Stand Out. In A Good Way.

Landscapes get noticed. We’ll help you stand out for the right reasons.
Placing an Order Has Never Been Easier:

Our Customer Support Center is your link to our team of Sales Support Specialists (SSS). They are ready and willing to support you in any way they can. Specifically, our team can answer any questions you may have about orders, shipping, invoicing or marketing support.

Stay Connected

One of the goals at La Crosse Seed is to provide our customers with relevant and helpful information on a regular basis. Currently, La Crosse Seed sends regular email newsletters that communicate relevant topics.

► Email info@laxseed.com to SIGN UP TODAY!

Introducing the new LA CROSSE SEED MOBILE APP

Seed and Science at Your Fingertips

• Gain access to management guides & detailed product data
• No internet connection necessary after download
• Place orders from your mobile device

Downloaded on iOS and Android devices from the App Store or Google Play. Just search "La Crosse Seed"
The Science is in the Seed
Growing lush, green turf with the “wrong” seed is like growing an apple tree from pumpkin seed – no amount of effort will give you the desired result. At Earth Carpet®, we’ve taken a revolutionary approach and spent years cultivating the right seeds for the right conditions.

Seed for Any Need
Whatever your project, conditions or budget, Earth Carpet® has you covered. Our versatile portfolio offers a variety of proven products, from economy to elite options, to fit each unique goal.

Stand Out. In a Good Way.
As a turf leader for over 70 years, we know how to transform a lawn. Our quality mixes are known to produce beautiful lawns that you’ll take pride in and create curb appeal that adds value.

Sweat Less. Spend Less.
Our seed not only delivers consistent results, but also saves money and time. Quality seed means less cost and labor on water, fertilizer, pest control and excessive mowing. Higher quality turf with less work. Guaranteed.

Custom Mixes & Private Label
La Crosse Seed offers custom mixing capabilities and private label opportunities to meet your specific needs. Contact us to learn more.

Stand Out.
In A Good Way.
Landscapes get noticed. We'll help you stand out for the right reasons.

Need marketing support? We're happy to help!
Contact us for custom, co-branded marketing material, designed to help you sell more seed.
The Hidden Costs of Old, Common Seed

OLD, COMMON SEED VS. EARTH CARPET® ELITE SEED

If you take a long, hard look at some of our competitors, you’ll notice they’re still peddling the same seed mixes they’ve been selling for 50 years:

- Common Kentucky bluegrass, perennial ryegrass, fine fescue and tall fescue
- Old seed varieties that were once popular but are now considered the same as commons, including 98/85 Kentucky bluegrass, Linn perennial ryegrass and Kentucky 31 tall fescue

SADLY, YEAR AFTER YEAR, THE CUSTOMERS WHO BUY THESE SEEDS ARE CONFRONTED WITH THE SAME OLD HEADACHES:

- No disease resistance—red thread, dollar spot, rust, necrotic ring spot, brown patch and others are par for the course
- No insect resistance—sod webworm, cutworms, billbugs and chinch bugs rear their ugly heads
- No drought or heat stress tolerance
- No wear-and-tear tolerance—impractical for athletic events or backyard soccer games

If all you’re looking at is price per bag, common grass seed looks like a bargain compared to Earth Carpet®. However, common seed requires more labor and management:

- more fertilizer
- more water
- more insecticide

YOUR CUSTOMERS DESERVE BETTER!

SOME OF OUR COMPETITORS’ LAWN SEED MIXES HAVEN’T CHANGED IN 50 YEARS. GENETICALLY SPEAKING, SOME SEED VARIETIES ARE STILL TRAPPED IN THE 1950’S.
A bag of common seed may be cheaper, but it's no bargain. When customers switch to Earth Carpet®, two things happen: turf quality goes up – costs and labor go down.

### Real Cost of Common Seed

<table>
<thead>
<tr>
<th>Step</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Seeding (70 lbs @ $2.80/lb)</td>
<td>$196.00</td>
</tr>
<tr>
<td>Starter Fertilizer Application (40 lbs @ $.37/lb)</td>
<td>$14.80</td>
</tr>
<tr>
<td>Second Fertilizer Application (40 lbs @ $.37/lb)</td>
<td>$14.80</td>
</tr>
<tr>
<td>Third Fertilizer Application (40 lbs @ $.37/lb)</td>
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<tr>
<td>Insecticide</td>
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<tr>
<td>Fungicide</td>
<td>$57.60</td>
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<tr>
<td>Weed &amp; Feed Application in the Fall (or herbicide)</td>
<td>$25.38</td>
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<tr>
<td>Reseeding (35 lbs @ $2.80/lb)</td>
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<tr>
<td>Fertilizer for Reseeding (35 lbs @ $.37/lb)</td>
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<tr>
<td><strong>Season Total</strong></td>
<td><strong>$489.77</strong></td>
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</table>

