



Raise the Blade

Building Healthy Soils with
Best Lawn Care Practices

GSI Summit
February 27, 2020
Burlington, Vermont

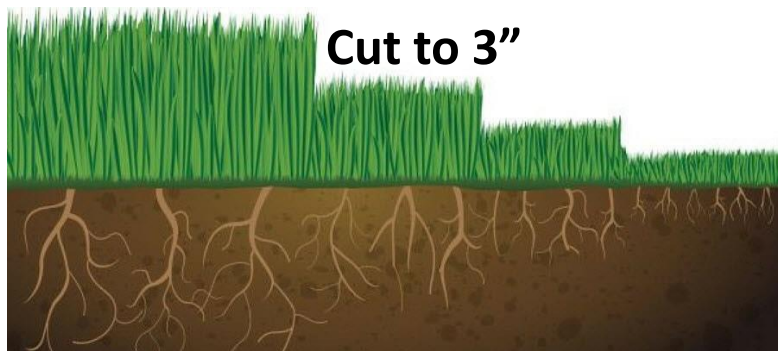
Raise the Blade Campaign Partners



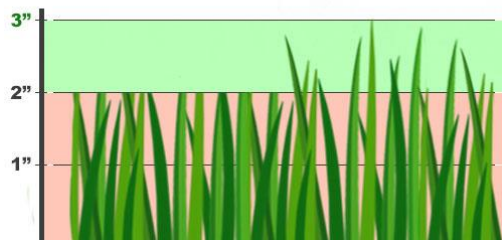
Cornell University
Cooperative Extension



3 Practices for Healthy Soil and Reduced Runoff



1/3 Rule

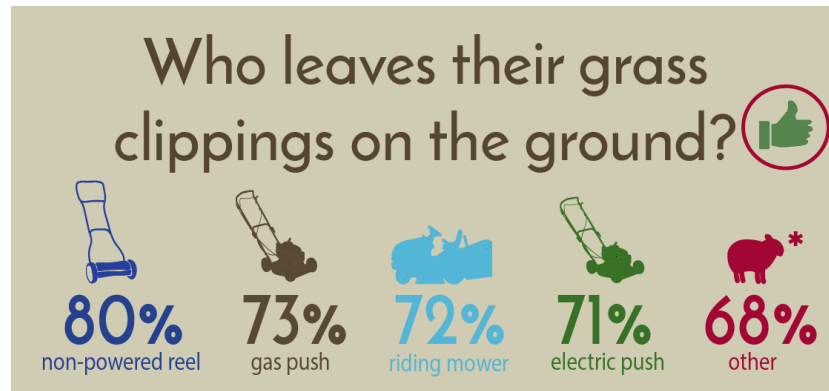
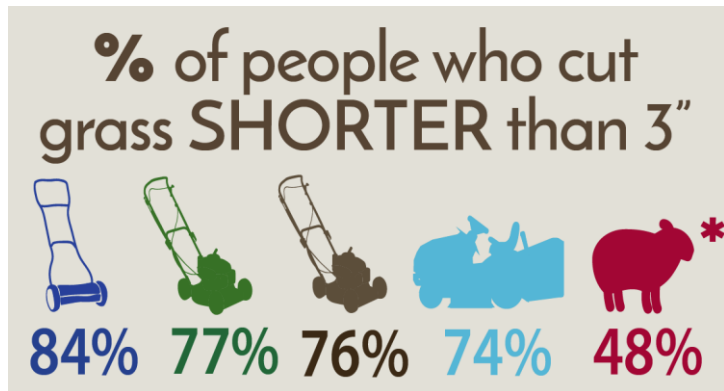


Cut 1/3 of grass blade at each mowing



Leave The Clippings

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

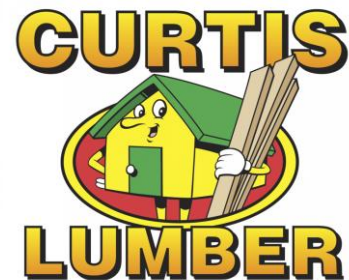


QUEEN CITY PRINTERS INC.



MAIN STREET
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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.



www.lawntolake.org

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!

