

# Healthy Lawns/Healthy Environment Initiative Wins 2009 New Jersey Environmental Excellence Recognition in the Water Resources Category

The NJWSA Watershed Protection Unit was part of the Healthy Lawns/Healthy Environment Initiative that was recently honored with a 2009 New Jersey Environmental Excellence Awards in the Water Resources Category. This Governor's award is presented to a nominee demonstrating a positive influence in one or more of the following areas: Improving surface or ground water quality; Ensuring sufficient quantities of water through reuse and conservation techniques; and/or Promotion or development of progressive land use policies and watershed management approaches to improve protection of surface and groundwater sources.

The Healthy Lawns/Healthy Environment Initiative is a unique public-private partnership between government and members of the fertilizer industry to reduce the amount of phosphorus in lawn and garden fertilizer formulations. Although residential lawn care applications make up a small percentage of overall nonpoint source pollution, the fertilizer industry felt a contribution could be made in overall reduction efforts in the state. The main objective of the initiative was to reduce phosphorus in residential fertilizer applied to lawns. The initiative resulted in a total annual phosphorus reduction in fertilizer products of 1,230,322 pounds. The initiative effectively leveraged the strengths of its individual members and set in motion a statewide grassroots education movement that reached more than 14,000 residents with practical and actionable lawn care stewardship information. In addition to us, initiative members included Lebanon Seaboard Corp., Scott's MiracleGro, United Industries, TruGreen, Rutgers, USEPA, NJDEP and others.

**Healthy Lawns, Healthy Environment Initiative**

A unique public-private partnership that pushed aside competition, differences and specific agendas to effect a total annual phosphorus reduction in fertilizer products of **1,230,332** pounds -- resulting in an unprecedented statewide load reduction **184,550** pounds which otherwise would have resulted in runoff into New Jersey's waters.



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A Program of The State of New Jersey  
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