### Earth Carpet® Seed

<table>
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<tr>
<th>Step</th>
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<tbody>
<tr>
<td>Initial Seeding (70 lbs @ $3.50/lb)</td>
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<tr>
<td>Starter Fertilizer Application (40 lbs @ $.37/lb)</td>
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<td>Second Fertilizer Application (40 lbs @ $.37/lb)</td>
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<tr>
<td>Weed &amp; Feed Application in the Fall (or herbicide)</td>
<td>$25.38</td>
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<tr>
<td><strong>Season Total</strong></td>
<td><strong>$299.98</strong></td>
</tr>
</tbody>
</table>

*This chart is an estimation. It is subject to change as pricing changes.*

The Alliance for Low Input Sustainable Turf is a non-profit university and industry cooperative that serves to test, identify and promote varieties to consumers that maintain acceptable turf quality while requiring reduced water, chemical and fertility inputs. To become an “A-List Approved Variety”, a variety must have demonstrated superior performance in A-List trials.

The Turfgrass Water Conservation Alliance (TWCA) is a nonprofit organization dedicated to improving the environment through water conservation initiatives. TWCA recognizes and promotes plants that can thrive using limited amounts of water, helping to preserve our water resources. Products that become TWCA qualified will have successfully met a stringent set of criteria. Therefore, consumers will be assured that any product with the TWCA qualified seal provides true water conservation benefits. Products that meet this standard will be marked with the TWCA logo.

Look for A-List and TWCA logos next to Earth Carpet® products in this guide.
<table>
<thead>
<tr>
<th>MIX</th>
<th>FORMULA</th>
<th>LBS/1,000 SQ FT / YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>choice sun and shade®</strong></td>
<td>40% Kentucky Bluegrass (3 Elite Varieties)</td>
<td>4 - 6</td>
</tr>
<tr>
<td>lawn seed mixture</td>
<td>30% Turf-Type Perennial Ryegrass (3 Elite Varieties)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>15% Creeping Red Fescue (1 Elite Variety)</td>
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<tr>
<td></td>
<td>15% Chewings Fescue (1 Elite Variety)</td>
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<td></td>
<td><strong>SEEDING INFORMATION</strong></td>
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<td>LBS/1,000 SQ FT DAYS TO ESTAB SEED DEPTH (IN) MOW HEIGHT (IN) LIGHT N</td>
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<td><strong>TURF CHARACTERISTICS STRESS TOLERANCE</strong></td>
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<td></td>
<td><strong>OVER</strong></td>
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<tr>
<td></td>
<td><strong>choice sun and shade®</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Excellent for new lawns or upgrading existing turf</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Ideal for areas needing improved shade tolerance</td>
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</tr>
<tr>
<td></td>
<td>Available in 5#, 20#, 50#</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Fast establishment and strong winter survival</td>
<td></td>
</tr>
<tr>
<td><strong>madison parks®</strong></td>
<td>50% Kentucky Bluegrass (4 Elite Varieties)</td>
<td>4 - 5</td>
</tr>
<tr>
<td>lawn seed mixture</td>
<td>25% Turf-Type Perennial Ryegrass (1 Elite Variety)</td>
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</tr>
<tr>
<td></td>
<td>25% Creeping Red Fescue (1 Elite Variety)</td>
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<tr>
<td></td>
<td><strong>madison parks®</strong></td>
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</tr>
<tr>
<td></td>
<td>• Ideal for home lawns and public parks or school grounds</td>
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</tr>
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<td></td>
<td>• Improved disease resistance</td>
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<td></td>
<td>Available in 5#, 20#, 50#</td>
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</tr>
<tr>
<td></td>
<td>• Establishes quickly and permanently</td>
<td></td>
</tr>
<tr>
<td><strong>spartan® GRADE A</strong></td>
<td>40% Kentucky Bluegrass (2 Elite Varieties)</td>
<td>4 - 6</td>
</tr>
<tr>
<td>lawn seed mixture</td>
<td>20% Turf-Type Perennial Ryegrass (2 Elite Varieties)</td>
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<tr>
<td></td>
<td>20% Chewings Fescue (1 Elite Variety)</td>
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<tr>
<td></td>
<td>20% Creeping Red Fescue (1 Elite Variety)</td>
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<td></td>
<td><strong>spartan® GRADE A</strong></td>
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<tr>
<td></td>
<td>• Establishes quickly and recovers rapidly to wear</td>
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</tr>
<tr>
<td></td>
<td>• Ideal for renovating athletic fields and playgrounds</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Available in 5#, 20#, 50#</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Thick turf with moderate to high maintenance, GLS tolerance</td>
<td></td>
</tr>
</tbody>
</table>

**ELITE VARIETY** = Improved variety holding the most distinguished characteristics of that species.
### Seed Choice Information

**New Choice Sun and Shade® Lawn Seed Mixture**
- Excellent for new lawns or upgrading existing turf
- Ideal for areas needing improved shade tolerance
- Fast establishment and strong winter survival

