

**Chesapeake Bay and Water Resources Policy Committee  
Recommendations for Partnering with Scotts on Urban Nutrient Management Initiatives**

July 21, 2006

Based on the presentation by representatives of the Scotts Miracle-Gro Company at the May 19 committee meeting and feedback from selected members (list here), COG staff has developed the following set of proposals for local government actions:

**Background**

- The Scotts Miracle-Gro Company expects to sign this year a memorandum of understanding with the Chesapeake Bay Program about its plans to reduce the phosphorus content in its widely-sold line of commercial lawn fertilizers. The company's plan would reduce the amount of phosphorus in its products 50 percent by 2009, which potentially equates to a reduction in phosphorus applied to lawns in the Chesapeake Bay watershed of about one million pounds a year. The company also will pledge to investigate opportunities for reducing the nitrogen content of its products.
- As part of such an effort, Scotts will working with the Bay Program and potentially with other parties, such as local governments, on education and outreach campaigns that promote responsible lawn care messages. The company also is interested in other ways of partnering with local governments.

Recommendation #1:

Develop opportunities to tailor local education and outreach campaigns, such as the radio ad campaign sponsored by local governments in northern Virginia, around the joint lawn care messages being developed by Scott's and the Bay Program.

Recommendation #2:

Make message points from the Bay Program-Scotts initiative available to local governments for use in lawn care brochures and other outreach products.

Recommendation #3:

Establish a network of government-affiliated demonstration lawn sites throughout the region where the effects of the lawn care practices being supported by Scott's and the Bay Program can be promoted to the public.

A potential schedule for committee involvement in such an effort is detailed below.

July 2006 meeting

- Form a subgroup of the committee to provide guidance to staff. Identify local government staff that could work with COG staff on implementing these recommendations.

Fall 2006

- Working through LGAC (the Bay Program's Local Government Advisory Committee) Chair and committee member Penelope Gross of Fairfax County, highlight the region's initiatives in this area through the LGAC's slot at the Executive Council meeting.

November 2006 meeting

- Determine if COG should facilitate signing of official partnership between local governments and Scott's/lawn care industry modeled after the MOU developed by the Bay Program.

Spring 2007

- Launch any media efforts developed under Recommendation #1 above in time for spring lawn care season.

Fall 2007

- Begin to establish demonstration lawn sites.