



Virginia Turfgrass Council Environmental Institute

Insight into VTC's Environmental Institute

Taking Action

January 2021

Why the Institute?

Turfgrass and Landscape Professionals are the Original Environmentalists. The Institute gives us a vehicle for our great work and to promote our industry.

We work hard for our membership, representing you on environmental and government relations issues. We seek to:

- Educate industry professionals, legislators, decision makers, and the general public on proper practices for environmental protection through various means, including seminars and workshops
- Educate and provide support for environmental research
- and much more!

For more information go to
www.vaturf.org/environmental-institute



Flowering Pollinator Seed Distribution Spreading Our Message

Bees, butterflies, and hummingbirds play an important role in sustaining healthy ecosystems. and pollinating many of our fruits, nuts and vegetables. Join the VTC Environmental Institute in our efforts to enhance pollinator populations by planting season-long pollen and nectar sources.

Mix includes: Virginia Native Perennials: Purple Coneflower, New England Aster, Black-Eyed Susan, Lanceleaf Coreopsis, Columbine, Hyssops (*Agastache foeniculum*), and Milkweed (*Asclepias tuberosa*); Self-Seeding Annuals: Cosmos and Zinnia

We are custom making 25,000 seed packets of pollinator plants which we intend to distribute to members of the General Assembly and key local leaders along with flyers about our industry.



Seed packets will be offered to our members, Virginia's General Assembly, local leaders, and environmental groups.

Our seed packets contain plants that provide color and attract pollinators all season. Dr. Cindy Smith of George Mason University selected the mix of Virginia native perennials and self seeding annuals. The plants, their flowers, and the pollinators they attract will be our ambassadors throughout the season.

Jeff Fedorchak who is TruGreen's Vice President for Corporate Affairs and a member of our Government Affairs Committee and past member of our Development Commiteee made these seed packets possible.

Making a difference >>>

Beach Dune Preservation

Thanks to Agronomic Lawn Management and Lawns & Gardens Plus, we are expanding Come to the Bay to include a service project..



Dune Grass

We are working with Lawns & Gardens Plus and The City of Virginia Beach to provide and plant 6,000 sea grass plants.



Come to the Bay

This conference will be held at the oceanfront in Virginia Beach. We have devoted much time and energy during these dark months of shutdown to develop partnerships essential for the conference's success. Details are at the events page of www.vaturf.org

Conference Theme

Water – It's Everyone's Business

We explore ways water affects all of us. Turfgrass professionals, landscapers, arborists, and all other parts of the green industry rely on water.

Partnerships

Here are a few of the organizations that have come together for Come to the Bay's Success:

- The Elizabeth River Project
- The Chesapeake Bay Foundation
- The City of Virginia Beach
- The City of Norfolk
- The Virginia Aquarium

We Need Your Help

Please Give Generously

Contact Us

VTC Environmental Institute
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757-464-1004
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Donate On-Line at
www.vaturf.org/environmental-institute

COVID-19 >>>



Our Industry Is Essential

When Governor Northam was making plans to shut down parts of our economy last March, we worked with the Virginia Agribusiness Council and the Governor's office to ensure turfgrass and landscape industries were considered essential. Our efforts and late nights paid off. I frequently hear success stories from you. Except for labor shortages, reports are positive. Businesses are having profitable years and are looking forward to expanding once all restrictions are lifted.

The Virginia Turfgrass Council Environmental Institute was formed to work for our membership, representing you on environmental and government relations issues. As a 501(c)(3) Corporation, all donations are tax-exempt. Beach grass planting and pollinator seed packs are two of the Institute's newest endeavors. Look for Informational Road Trips in your part of the state this spring and summer.

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