<table>
<thead>
<tr>
<th>00 SQ FT OVER</th>
<th>DAYS TO ESTAB</th>
<th>SEED DEPTH (IN)</th>
<th>MOW HEIGHT (IN)</th>
<th>LIGHT</th>
<th>N LBS / 1,000 SQ FT / YEAR</th>
<th>HEAT</th>
<th>WEAR</th>
<th>DROUGHT</th>
<th>TRAFFIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 - 4</td>
<td>10 - 21</td>
<td>1/8 - 1/4</td>
<td>3 - 4</td>
<td>Full Sun to Light Shade</td>
<td>3 - 4</td>
<td>VERY GOOD</td>
<td>VERY GOOD</td>
<td>VERY GOOD</td>
<td>VERY GOOD</td>
</tr>
</tbody>
</table>

**Madison Parks® Lawn Seed Mixture**
- Ideal for home lawns and public parks or school grounds
- Improved disease resistance
- Establishes quickly and permanently

<table>
<thead>
<tr>
<th>00 SQ FT OVER</th>
<th>DAYS TO ESTAB</th>
<th>SEED DEPTH (IN)</th>
<th>MOW HEIGHT (IN)</th>
<th>LIGHT</th>
<th>N LBS / 1,000 SQ FT / YEAR</th>
<th>HEAT</th>
<th>WEAR</th>
<th>DROUGHT</th>
<th>TRAFFIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 - 3</td>
<td>10 - 21</td>
<td>1/8 - 1/4</td>
<td>3 - 4</td>
<td>Full Sun to Light Shade</td>
<td>3 - 4</td>
<td>VERY GOOD</td>
<td>VERY GOOD</td>
<td>VERY GOOD</td>
<td>VERY GOOD</td>
</tr>
</tbody>
</table>

**Spartan® Grade A Lawn Seed Mixture**
- Establishes quickly and recovers rapidly to wear
- Ideal for renovating athletic fields and playgrounds
- Thick turf with moderate to high maintenance, GLS tolerance

<table>
<thead>
<tr>
<th>00 SQ FT OVER</th>
<th>DAYS TO ESTAB</th>
<th>SEED DEPTH (IN)</th>
<th>MOW HEIGHT (IN)</th>
<th>LIGHT</th>
<th>N LBS / 1,000 SQ FT / YEAR</th>
<th>HEAT</th>
<th>WEAR</th>
<th>DROUGHT</th>
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<tbody>
<tr>
<td>2 - 4</td>
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<td>3 - 4</td>
<td>Full Sun to Light Shade</td>
<td>3 - 4</td>
<td>GOOD</td>
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<td>MIX</td>
<td>FORMULA</td>
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<tr>
<td>blue carpet® lawn seed mixture</td>
<td>100% Kentucky Bluegrass (4 - 5 Elite Varieties)</td>
<td>3 - 5</td>
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</tr>
<tr>
<td>champion lawn seed mixture</td>
<td>100% Turf-Type Perennial Ryegrass (4 Elite Varieties)</td>
<td>5 - 6</td>
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<td></td>
</tr>
<tr>
<td>pro-sports® lawn seed mixture</td>
<td>80% Kentucky Bluegrass (4 Elite Varieties)</td>
<td>3 - 4</td>
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<tr>
<td></td>
<td>20% Turf-Type Perennial Ryegrass (2 Elite Varieties)</td>
<td>3 - 4</td>
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</tr>
<tr>
<td>ryte rye® lawn seed mixture</td>
<td>100% Turf-Type Perennial Ryegrass (4 Elite Varieties)</td>
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<td></td>
</tr>
<tr>
<td>sports park® os lawn seed mixture</td>
<td>50% Kentucky Bluegrass (2 Varieties)</td>
<td>5 - 6</td>
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<tr>
<td></td>
<td>50% Turf-Type Perennial Ryegrass (2 Varieties)</td>
<td>5 - 6</td>
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</table>

**Kentucky Bluegrass & Perennial Ryegrass Mixes & Blends**

**blue carpet®** lawn seed mixture
- A “fairway quality” blend with a "sod-look"
- Provides a lush, dense, intense dark green turf

**champion** lawn seed mixture
- Excellent performance blend of perennial ryegrasses
- Provides durable turf with GLS tolerance

**pro-sports®** lawn seed mixture
- Durable turf with GLS tolerance
- Germinates quickly and establishes easily
- Provides unparalleled results in managed turf
- Ideal for home lawns and commercial turf

**ryte rye®** lawn seed mixture

*NEW & IMPROVED!*
- Quick establishing, dark green turf with good wear tolerance
- Durable turf for compacted soils
- Germinates quickly and establishes easily
- Ideal for efficiently renovating high traffic areas

