	2.8 (6%)	4.3 (9%)	5.8 (12%)	

* Pounds per 1,000 square feet (or pounds per acre).

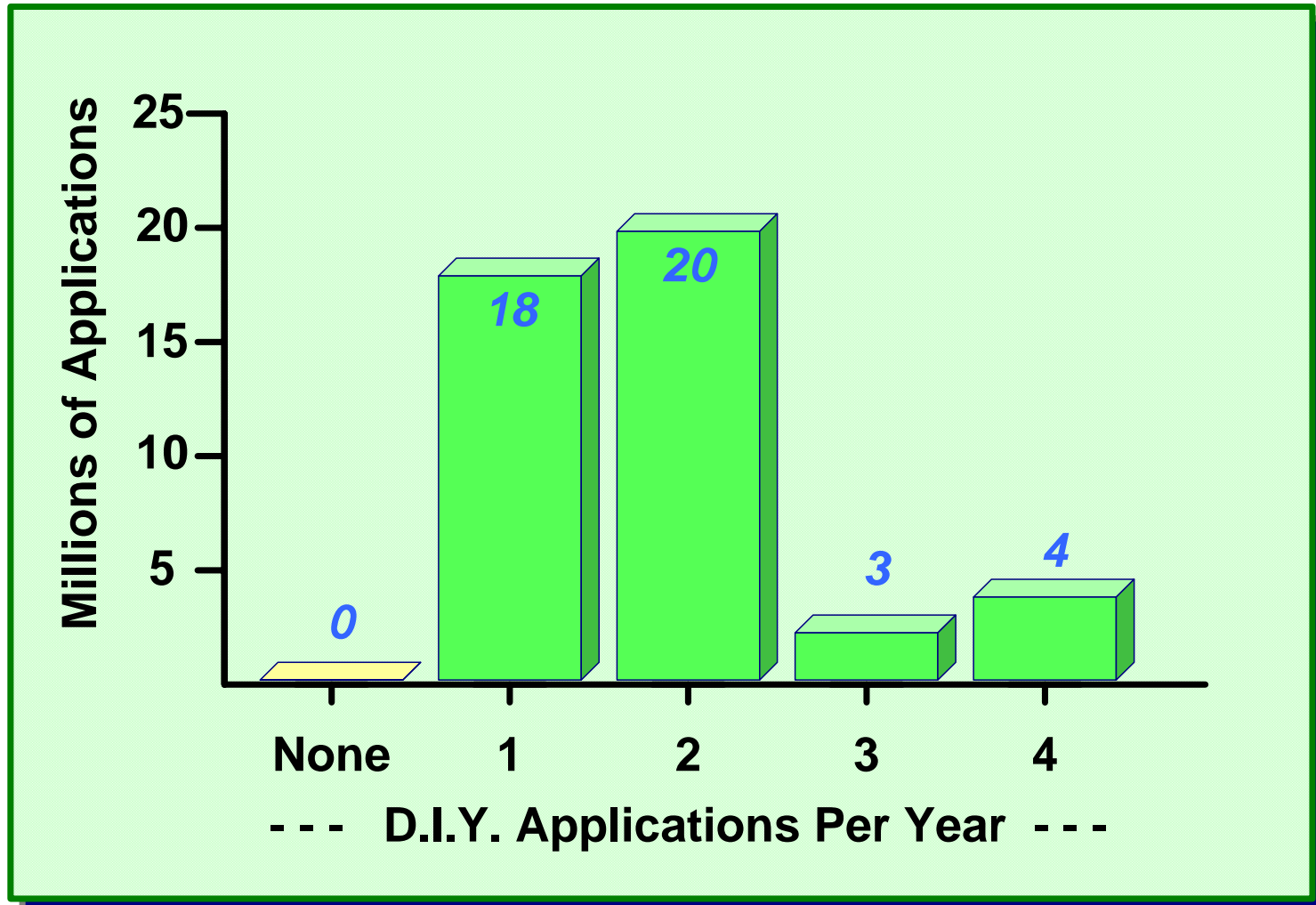
Home Lawn Care

Number of Home Lawns (millions)



Home Lawn Care – 2

Total Number of Applications (millions)



Scotts Lawn Product Sales

National Bag Sales: 35 million

Avg. # Applications: 1.8 per year

Unit Sales by State:

Maryland --- 1 million bags

Pennsylvania --- 2 million bags

Virginia --- 0.9 million bags

Delaware --- 0.1 million bags

State	Scotts Lawns Fertilizer Sold	% Sales in CB Watershed	Nitrogen*	Phosphorus**
	Millions of Pounds		Millions of Pounds	Millions of Pounds
Pennsylvania	47.16	50	6.84	0.71
Maryland	22.67	100	6.57	0.68
Virginia	19.90	100	5.77	0.60
New York	33.22	10	0.96	0.10
Delaware	2.95	50	0.43	0.04
West Virginia	2.20	5	0.03	0.00
District of Columbia	0.06	100	0.02	0.00
Total	128.16		20.62	2.13

* 29% average nitrogen concentration in fertilizers sold.

** 3% average phosphorus (P2O5) concentration in fertilizers sold.

Impact to Chesapeake Bay water quality if all Scotts fertilizers went directly into the water.		
64,000	cu ft /sec	Annual Mean Flow Into Chesapeake Bay (USGS)
1.26003E+14 (126 trillion)	pounds water/yr	Total Water Flow Into Chesapeake Bay
0.16	PPM per Year	Nitrogen
0.02	PPM per Year	Phosphorus

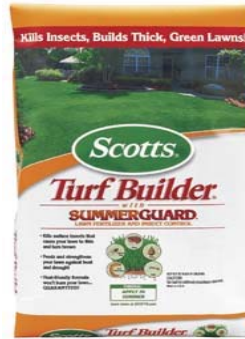
Turf Builder Halts Crabgrass Preventer



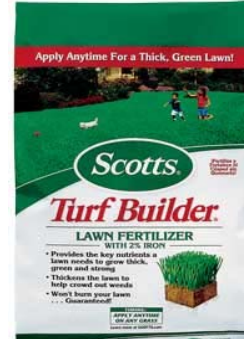
Turf Builder Plus 2 Weed Control



Turf Builder SummerGuard



Turf Builder Lawn Fertilizer



Turf Builder WinterGuard and WinterGuard+2



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2007 N-P-K	30-0-4	28-3-3	28-0-8*	29-2-4	22-2-14/26-3-12
2008 N-P-K	30-0-4	28-2-3	28-0-8	29-2-4	22-2-14/ 26-2-12

Goal: 50% Reduction in Phosphorus Applied by 2009 Sales Year

* May not change until 2008 dependent upon formulation plans for 2007.

Note: TB+Halts requires ~ 0.5% phosphorus for formulation stability. The reduction calculation will take that into account.

P Reduction Program Actions

Implement Scotts P Reduction Plan

- **Gain support/alignment across Chesapeake Bay states**
- **Execute 2007 and 2008 product changes**
- **Develop consumer awareness/communication plan**
- **Report annual Phosphorus load reduction (sales basis)**

Gain Industry Alignment to P Reduction Plan

- **RISE Consumer Working Group**
- **Develop and implement product change plan**
- **Report annual P load reductions**

Involve Retailers in Consumer Communication at Point of Sale

- **Develop and implement POS communication plan**