

# Fertilizer Regulation

1.WINK-CBS FT. MYERS-NAPLES, FL  
MAY 13 2009 5:00AM ET  
NEWS 5AM

Run Time: 2:55

[\*\*05:27:39 AM\*\*] AND REPORTER: GOOD MORNING, EVERYBODY. I'M HOLLY WAGNER. THIS MORNING, WE'RE TALKING **FERTILIZER**. WELL, TODAY THE LEE COUNTY **FERTILIZER** ORDINANCE GOES INTO EFFECT AND CHANGES HOW YOU TAKE ANNOUNCER: FROM SOUTHWEST FLORIDA'S NEWS LEADER, THIS IS "WINK NEWS NOW THIS MORNING.

2.WINK-CBS FT. MYERS-NAPLES, FL  
MAY 13 2009 5:00AM ET  
NEWS 5AM

Run Time: 1:20

[\*\*05:39:57 AM\*\*] I'VE BEEN PRAGUE. KAREN, HOW IS THIS CHANGING HOW WE FERTILIZE OR TAKE CARE OF OUR LAWN? WELL, STARTING TODAY WE'RE GIVING PEOPLE HEADS-UP THAT IN THE RAINY SEASON, JUNE THROUGH SEPTEMBER, WE'RE RECOMMENDING NOT APPLYING NITROGEN AND PHOSPHATE-BASEDER IF LIEERS AND YOU FIND THAT OUT BY LOOKING AT THE **FERTILIZER** BAG AND THE FIRST TWO NUMBERS SHOULD BE 0-0. SO, THAT'S A GOOD SUMMER BLEND. REPORTER: NO PHOSPHORUS, THAT'S ESSENTIALLY WHAT IT STANDS FOR.

[\*\*05:40:21 AM\*\*] REPORTER: NO PHOSPHORUS, THAT'S ESSENTIALLY WHAT IT STANDS FOR. NO PHOSPHORUS, NO NITROGEN. REPORTER: AND WHAT HPS IF YOU DO USE A **FERTILIZER** YOU'RE NOT SUPPOSED TO? WE HAVE CODE ENFORCEMENT AND YOU COULD BE SUBJECT TO A FINE. THE FIRST OFFENSE IS \$100 AND THERE ARE ALTERNATIVES THAT WE CAN WORK ON WITH PEOPLE.

[\*\*05:40:54 AM\*\*] REPORTER: I WANT TO TALK TO ERNESTO. WHAT IS THIS ALL ABOUT? THIS IS AN OPPORTUNITY FOR HOMEOWNERS TO UNDERSTAND AND WHAT KIND OF **FERTILIZER** TO USE AND BECAUSE EVERYTHING IS GOING TO BE IMPACTING IN PONDS, RIVERS AND LAKES. REPORTER: AND THE GULF, RIGHT? THE GULF, ULTIMATELY.

[\*\*05:41:43 AM\*\*] YOU ALSO HAVE SOME PROGRAMS, ERNESTO, RIGHT? THAT'S RIGHT. THERE IS A **FERTILIZER** WEBSITE CALLED FERTILIZESMART. COM AND THERE IS WHERE YOU CAN FIND A LOT OF INFORMATION ABOUT THE **FERTILIZER** ORDINANCE. REPORTER: OK. WE'LL HAVE MORE IN THE 6:00 HOUR AND TALK MORE ABOUT HOW IT AFFECTS OUR ENVIRONMENT.

3.WINK-CBS FT. MYERS-NAPLES, FL  
MAY 13 2009 6:00AM ET  
NEWS 6AM

Run Time: 1:06

[\*\*06:19:26 AM\*\*] SARAH: SARAH: 6:19. CHANGES ARE COMING TO THE WAY YOU CARE FOR YOUR LAWN IN LEE COUNTY. NEW **FERTILIZER** ORDINANCE GOES INTO EFFECT TODAY. HOLLY WAGNER JOINS US WITH WHAT YOU NEED TO KNOW BEFORE YOU RACK UP A HEFTY FINE. GOOD MORNING. .