**sports park® os** lawn seed mixture
- Contains GLS perennial ryegrasses
- Thick turf with moderate to high maintenance
- Establishes quickly and recovers rapidly to wear
- Ideal for renovating athletic fields and playgrounds
<table>
<thead>
<tr>
<th>SEEDING INFORMATION</th>
<th>TURF CHARACTERISTICS</th>
<th>STRESS TOLERANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>00 SQ FT OVER</td>
<td>SEED DEPTH (IN)</td>
<td>MOW HEIGHT (IN)</td>
</tr>
<tr>
<td>2 - 3</td>
<td>1/8 - 1/4</td>
<td>2 - 4</td>
</tr>
<tr>
<td>3 - 5</td>
<td>1/4 - 1/2</td>
<td>3 - 4</td>
</tr>
<tr>
<td>2 - 3</td>
<td>1/8 - 1/4</td>
<td>2.5 - 4</td>
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<tr>
<td>3 - 5</td>
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</tr>
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<td>1/8 - 1/4</td>
<td>3 - 4</td>
</tr>
</tbody>
</table>

ELITE VARIETY = Improved variety holding the most distinguished characteristics of that species.
We choose to sell premium brands like Earth Carpet because it helps differentiate our business in the marketplace. The way to compete with big box companies is to offer premium varieties and brands that you can’t find in many of those mainstream stores.”

Jeff G., Northeastern Missouri
<table>
<thead>
<tr>
<th>SEEDING INFORMATION</th>
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<td>3 - 4</td>
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</table>

**CARE-FREE lawn seed mixture**

- Perfect for difficult to manage sites
- Thrives in infertile, dry, neglected soil or deep shade
- Prefers little to no maintenance and mowing
- Ideal for hillsides, deep roughs, RV parks and cabins

Available in 50# 40% Chewings Fescue (2 Elite Varieties) 35% Creeping Red Fescue (1 Elite Variety) 20% Hard Fescue (1 Elite Variety) 5% Blue Fescue (1 Elite Variety)

**Shade & Slope Mixes**

- Provides an even transition from shaded to full sun
- Great for revitalizing “thinned out” shaded areas
- Greens up quickly in spring
- Ideal for home lawns with moderate to densely shaded areas

Available in 5#, 20#, 50# 20% Kentucky Bluegrass (1 Variety) 20% Turf-Type Perennial Ryegrass (1 Elite Variety) 30% Chewings Fescue (1 Elite Variety) 30% Creeping Red Fescue (1 Variety)
# Turf-Type Tall Fescue Mixes

<table>
<thead>
<tr>
<th>MIX</th>
<th>FORMULA</th>
</tr>
</thead>
</table>
| **green resistor®** lawn seed mixture | • Tolerates heat and drought stress  
  • Excellent disease resistance – especially brown patch  
  • Can stay green where rainfall or irrigation is limited  
  Available in 5#, 20#, 50#  
  100% Turf-Type Tall Fescue (4 Elite Varieties)  
  10 - 12 |
| **survivor** premium lawn seed | • Thrives even under constant use  
  • Highly stress tolerant and requires minimal care  
  Available in 5#, 20#, 50#  
  40% Turf-Type Tall Fescue (1 Variety)  
  15% Creeping Red Fescue (1 Variety)  
  15% Chewings Fescue (1 Variety)  
  15% Kentucky Bluegrass (1 Variety)  
  8 - 10 |
| **top athletic** lawn seed mixture | • Attractive and wear tolerant mix  
  • Ideal for difficult to maintain sites or sports fields  
  Available in 20#, 50#  
  80% Turf-Type Tall Fescue (3 Elite Varieties)  
  10% Kentucky Bluegrass (1 Elite Variety)  
  10% Turf-Type Perennial Ryegrass (1 Elite Variety)  
  10 - 12 |
| **tuff-stuff®** lawn seed mixture | • Tolerates heat, drought and poor soils  
  • Fast germination and establishment  
  Available in 5#, 20#, 50#  
  90% Turf-Type Tall Fescue (3 Elite Varieties)  
  10% Kentucky Bluegrass (1 Elite Variety)  
  10 - 12 |
| **watertight® H₂O** lawn seed mixture | • Low-input, sustainable mix designed for water conservation  
  • Latest heat/disease resistance, especially brown patch  
  Available in 20#, 50#  
  90% Turf-Type Tall Fescue (3 Elite Varieties)  
  10% Turf-Type Perennial Ryegrass (1 Elite Variety)  
  10 - 12 |
<table>
<thead>
<tr>
<th>SEEDING INFORMATION</th>
<th>TURF CHARACTERISTICS</th>
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<tbody>
<tr>
<td>00 SQ FT OVER</td>
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<td>SEED DEPTH (IN)</td>
</tr>
<tr>
<td>4 - 8</td>
<td>10 - 21</td>
<td>1/4 - 1/2</td>
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<tr>
<td>4 - 6</td>
<td>14 - 21</td>
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<td>4 - 8</td>
<td>5 - 10</td>
<td>1/4 - 1/2</td>
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<td>1/4 - 1/2</td>
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**ELITE VARIETY** = Improved variety holding the most distinguished characteristics of that species.
## General Landscape Mixes

