Raise the Blade
Building Healthy Soils with Best Lawn Care Practices
Raise the Blade Campaign Partners
3 Practices for Healthy Soil and Reduced Runoff

- Cut to 3”
- Leave The Clippings
- Cut 1/3 of grass blade at each mowing
Survey Results Identify Target Population

2”- 3” height mowers motivated by:

- Good for environment
- Creates healthy lawns
- Mow less often
Businesses Offer Space for Research Sites

The University of Vermont
Homeowners Receive Educational Rack Cards

RAISE the BLADE

Easy tips for a lush, green lawn

Cut lawn to 3 inches to encourage a stronger root system that captures the rainfall and lessens the need to water during a dry spell!

Leave the clippings for natural FREE fertilizer that builds soil health and eliminates raking and bagging.

Follow the “1/3” rule to protect the base of the grass blade from drying out. Cut 1/3 of the grass blade height at each mowing.

……cut……… 3”

RAISE the BLADE

Raising the blade on your mower to 3” is good for your LAWN, SOIL and LAKE!

Grass that reaches our ankles supports a strong root system and leads to healthy soils.

Longer grass and healthy soils benefit Lake Champlain by soaking up stormwater runoff.

Mow higher!

The “Lawn to Lake” Partners:
- Compacting Association of Vermont
- Lake Champlain Basin Partnership
- Lake Champlain Watershed Commission
- Vermont Agency of Natural Resources

www.lawntolake.org
Community Outreach Promotes Practices
Business Partners are “Raising the Blade”
Businesses Display Lawn Signs in Prominent Locations
Businesses Distribute Personalized Rack Cards

We have joined other Vermont and New York businesses, homeowners and municipalities in adopting these simple lawn care practices:

- **We Cut Our Grass to 3 Inches**
  Longer roots allow more rainwater to enter the ground and help grass resist drought.

- **We Leave the Clippings**
  Clippings act as natural fertilizer, and help filter stormwater pollutants.

- **We Cut No More Than a Third of the Grass Blade Length at Any One Time**
  This builds healthier soils that can hold more water.

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**RAISE the BLADE**

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**Century 21 Jack Associates**

We have joined other Vermont and New York businesses, homeowners and municipalities in adopting these simple lawn care practices:

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**Lake Champlain CHOCOLATES®**

We have joined other Vermont and New York businesses, homeowners and municipalities in adopting these simple lawn care practices:

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**SHELBURNE FARMS**

We have joined other Vermont and New York businesses, homeowners and municipalities in adopting these simple lawn care practices:
ACE Hardware Hangs Tags on New Lawnmowers

RAISE the BLADE

Easy tips for a lush, green lawn

👍 mow to 3 inches
👍 leave the clippings

........... cut ........... 3"

long grass
long roots
healthy soil

= clean water

www.lawntolake.org

www.lawntolake.org
Facebook Page Recognizes Business Partners

Lawn to Lake
@lawntolake

Lawn to Lake is at Panera Bread (1184 Shelburne Road, South Burlington, VT).

October 18, 2019 - South Burlington, VT

Panera Bread has joined the Raise the Blade Campaign! Lawn to Lake thanks them for following 3 simple lawn care practices that help reduce stormwater runoff and protect water quality.
Lawn to Lake Website Promotes Campaign and Provides Resources
Demonstration Boxes
Show Root Length Differences
Why do landscapers follow the practices?

“Healthier”
“Drought resistant”
“Shades out weeds”
“Prevents yellow spots”
“Clippings replenish nutrients”
“Increases root system strength”
“Gives lawns a nice …sheen”
Newspapers and Newsletters Publish Campaign Articles

South Burlington’s Community Newspaper • Since 1977

the Other Paper

SBBA
South Burlington Business Association
Fostering Business in South Burlington
• Networking
• Advocacy
• Education
• Empowerment
• Impact
The SBBA is South Burlington’s only business organization focused solely on strengthening business in South Burlington. We find strength in numbers, and welcome new member businesses, large and small. For more information, visit www.sbbabiz.com.
What’s Next?
More of what we are doing... plus:

• Videos for media and target populations
• Enhanced social media campaign
• New York basin outreach
• Fact sheets distributed via new channels
• Working with more stakeholders
Lawntolake.org

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