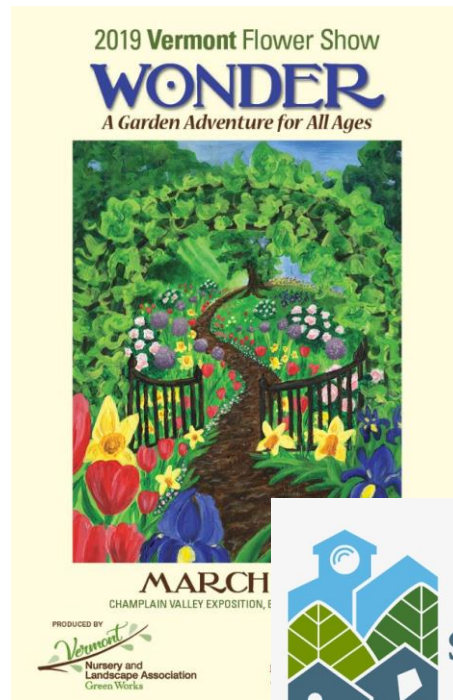
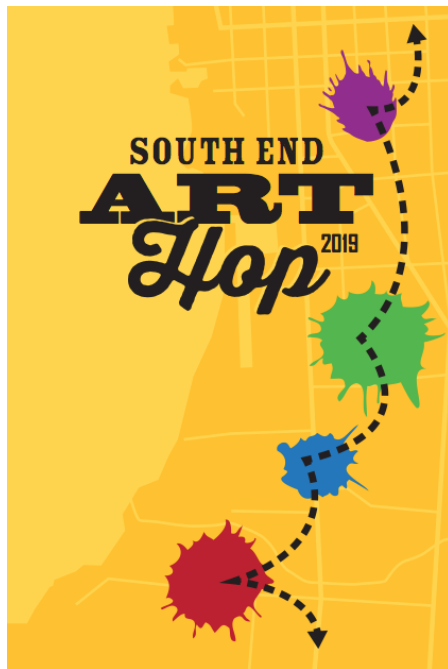
The "Lawn to Lake" Partners:

- Composting Association of Vermont
- Cornell Cooperative Extension of Clinton County
- Lake Champlain Basin Program
- Lake Champlain Committee
- Lake Champlain Sea Grant/UVM Extension
- Vermont Agency of Natural Resources



Homeowners Receive Educational Rack Cards

Community Outreach Promotes Practices



SoBu Nite Out
southburlington
RECREATION & PARKS

Business Partners are “Raising the Blade”



Businesses Display Lawn Signs in Prominent Locations



RAISE the BLADE



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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Businesses Distribute Personalized Rack Cards



RAISE the BLADE



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

RAISE the BLADE



Lake Champlain
CHOCOLATES®

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

RAISE the BLADE




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



Facebook Page Recognizes Business Partners

 Lawn to Lake




 Linda Home Find Friends Create     










Lawn to Lake
@lawntolake


Home
Posts
Reviews
Photos
About
Community

Create a Page


 Liked  Following  Share ...

 Write a comment...    


 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.





3





 Send Message

Community [See All](#)


 Invite your friends to like this Page


 52 people like this


 60 people follow this


 Nathan Jandl and 2 other friends like this or have checked in   


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 (802) 656-7668

 Send Message


 lawntolake.org

 Environmental Conservation Organization


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 Page Transparency [See More](#)

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

 Page created - June 4, 2018

Related Pages

 Vermont Association o...
Nonprofit Organization

 Like



Keep Our Lakes Clean. Not Green.

Even if you live far from a lake or river, your lawn and yard care can affect water quality. You can help keep Lake Champlain clean!