### Michigan Green®
- Lawn seed mixture
- Formulated to be easy on your budget
- Thrives in either sun or shade
- Available in 5#, 20#, 50#
- NEW
- May require overseeding in a few years
- Ideal for Great Lakes Region
- Formula: 40% Creeping Red Fescue (1 Variety), 30% Annual Ryegrass (1 Variety), 15% Kentucky Bluegrass (1 Variety), 15% Turf-Type Perennial Ryegrass (1 Variety)
- LBS/1,000 SQ FT: 6 - 8

### Park Place®
- Lawn seed mixture
- Economical mix designed for sun and light shade
- Fast to establish and easy to maintain
- Available in 5#, 20#, 50#
- Able to perform under varying conditions
- Ideal for home lawns, public parks or school grounds
- Formula: 50% Kentucky Bluegrass (1 Variety), 25% Turf-Type Perennial Ryegrass (1 Variety), 25% Creeping Red Fescue (1 Variety)
- LBS/1,000 SQ FT: 4 - 6

### Quick-2-Gro®
- Lawn seed mixture
- Mix performs well in full sun to light shade
- Germinates quickly and grows rapidly
- Available in 5#, 20#, 50#
- Excellent choice when fast results are required
- Ideal for areas needing quick establishment
- Formula: 25% Kentucky Bluegrass (1 Variety), 25% Turf-Type Perennial Ryegrass (1 Variety), 25% Annual Ryegrass (1 Variety), 25% Creeping Red Fescue (1 Variety)
- LBS/1,000 SQ FT: 4 - 6

### Sunny Place®
- Lawn seed mixture
- Combines quality turf with long-term persistence
- Winter-hardy varieties for use in Northern areas
- Available in 5#, 20#, 50#
- Great for overseeding thinned areas
- Ideal for home lawns and commercial landscapes
- Formula: 33% Kentucky Bluegrass (1 Variety), 34% Turf-Type Perennial Ryegrass (1 Variety), 33% Creeping Red Fescue (1 Variety)
- LBS/1,000 SQ FT: 4 - 6

### Wear-N-Tear™
- Lawn seed mixture
- Withstands abuse of continual use and high traffic
- Fast establishment, with low maintenance needs
- Available in 5#, 20#, 50#
- Ideal for high-use home lawns, athletic fields and playgrounds
- Formula: 40% Kentucky Bluegrass (2 Varieties), 40% Turf-Type Perennial Ryegrass (2 Varieties), 10% Creeping Red Fescue (1 Variety), 10% Chewings Fescue (1 Variety)
- LBS/1,000 SQ FT: 4 - 6
<table>
<thead>
<tr>
<th>SEEDING INFORMATION</th>
<th>TURF CHARACTERISTICS</th>
<th>STRESS TOLERANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>00 SQ FT OVER</td>
<td>SEED DEPTH (IN)</td>
<td>MOW HEIGHT (IN)</td>
</tr>
<tr>
<td>3 - 5</td>
<td>10 - 21</td>
<td>1/4 - 1/2</td>
</tr>
<tr>
<td>2 - 4</td>
<td>10 - 21</td>
<td>1/8 - 1/4</td>
</tr>
<tr>
<td>2 - 4</td>
<td>10 - 21</td>
<td>1/4 - 1/2</td>
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<td>2 - 4</td>
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<td>1/4 - 1/2</td>
</tr>
<tr>
<td>2 - 4</td>
<td>10 - 21</td>
<td>1/8 - 1/4</td>
</tr>
</tbody>
</table>

**Michigan Green® lawn seed mixture**
- Formulated to be easy on your budget
- Thrives in either sun or shade
- May require overseeding in a few years
- Ideal for Great Lakes Region

Available in 5#, 20#, 50#
- 40% Creeping Red Fescue (1 Variety)
- 30% Annual Ryegrass (1 Variety)
- 15% Kentucky Bluegrass (1 Variety)
- 15% Turf-Type Perennial Ryegrass (1 Variety)

**Park Place® lawn seed mixture**
- Economical mix designed for sun and light shade
- Fast to establish and easy to maintain
- Able to perform under varying conditions
- Ideal for home lawns, public parks or school grounds

Available in 5#, 20#, 50#
- 50% Kentucky Bluegrass (1 Variety)
- 25% Turf-Type Perennial Ryegrass (1 Variety)
- 25% Creeping Red Fescue (1 Variety)

**Quick-Grow® lawn seed mixture**
- Mix performs well in full sun to light shade
- Germinates quickly and grows rapidly
- Excellent choice when fast results are required
- Ideal for areas needing quick establishment