[\*\*06:19:51 AM\*\*] WE'RE LIVE AT THE LOWES IN ESTERO WITH INFORMATION TO EDUCATE YOU THIS MORNING. STARRING US OFF, ERNESTO, YOU ARE GOING TO TALK TO US BRIEFLY ABOUT THE ORDINANCE GOES INTO EFFECT TODAY, BUT HOW DOES THIS CHANGE HOW WE FERTILIZE TODAY AND OVER THE SUMMER? RIGHT NOW THE ORDINANCE SAYS THAT WE NEED TO USE A **FERTILIZER** THAT HAS LOW, VERY LOW PHOSPHORUS BECAUSE WE DON'T NEED PHOSPHORUS IN THE SOIL THAT WE SHHH HAVE IN FLORIDA. THAT IS SLOW-RELEASE **FERTILIZER** AND THIS IS WHAT WE SHOULD BE USING. REPORTER: NOW, TODAY, BUYING TODAY. CORRECT.

[\*\*06:20:42 AM\*\*] WE PROVIDE IT AT FERTILIZERSMART. COM, WHICH IS THE WEBSITE THAT WE HAVE. NORMALLY THE AMOUNT OFER IF LIEER AND TYPE OF **FERTILIZER** THAT WE USE AND THE QUANTITIS THAT WE'RE GOING TO BE USING. REPORTER: I KNOW YOUR SPECIALTY IS THE RIVERS, THE GULFS AND STREAMS THAT ARE IN SOUTHWEST FLORIDA. WHY IS THIS SO IMPORTANT?

[\*\*12:01:43 PM\*\*] HE EXPECTED TO BE HOME BY THE WEEKEND. YOU NEED PAY CLOSE ATTENTION TO WHAT YOU USE ON YOUR LAWN. AND NEW **FERTILIZER** ORDINANCE LEE COUNTY IN EFFECT TODAY. AND THAT MEANS YOUR NOT ALLOWED TO USE CERTAIN TYPES OF **FERTILIZER** DURING THE RAINY SEASON. WE HAVE MORE ON WHAT THIS MEANS FOR YOU. GOOD AFTERNOON EVERYBODY WE ARE AT THE LOWE'S TO TALK ABOUT NEW **FERTILIZER** ORDINANCE THAT GOES INTO AFFECT TODAY. IT IS ACTUALLY GOING TO BE JUNE FIRST WHEN THE CHANGE COMES AS FAR A WHAT YOU NEED TO DO WITH YOUR YARD. THERE DIFFERENCE WHAT WE DO NOW.

[\*\*12:02:22 PM\*\*] TOM SO, WHY LET'S START FIRST OFF WHY THE CHANGE? WELL THE CHANGE PROBABLY COMES ABOUT NOW BECAUSE WE ARE EXPECTING RAINY SEASON. AND IT IS THAT RAINY SEASON, WHEN WE LIVE ON WATER OR WE LIVE OFF OF WATER, WHERE THIS HIGH VOLUMES OF WATER THAT END UP MIXING WITH ANY KIND OF **FERTILIZER** WE HAVE APPLIED TO YOUR YARD. VERY QUICKLY, THE SURFACE OF THE SOIL WASHES INTO OUR WATERWAYS. WHAT DOES THAT MEAN FOR PEOPLE AT HOME?

[\*\*12:02:45 PM\*\*] WHAT DOES THAT MEAN FOR PEOPLE AT HOME? WELL IT MEANS THAT EVERY ONE, NEEDS TO APPLY STPERT LICER AND VERY SMART WAY. THEY NEED TO USE THE APPROPRIATE **FERTILIZER** LIKE SUMMER LAWN AND LAND SKATE WITH YOU SAY SUMMER SAVE WHAT DO YOU MEAN IT MEANS DOES NOT HAVE NITROGEN FOSS FOROUS IT IS AN OO 16 ON HO 22 THIS ONE CALLED SUMMER. IT IS AFFECTS EVERYBODY WHAT YOU DO IN YOUR LAWN IT SURE DOES. AND THAT'S SIMPLY BECAUSE, WE ALL LIVE CLOSER TO WATER THAN WE REALIZE. AND, EVERY ONE NITROGEN CAN VERY, VERY EASILY DISSOLVE WITH WALTER IF WE APPLY THAT **FERTILIZER** ON TO A SIDEWALK AND OUR DRIVEWAYS AND ROADS. AND VERY, VERY EASILY WASHED OUT. DIRECTLY INTO DRAINAGE.

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