



ORGANIC TURF CARE SUPPORT SERVICES

FOR LANDSCAPERS





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ORGANIC TURF CARE PROGRAM OPTIONS

Want to implement an organic turf care program but don't know where to start? We've got you. Step by step...



SOIL TESTING

Whether you are just starting an Organic Turf Care program, or have been providing this service for years, remember that a solid program begins with a soil test. You dig the dirt, mail it to an independent commercial laboratory. The lab does the soil testing and sends the report to PJC Organic. We interpret the report and send you the results in an easy-to-understand Word document. This document has your logo on it, and can be edited and sent to your customers.

Included:

- Soil sampling supplies & instructions.
- Soil test for: pH, buffer pH, Organic Matter, Cation Exchange Capacity, P/K/Mg and % Base Saturation.
- Report in Word format with company logo for easy editing.
- Master Product Application Chart by client, # of bags per product, # of applications and application window. Product Chart is updated as new soil tests are received—making product decisions easy.
- Report card comparing results year 1 to year 3.

START UP

CUSTOM ORGANIC TURF CARE (OTC) PROGRAM DEVELOPMENT

Considering adding an Organic Fertilization Program to your business or reworking your current program? We work with you to tailor a program that delivers results and fits your business. We guide you in determining program options to fit your clientele. In addition, we develop a pricing strategy using your business analytics (labor rates, equipment, product costs, profit margins, etc.). You end up with an Application Calendar and Master Price List based on program level and square footage—making for easy quoting.

ASSESS

ORGANIC TURF CARE PROGRAM REVIEW

Once you've been through a full season PJC performs a review of your OTC Program. We look at levels of service, pricing metrics, application schedule and products to assess how the OTC Program Packages and pricing strategy worked for you. Adjustments are made and your Application Calendar and Master Price List updated. This step can be repeated until your program is dialed in or as an annual audit.

ONGOING

ORGANIC TURF CARE PROGRAM MAINTENANCE

Once your OTC Program is dialed in, we provide an updated Master Price List reflecting changes in product costs, labor rate, and profit margin.

ON DEMAND SERVICES



ADMINISTRATIVE SERVICES

We manage the backend by updating your spreadsheets, preparing your application charts, sending you reminders and alerts — all so you can remain focused on the day-to-day. We lighten the office workload so you can focus on your growing business.



MARKETING COLLATERAL

Lawn Flags & Door Knob Hangers



EMAIL & TELEPHONE SUPPORT

included for all PJC Customers! Reach out whenever you need throughout the season.



We can help you grow your organic lawn care business.

PJC has developed a PRACTICAL APPROACH using PROVEN PRODUCTS that allows you to offer an all-natural Organic Turf Care (OTC) program to your clients. Just follow these steps:

WHAT YOU DO ↔ WHAT WE DO

1. TAKE A SOIL SAMPLE

Use the supplies provided by PJC to take a soil sample and mail it to the soil testing lab.

2. INTERPRET YOUR SOIL TEST RESULTS

The lab sends the report to PJC. We interpret it, email you the results in an easy-to-understand word document with your logo along with product recommendations and a master product spreadsheet for the season.

3. DEFINE YOUR OTC PROGRAM

Program level(s), target nutrient requirements, labor resources, equipment, site visits, clientele.

4. CREATE YOUR OTC PROGRAM & CALENDAR

We pull together your program components, create “packages” and provide a calendar for the season with product application windows and cultural practices.

5. PRICING

Provide pricing guidelines (labor rates, profit margin, product costs, travel time, etc.).

6. MASTER PRICE LIST

We recommend pricing for each organic fertilization program using your pricing metrics and create a master price list by SF by program level for easy quoting!

7. SELL THE PROGRAM

Build your business and reach out with product needs.

8. PRODUCT DELIVERIES

We can assist in calculating product needs based on soil test results and deliver it to your shop when you need it!

9. REACH OUT

We welcome questions on soil tests, weeds, site specific changes...or just say hi!

10. SUPPORT YOU

We provide email and telephone support year-round, as well as industry updates through social media, blogs, and newsletters.



PRACTICAL APPROACH

The key to a successful all-natural Organic Turf Care (OTC) program is to apply the right products with proper cultural practices. One without the other is a set up for failure. It is important to remember that a solid program begins with a soil test and turf performance expectations.

Healthy Turf depends on the positive interactions among:

SOIL CHEMISTRY

Create and maintain a hospitable environment for the soil biology necessary for growing turf by correcting pH and calcium to magnesium imbalances.

SOIL BIOLOGY

Feed the microbes in the soil All-Natural Organic Fertilizer so they remain active and, in turn, can feed the plant.