Available in 5#, 20#, 50#
- 25% Kentucky Bluegrass (1 Variety)
- 25% Turf-Type Perennial Ryegrass (1 Variety)
- 25% Annual Ryegrass (1 Variety)
- 25% Creeping Red Fescue (1 Variety)

**Sunny Place® lawn seed mixture**
- Combines quality turf with long-term persistence
- Winter-hardy varieties for use in Northern areas
- Great for overseeding thinned areas
- Ideal for home lawns and commercial landscapes

Available in 5#, 20#, 50#
- 33% Kentucky Bluegrass (1 Variety)
- 34% Turf-Type Perennial Ryegrass (1 Variety)
- 33% Creeping Red Fescue (1 Variety)

**Wear & Tear® lawn seed mixture**
- Withstands abuse of continual use and high traffic
- Fast establishment, with low maintenance needs
- Ideal for high-use home lawns, athletic fields and playgrounds

Available in 5#, 20#, 50#
- 40% Kentucky Bluegrass (2 Varieties)
- 40% Turf-Type Perennial Ryegrass (2 Varieties)
- 10% Creeping Red Fescue (1 Variety)
- 10% Chewings Fescue (1 Variety)
<table>
<thead>
<tr>
<th>MIXES</th>
<th>BEST USE</th>
<th>ELITE KBG</th>
<th>KBG</th>
<th>ELITE PRG</th>
<th>PRG</th>
<th>ARG</th>
<th>ELITE CRF</th>
<th>CRF</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROFESSIONAL LANDSCAPE MIXES</strong></td>
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<tr>
<td>Choice Sun &amp; Shade</td>
<td>Ideal for areas needing improved shade tolerance</td>
<td>40%</td>
<td>30%</td>
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</tr>
<tr>
<td>Madison Parks®</td>
<td>Ideal for home lawns, public parks or school grounds</td>
<td>50%</td>
<td>25%</td>
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<tr>
<td>Spartan® Grade A</td>
<td>Ideal for renovating athletic fields and playgrounds</td>
<td>40%</td>
<td>20%</td>
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</tr>
<tr>
<td><strong>KENTUCKY BLUEGRASS &amp; PERENNIAL RYEGRASS BASED</strong></td>
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<tr>
<td>Blue Carpet®</td>
<td>Ideal for golf course tees, fairways or fine home lawns</td>
<td>100%</td>
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<tr>
<td>Champion</td>
<td>Ideal for renovating athletic fields and high traffic areas</td>
<td>100%</td>
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<tr>
<td>Pro-Sports®</td>
<td>Ideal for home lawns and commercial turf</td>
<td>80%</td>
<td>20%</td>
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<tr>
<td>Ryte Rye®</td>
<td>Ideal for efficiently renovating high traffic areas</td>
<td>100%</td>
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<tr>
<td>Sports Park OS</td>
<td>Ideal for renovating athletic fields and playgrounds</td>
<td>50%</td>
<td>50%</td>
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<tr>
<td><strong>SHADE/SLOPE MIXES</strong></td>
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<tr>
<td>Care-Free</td>
<td>Ideal for hillsides, deep roughs, RV parks and cabins</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>35%</td>
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</tr>
<tr>
<td>Shady Place®</td>
<td>Ideal for home lawns with moderate to densely shaded areas</td>
<td>20%</td>
<td>20%</td>
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<tr>
<td><strong>TALL FESCUE BASED</strong></td>
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<tr>
<td>Green Resistor®</td>
<td>Ideal for golf course fairways or homes where water is limited</td>
<td></td>
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<tr>
<td>Survivor</td>
<td>Ideal for fields or difficult to maintain sites</td>
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<td>15%</td>
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<tr>
<td>Top Athletic</td>
<td>Ideal for difficult to maintain sites or attractive sports fields and parks</td>
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<tr>
<td>Tuff-Stuff®</td>
<td>Ideal for lower maintenance athletic fields, playgrounds and parks</td>
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<tr>
<td>Watertight® H²O</td>
<td>Ideal for areas with limited water availability, without sacrificing turf performance</td>
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<tr>
<td><strong>GENERAL LANDSCAPE MIXES</strong></td>
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</tr>
<tr>
<td>Michigan Green®</td>
<td>Ideal for Great Lakes Region and easy on your budget</td>
<td></td>
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<td>15%</td>
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</tr>
<tr>
<td>Park Place®</td>
<td>General landscape mix ideal for home lawns, public parks or school grounds</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Quick-2-Gro</td>
<td>General landscape mix ideal for areas needing quick establishment</td>
<td></td>
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<td>15%</td>
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<tr>
<td>Sunny Place®</td>
<td>General landscape mix for lawns and commercial landscapes under heat stress</td>
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<td>15%</td>
<td></td>
</tr>
<tr>
<td>Wear-N-Tear®</td>
<td>Ideal for high-use home lawns, athletic fields and playgrounds</td>
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<td>15%</td>
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</tr>
</tbody>
</table>