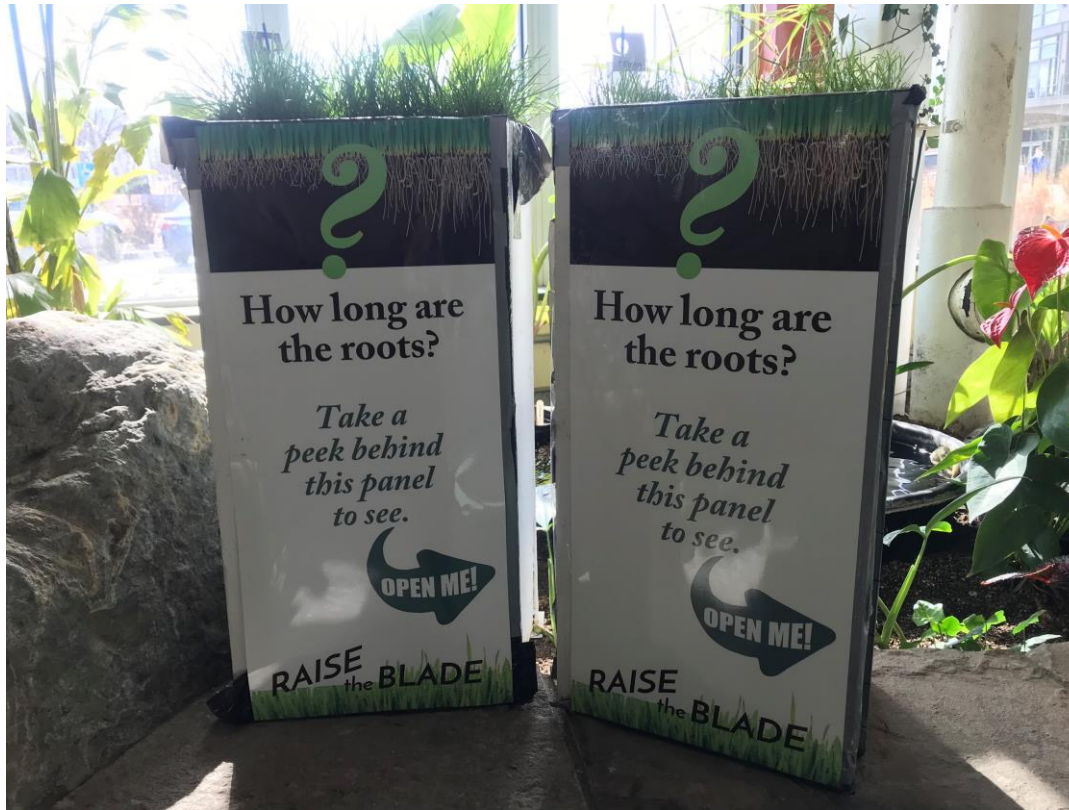
[LEARN MORE](#)

Learn How You Can Help



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”

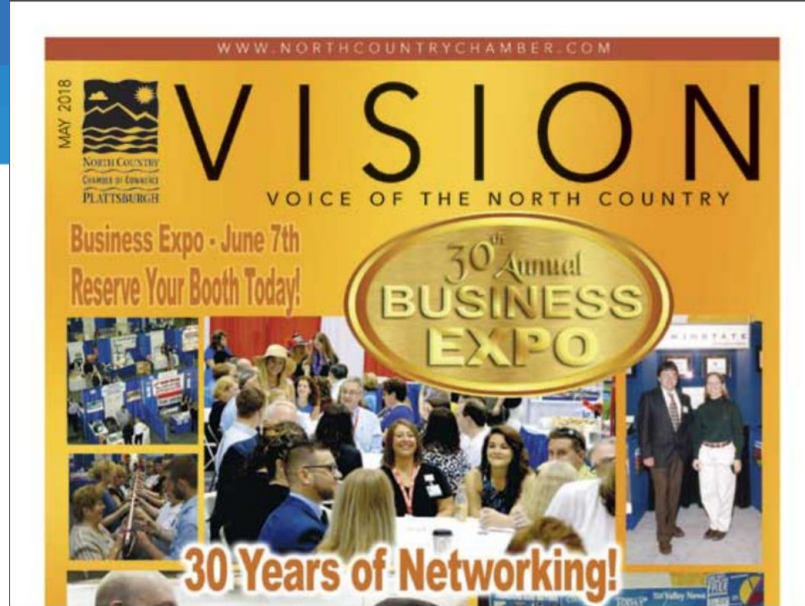
“Prevents yellow spots”

“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

Sea Grant
Lake Champlain



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

Contact Information



Lawntolake.org

~ ~ ~ ~ ~

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