

# NEWS FROM **VERDE-CAL**<sup>®</sup>

Third Quarter  
2008

Products of **AQUA-AID, INC.**



## Miller's Miscellaneous

This edition of VERDE-CAL news is short and sweet. It is all about the use of VERDE-CAL and Aqua Aid at the time of aerification and/or over-seeding/inter-seeding.

What a crucial time of year it is for anyone in the golf and lawn-care industry. Summer is at its worst with temperatures and stress at its highest. Your turf is thinking "survival" and you are thinking, "what's next?" You are ready to begin the process of cool season or winter/off season preparations. This could mean over-seeding in the south, or putting the turf to sleep in the north. Regardless of the region, VERDE-CAL should be in your

management plan. Readily available calcium in one form or another is very important to your turf and plants in the late summer season. Resistance to pressures of disease can be influenced by added available calcium. Turf vigor is greatly enhanced which can get your turf through the last of the stress season. We always recommend that you use VERDE-CAL throughout the season, especially before stress sets in. However it is never too late to start.

Also included in this issue is a great chart on freight and how it has changed over the years. Please take a look at the link.

### Special Interest Articles:

- **Miller's Miscellaneous**
- **Unique Ways to use VERDE-CAL with Seeding**
- **Unique Ways to use VERDE-CAL with Aerification**
- **Reasons to use VERDE-CAL in the Late Summer/Fall**
- **Product Comparisons**
- **Lawn Care Uses**
- **Wetting Agents at the Time of Seeding**
- **The Effects of Rising Freight Cost**

## VERDE-CAL effects on seeding

Whether it be over-seeding in the southern regions, or inter-seeding or re-grassing in the northern regions, VERDE-CAL products play a very smart role in this practice. Because of the available calcium and the synergy of the PHCA and wetting agent, seed stands can experience establishment faster. Once seed germinates, the seedling has the task of finding food in order to root in and "harden off". Many times the top part of the soil can

be the harshest environment for a seedling to survive. It can be drier, harder and store less nutrient than the soil just one inch lower. Many Turf Managers tell us that when they see the seed germinate, they will apply 5 to 6 pounds of VERDE-CAL or VERDE-CAL G immediately, followed by another application one week later. By doing this they see noticeable germination enhancement and "hardening off" of the plant. Soil conditions are improved

immediately in the upper 1 to 2 inches where the seedling must establish a new home. This can make the difference between very good germination and fair germination. When your customer takes the time to prep an area and invests budget dollars in high quality seed, remember to work in VERDE-CAL or VERDE-CAL G so they can get the most for the dollar spent. And have the best germination possible.

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## VERDE-CAL use with aerification

There are as many ways to use VERDE-CAL at time of aerification as there are users of the product. Recently we have seen a push towards blending VERDE-CAL or VERDE-CAL G with topdressing sand. This eliminates a task at the time of aerification, thus making an already complicated task a bit less stressful. Many of you are already selling sand mixes for topdressing or bagged sand for divot repair. If this is the case, you can easily arrange to have VERDE-CAL blended into the sand mix.

Remember, VERDE-CAL products do not need to be incorporated. Because of the solubility and the penetration, no means of mechanical incorporation is necessary. We are always asked, "Is it "ok" to use the product at aerification time?" The answer is, "Of course". Any time the turf is opened up you should always put the product down. Really the best way to approach this would be to apply the product about 1 to 2 weeks prior to aerification. By doing this, the greens will already be promoting recovery characteristics that will help the greens heal faster. Get your customer to do this and they will be hooked. VERDE-CAL may also enhance the nitrogen used to promote recovery of the turf.

## Late Summer or Early Fall uses of VERDE-CAL

This is a great time of the year to use VERDE-CAL products. Turf typically is at its highest stress point, and September and October can be dry months typically. VERDE-CAL can offer some relief by releasing calcium in the soil and thus conditioning and making available other nutrients. These newly available nutrients can offer your turf some of the relief it needs at a time when it may need it most. It is really about volume of calcium. By releasing "real pounds" of calcium into the soil structure, (in various

forms) thorough conditioning of the soil will result. This may be visually seen as green up, growth, rooting, stress reduction perhaps even some disease relief. We do not (sell or) claim VERDE-CAL products will cure disease, but feedback certainly tells us that the benefit of available calcium can make a difference. Remember, better uptake, translocation of nutrients and water will always benefit the plant and allow it to withstand stresses better.

## Lawn Care Use

VERDE-CAL has made a big difference to many lawn-care operators. This year we have seen the use of VERDE-CAL or VERDE-CAL G take the place of a fertilizer application numerous times. Late summer or early fall is the most ideal time to use VERDE-CAL products. The turf

is at its weakest state and the use of available calcium can "perk up" the turf and enhance the fertility to that plant. These benefits allow green up and no growth which is very beneficial to the lawn care operator as well as the customer. When seeding, remember to

utilize VERDE-CAL or VERDE-CAL G just upon germination of that seed. The available calcium will allow the plant to "harden off" much faster. This little trick can help you ensure your customers success with your seed sales.

"Real knowledge is to know the extent of one's ignorance."

Confucious

"One small spark can start a prairie fire".

Quoted by Mao Tse Tung, when he was discussing the fate of the Chinese ping pong player Shuang Zedong, in 1971 after he made contact with the American Ping Pong player Glenn Cowan. The meeting sparked China – U.S relations known as "ping pong diplomacy".

## Product Comparisons

Remember to emphasize the benefits of VERDE-CAL products. The numerous benefits allow you to move a customer beyond commodity products into a more beneficial, "specialty" type of product.