Mix Components: KBG = Kentucky Bluegrass; PRG = Perennial Ryegrass; ARG = Annual Ryegrass; CRF = Creeping Red Fescue; CHF = Chewings Fescue
<table>
<thead>
<tr>
<th>Mix Component</th>
<th>CHF</th>
<th>HARD FESCUE</th>
<th>BLUE FESCUE</th>
<th>TALL FESCUE</th>
<th>SEEDING INFORMATION</th>
<th>TURF LIGHT CHARACTERISTICS</th>
<th>STRESS TOLERANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>LBS/1,000 SQ FT</td>
<td>NEW</td>
<td>OVER</td>
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<td></td>
<td></td>
<td>HEAT</td>
<td>WEAR</td>
<td>DROUGHT</td>
<td>TRAFFIC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mix Components: KBG = Kentucky Bluegrass; PRG = Perennial Ryegrass; ARG = Annual Ryegrass; CRF = Creeping Red Fescue; CHF = Chewings Fescue</td>
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</tr>
</tbody>
</table>

**PAGE 5**

- **15%**
  - 4 - 6 2 - 4
  - **FULL SUN TO LIGHT SHADE**
  - **VERY GOOD**  **VERY GOOD**  **VERY GOOD**  **VERY GOOD**

- **20%**
  - 3 - 5 2 - 3
  - **FULL SUN TO LIGHT SHADE**
  - **EXCELLENT**  **EXCELLENT**  **VERY GOOD**  **EXCELLENT**

**PAGE 7**

- **40% 20% 5%**
  - 6 - 8 3 - 4
  - **FULL SUN TO SHADE**
  - **GOOD**  **EXCELLENT**  **VERY GOOD**  **POOR**

**PAGE 9**

- **30%**
  - 6 - 8 3 - 4
  - **FULL SUN TO SHADE**
  - **GOOD**  **GOOD**  **GOOD**  **GOOD**

**PAGE 11**

- **100%**
  - 10 - 12 4 - 8
  - **FULL SUN TO MODERATE SHADE**
  - **EXCELLENT**  **EXCELLENT**  **EXCELLENT**  **EXCELLENT**

**PAGE 13**

- **10%**
  - 4 - 6 2 - 4
  - **FULL SUN TO LIGHT SHADE**
  - **GOOD**  **EXCELLENT**  **GOOD**  **POOR**

- **4 - 6 2 - 4**
  - **FULL SUN TO LIGHT SHADE**
  - **EXCELLENT**  **EXCELLENT**  **VERY GOOD**  **GOOD**

- **4 - 6 2 - 4**
  - **FULL SUN TO LIGHT SHADE**
  - **GOOD**  **GOOD**  **GOOD**  **POOR**

- **4 - 6 2 - 4**
  - **FULL SUN TO LIGHT SHADE**
  - **EXCELLENT**  **EXCELLENT**  **GOOD**  **VERY GOOD**

- **4 - 6 2 - 4**
  - **FULL SUN TO LIGHT SHADE**
  - **GOOD**  **EXCELLENT**  **GOOD**  **GOOD**
Kentucky bluegrass is a cool-season grass that grows best during the fall, winter and spring months when temperatures are cool. Its growth slows during the warm summer months. Kentucky bluegrass prefers full sun, but will tolerate some shade. This species is used widely throughout the U.S. where it is well adapted, but it has a poor summer performance in areas with warm to hot temperatures. When stressed by temperatures, lack of water, or poor soils, Kentucky bluegrass can be susceptible to disease and weed invasion. It can tolerate cold winters, but has a relatively low tolerance for heat and is only moderately drought tolerant. During the summer months, if stressed for water, Kentucky bluegrass can go dormant. It has moderate wear tolerance, recovering quickly from some abuse.

Kentucky bluegrass provides a dark-green, medium-textured turf. Grass color ranges from bright green to deep bluish green. This species spreads by underground rhizomes that can self-repair injured, worn, or damaged spots. Kentucky bluegrass produces a dense turf. It is moderate to high maintenance and makes beautiful home and sports grasses.

- **Seeding rates:** 3-5 lbs./1,000 sq. ft.
- **Germination:** 14-28 days
- **Growth habit:** rhizomes, tillers
- **Approx. seeds per lb:** 2,200,000
- **Blade:** 2-4 mm, boat-shaped tip
- **Uses:** Lawns, athletic fields, commercial, golf course, high maintenance. Ideal in sun.

- **Identification:** A dense, sod forming, long-lived, perennial cool season grass that is winter-hardy. Plants spread by rhizomes. Leaf texture is boat shaped to the tip and has a folded leaf vernation (stem) with a smooth top side and a dull underside.
- **Establishment:** Is slow to germinate and slow to establish. Aggressive to spread and fill in once established.

