



August 2024

What we are doing this month and why

This month we will continue to apply our warm season fertilizer formula that contains nitrogen. Nitrogen encourages top growth and green color. In addition to nitrogen, this formula also contains phosphorus and potassium as well as many minor nutrients the grass needs to be healthy!

We are also continuing to apply pre-emergent weed control to suppress weeds. We will apply pre-emergent weed control throughout the year to keep constant pressure on weed populations. We are also applying post emergent weed control to control actively growing weeds.

We continue to see some sod webworm activity so we are adding insecticide to our treatment formula.

Disease is most active between 70° and 80°. We are outside that temperature window now but will continue to keep a close eye out for disease activity and apply fungicide as needed when we notice disease activity occurring.

WHAT ARE THE STRANGE THINGS IN MY YARD?

The other day a home owner handed me one of these and asked what they were. He said he had been finding them in his yard but could not figure out where they were coming from.

I sent this picture to the county extension agent and he identified it as an air potato.

Air potato is an invasive species of vine that originates in Africa and was introduced to Florida in 1905. The fruit is produced by a climbing vine that can grow up to 8 inches a day during the summer and dies back in the winter. The vines typically climb to the tops of trees and take over and crowd out native species. Air Potato is frequently found in areas that are not highly maintained. Round Up can be used to kill the vine.



Do I really need to have termite protection on my house?

Note: we do not offer termite protection but I have been in the pest control industry for decades and get asked this question frequently enough I thought I would address it. The short answer is yes, you should have termite protection on your home. Termite damage can be extremely costly to repair. So, like having insurance to protect against damage from storms or fire, you should have something to insure against termite damage.

However, all termite programs are not the same. There are different types of treatments and, most important, different types of warranties. Some company's warranties only provide for re-treatment if termites occur. Other companies offer damage repair. Some warranties have exclusions such as water leaks or mulch against the house. And some warranties exclude certain species of termites.

The point is, termite protection is a really good thing to have, however all termite protection is not the same so you need to make sure you know exactly what you're buying when you get it.

If you already have termite protection, it would be a good idea to pull out the paperwork and review it so you know exactly what you have. If you don't have a termite protection program and plan to get it, make sure you review and thoroughly understand the service and warranty and compare what different companies offer.



BEING CREATIVE WITH JASMINE

Asiatic jasmine makes an excellent ground cover. It is dense, green all year long, very hardy and provides excellent erosion control.

Another feature of Asiatic jasmine is that it can be easily shaped and what you can do with it is only limited to your imagination!

The other day I drove by this jasmine bed where someone has created their initial!



WATERING INSTRUCTIONS

At the time of this writing (the last week of July), we are in a wet weather pattern with rain chances around 50% every day. Under these conditions, supplemental irrigation is usually not necessary. However, this is Florida and the weather changes frequently. So if you reduce the irrigation frequency now, when the weather changes to a dryer pattern, be sure to increase it again.

The best time of day to apply irrigation is while the dew is still on the ground, between midnight and 8 AM. This way, you're not extending the number of hours in the day the grass is wet. The longer the grass is wet, the more likely disease activity will occur.



Skip Orth, owner a Father and Son Pest and Lawn Solutions is holding a marketing workshop specifically for businesses owners.

In this workshop, Skip will reveal the specific marketing techniques he used to grow his business from 70 monthly recurring monthly customers to over 5,000!

Skip teaches these marketing strategies and techniques to other businesses owners as a way of giving back. *"I struggled for many years trying to figure out how to gain new customers. If someone would have offered this kind of knowledge to me early on, it would have saved me years of struggle and frustration."*

If you're a business owner looking for way to gain more customers or you're thinking about starting a business, this workshop is for you!

Space is limited to 20 participants so register ASAP.

Date and Time: Saturday August 3 from 10:00-noon.

Place: Father and Son Pest and Lawn Solutions 8373 East Bay Blvd. Navarre Fl 32566

[Reserve your seat here.](#)

<https://www.eventbrite.com/e/marketing-workshop-for-business-owners-registration-944241069457?aff=oddtcreator>