- Lower rates. 4 times less product vs. lime or gypsum.
- 100% soluble and available calcium in either a sulfate or carbonate form.
- Less inventory, easier to manage.
- Easier to spread, less dust.
- Less waste
- Budget friendly when compared to lime or gypsum.
- Benefit to fertilizers applications.
- Strong margin products

When comparing to lime, remember for every one bag of VERDE-CAL product, you will use four times more of a lime product. Lime selling at \$6.00 is a bargain. To compare this to VERDE-CAL, would be saying \$24.00 for the four bags of lime, vs. \$20.00 to \$24.00 for the one bag of VERDE-CAL. This gives you a lot of room to play and not jeopardize your margins.

When comparing gypsum, you have even more room to maneuver. Gypsum at a price of \$8.00 per bag would be a great bargain. So the four bags of gypsum at \$32.00 would compare to the one bag of VERDE-CAL G at \$25.00 +/- per bag. Again, there is a lot of room for maneuvering and

still save margin. When selling a large quantity, you may have to compare VERDE-CAL or VERDE-CAL G to a lower price of lime or gypsum. Understandably, there will be someone who is "giving away" the commodity products. You can still be in the game however.

Another great selling point right now: Remember, every bag of lime or gypsum contains at least \$1.00 of shipping cost. You can eliminate this by selling Verde-Cal products instead. Verde-Cal will save the customer shipping costs well over what lime or gypsum can. I have seen this used as a sales technique, and it is very useful. Do some homework and concentrate on the benefits.

## Seed, Sod, and Sprig Establishment with Wetting Agents

Everyone knows that water is a good thing when it comes to any seeding job, sprigging, or sod installation. But, sometimes too much of a good thing can ruin what you were trying to repair or complete in the first place. Wetting agents can influence water management and aid in the establishment of turf whether it's from seed, sprigs, or sod.

**Seed** – In order for the seed to germinate and thrive as a seedling there must be sufficient moisture on and around the seed. Not enough water and the seed will just sit there and wait, too much water and the seed may move or even float away. So, just the right amount of water is needed for a certain amount of time. Sounds easy, right? Well not all the time. The seedbed may be too hard and not cultivated correctly and water may run-off. The site may be too sandy or loose and water will flow straight through. Or, you may not be able to control the times when you can apply water.

**Sprigs** – Okay, let's see how important water is to this process! IT'S EVERYTHING! After a site is sprigged the turf manager will fertilize heavily and cut the water on and just about flood the place and keep it soupy wet until the sprigs tack down and start to knit. If there is not enough water then the live sprigs will dry out and die. Too much water and the sprigs could move around on you.

The three great essentials to achieve anything worth while are, first, hard work; second, stick-to-itiveness; third, common sense.

Thomas Edison

Satisfaction does not come with achievement, but with effort. Full effort is full victory.

Mahatma Gandhil

I feel sorry for the person who can't get genuinely excited about his work. Not only will he never be satisfied, but he will never achieve anything worthwhile.

Walter Chrysler

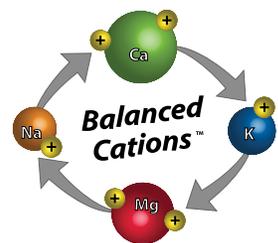


## Establishment with Wetting Agents continued...

*Profit center you may want to consider...*

*Rental companies are always looking for a niche to improve business. Why not approach them with seed and VERDE-CAL products to sell from the store. A "one stop shop" is what the customer wants these days. A customer can rent an aerator/slicer, buy seed and VERDE-CAL all at the same place.*

*Best of all, no one is calling on this type customer and they generally always have good credit.*



If you need more literature, please request some to be mailed to you by contacting one of the following:

maryanne@aquaaid.com  
scott@aquaaid.com

Specify how much you need and where to mail it to.

**Sod** – Again, since we are dealing with fresh cut turf, water is a must for sod to live. Not enough water and the sod will die and you'll have to start the establishment process again. Too much water and the sod will become soggy like a bog and could slide under foot traffic (anyone remember the Steelers game last year!) or create air bubbles or cause a blow out somewhere.

What this really comes down to is the conditioning of the water and the soil it comes in contact with. A wetting agent's role here is to affect the relationship between water and soil. Conditioning the water that is being applied to the surface, into, and through the soil so that the turf can establish and function properly, first assuring penetration, secondly improving percolation, and third by assuring uniform water distribution in that soil.

**Penetration** – Water that remains at the surface and does not enter the actual soil profile is little to no value to turfgrass establishment. It could actually be quite dangerous to the process. Wetting agents allow water to enter the soil profile and rootzone easier. Fertilizers, irrigation, and pesticides can now function more effectively.

**Drainage** – Wetting agents allow water to move deeper in the soil profile allowing for better drainage and also allowing more air in the rootzone. A waterlogged soil doesn't allow enough oxygen in the soil for good establishment. Roots must have proper aeration for increased success.

**Uniformity** – Wetting agents control the amount of water that resides in that area. Not too deep in one area and shallow in another, but even across the board. This allows for even germination and faster establishment.

**Other benefits** – Another major benefit from using wetting agents is when used properly they will reduce the amount of water used. Water will last you longer because the soil is holding it, and using it more efficiently.

Water will play a major role in how well your next seed, sprig, or sod establishment turns out. You know the importance of water to the establishment process. Soil wetting agents enhance your water management. Make the most out of your water!

**Aqua-Aid® Penetrating Wetting Agent**

**Aquifer® Uniform Hydration Wetting Agent**

## The Effects of Fuel on Freight Cost

We have all felt the pressures of rising fuel cost. Click the follow link to see a graphical representation of the effects of fuel cost on shipping over the last few years.

To activate the link, hold down "Control" while clicking the link.

<http://www.verde-cal.com/Freightchart.pps>



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[www.aquaaid.com](http://www.aquaaid.com)