SOIL STRUCTURE

Promote the porosity and nutrient holding capacity of the soil by addressing organic matter and CEC deficiencies.

CULTURAL PRACTICES

Proper mowing, aeration, over-seeding and irrigation practices will have the BIGGEST impact on the overall success of your program!



When it comes to growing turf there are things we cannot control in the season like weather, temperature and rainfall. At PJC Organic we call our approach "practical" because we focus on creating positive change over time in a way that makes sense financially and in practice.

ORGANIC TURF CARE SIMPLIFIED



10 STEPS TO AN ORGANIC LAWN...

1. Soil Test: pH, buffer pH, OM, CEC & Ca:Mg
2. Adjust pH to 6.5 – 7.0 and Ca:Mg
3. PJC Pro Healthy All-Natural Organic Fertilizer
4. Improve Organic Matter & CEC
5. Mow high at 3-3.5"
6. Return Grass Clippings
7. Water ¾-1" 1-2X week, morning
8. Core Aerate to relieve compaction
9. Overseed to thicken turf
10. Scout for weeds and pests

PJC Organic's practical approach combines PRODUCT with SUPPORT and EDUCATION. We tailor an OTC program that is easy-to-follow and fits your budget and expectations!

practical approach proven products



PROVEN PRODUCTS

PJC PROHEALTHY TURF ALL-NATURAL ORGANIC FERTILIZERS

Blends: 6-0-1, 6-0-6, 7-0-2+, 8-0-1, 8-0-6

PJC's Organic Fertilizers use all-natural premium ingredients as a food source for soil biology while adding organic matter to the soil.



They comply with the USDA National Organic Program (NOP) standards, are approved for use by Bay State organic certifiers, and are on the USDA Bio-Preferred Product list.

- 6-0-6 and 8-0-6 are OMRI listed
- 7-0-2+ includes soluble humates
- Water Insoluble organic Nitrogen (WIN) from plant and animal proteins (no urea, municipal waste or manure)
- Provides essential amino acids
- Slow release - consistent growth without burning
- Easy to apply with a broadcast spreader

SOIL CONDITIONERS & BIO-STIMULANTS

PJC PROHEALTHY TURF CHARGE-S3

PJC's CHARGE-S3 is made from biochar, molasses, kelp, animal and plant proteins. Apply throughout the season to improve soil chemistry, soil structure and soil biological activity (S3).

CHARGE-S3 increases nitrogen fixation, nutrient retention and cycling; while making Ca, Mg, K, P and other micronutrients more bioavailable. It aids in water retention and absorption of inhibitory compounds, all while adding a carbohydrate source to help soil bacteria proliferate!

PJC PROHEALTHY TURF BOOST-S3

PJC's BOOST-S3 is made from plant proteins, minerals and humates. Apply throughout the season to improve soil chemistry, soil structure and soil biological activity (S3).

BOOST-S3 supplies essential Calcium (Ca), Sulfur (S) and Iron (Fe). Iron is fundamental to chlorophyll production, photosynthesis and thus improves turf vibrancy and resilience without excessive foliar growth. The added humates improve nutrient retention and soil composition. Plant proteins provide a stable food source for soil biology.

HIGH EFFICIENCY CALCITIC LIME

87% Calcium Carbonate 2% Humic Chelating Agent

Correcting soil pH is foundational in an organic program. Our high efficiency limestone works faster and more efficiently than traditional pelletized lime to change soil chemistry (pH, base saturation and calcium levels) which in turn allows soil biology to proliferate. Humic chelating agents (polyhydroxy carboxylic acid) bind to plant nutrients such as Calcium, Magnesium and Iron to increase solubility and availability. Increasing solubility improves the translocation of nutrients into plants aiding in root development, plant vigor, drought and stress tolerance.

75% Less product is required than standard limestone saving in time, labor, transportation and storage.

Also available: High Efficiency Dolomitic (MAG) Lime, Standard Calcitic & Dolomitic Lime.



GYP SUM

Minimum 70% Calcium Sulfate

Gypsum supplies Calcium (Ca) and Sulfur (S) to the soil without adjusting soil pH; counteracts salt damage; improves CEC and increases soil porosity. Gypsum improves soil chemistry and soil structure.

Calcium is a turf grass macronutrient – essential to cell wall structure and membrane permeability – making a more resilient and robust turf plant.



PJC PREMIUM GRASS SEED

Over seeding is a key cultural practice in any turf management program and your best defense against weed pressure. PJC Organic offers premium seed blends with consideration to germination rate, site use, ability to water, drought, wear and disease resistance.

ATHLETIC FIELD TURF BLANKETS

Winter turf blankets and growth covers allow for end of season field repairs while keeping turf healthy and protected from harsh winters and ready for spring play. Inexpensive cultural practices with results!