---

**Kentucky Bluegrass**

- New generation BVMG type
- Improved resistance to stem rust, powdery mildew and dollar spot
- Ideal use for home lawns, commercial properties, golf course roughs and parks
- Moderately dark green color blends well with all species and existing turf

**ARCADIA**

- Exceptional sod strength
- High seedling salt tolerance
- High wear and traffic tolerance across a wide range of climates
- Extremely dense growth habit - even in Summer
- Excellent disease resistance and shade tolerance

**DIVA**

- Best spring green-up rating across 25 U.S. locations
- Strong disease resistance and winter survival
- High stress and wear tolerance
- Highest rated salt tolerant Kentucky Bluegrass at Rutgers University

**FIELDER**

- High Summer Patch resistance
- Excellent overall disease resistance, high drought resistance once established
- Excellent traffic tolerance
- Rapid seeding establishment
- Mature plant salt tolerance

**GATEWAY**

- New generation BVMG type
- Merit type with improved disease resistance
- Cold hardy and persistent grass with aggressive rhizome forms a well-knit durable and wear tolerant turf
- Early seedling vigor for quick establishment

**GINNEYH**

- Midnight type NTEP WINNER!
- Compact short plant height, medium texture and tolerant of low mowing height
- Excellent choice for use in elite Kentucky bluegrass blends for sod, sports turf managers and landscape professionals
- Very traffic and wear tolerant

**MERCURY**

- Above average seedling vigor and establishment
- Excellent disease resistance
- Very good heat and drought tolerance

**ROCKSTAR**

- Ultra quick establishment
- Resistance to Leaf Spot, Summer Patch and Stripe Smut
- Excellent choice for wide range of uses including home lawns and sports fields

For more information on other varieties, visit earthcarpet.com
Turf Type Perennial Ryegrass

Ryegrasses were brought to the U.S. from Europe and are now grown and planted throughout the country. These bunch grasses have two basic types; annual and perennial. Each type is planted as a pure strain or used in mixes depending on the specific lawn use desired. Do not confuse these two kinds as being the same. They are adapted into lawns mainly for their fast growing ability as a cool-season grass. Perennial is a permanent lawn choice in cooler climate areas, and annual is seeded yearly and lives for one season. Ryegrasses (both annual and perennial) can be grown on their own in the northern states for lawns. In many areas of the country, largely because this grass is so versatile, it is incorporated in seeding mixes with other grasses.

Bright green, fast growing and prolific; the ryegrasses do much for lawns by adding contrasting color to early spring flowers, trees and shrubs.

- **Seeding rates:** 5-6 lbs./1,000 sq. ft.
- **Germination:** 5-10 days
- **Growth habit:** bunch type, tillers
- **Approx. seeds per lb:** 270,000
- **Blade:** 2-4 mm, glossy underside, red base at crown
- **Uses:** lawns, athletic fields, golf course, all general use. Excellent when used in mixes. Ideal in sun and tolerates partial shade.

- **Identification:** A fast growing bunch type grass that spreads by tillers (stems). Leaves are dark green and glossy on the underside, tapered, pointed with a folded vernation (stem). Varieties available both as annuals, intermediates and perennials.
- **Establishment:** Germinates and establishes very quickly. Non spreader, fills by tillers. Popular over-seeder because of quick germ.

<table>
<thead>
<tr>
<th>Turf Type Perennial Ryegrass</th>
<th>Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SR 4660 ST</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Patented tetraploid ryegrass has double the chromosomes</strong></td>
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<tr>
<td><strong>Establishes fast for easy and permanent transition</strong></td>
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<tr>
<td><strong>Dark, shiny green color – all winter long!</strong></td>
<td></td>
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<tr>
<td><strong>Now Turfgrass Water Conservation Alliance Qualified</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>LINE DRIVE</strong></th>
<th><strong>New Leaf:</strong> Folded</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Most recent release from Novel Ag. breeding facility</strong></td>
<td></td>
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<tr>
<td><strong>Wins the beauty contest while still maintaining seedling vigor and fast establishment. Characteristics that typically do not coincide!</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Best used for sports turf, fairways and any cool weather growth and activity</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Improved Gray Leaf Spot resistant</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Perennial Ryegrass</strong></th>
<th><strong>Identification:</strong> Fast germination. Non spreader, fills by tillers. Popular over-seeder because of quick germ.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Double Time</strong></td>
<td><strong>Growth habit:</strong> bunch type, tillers.</td>
</tr>
<tr>
<td><strong>Identification:</strong> Fast germination. Non spreader, fills by tillers. Popular over-seeder because of quick germ.</td>
<td><strong>See the other characteristics for more details.</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Identification:</strong> Fast germination. Non spreader, fills by tillers. Popular over-seeder because of quick germ.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>See the other characteristics for more details.</strong></td>
</tr>
</tbody>
</table>

Three grasses go under the common name of fine fescue: chewings fescue, creeping red fescue and hard fescue. All survive extreme cold and combine well with other cool-season grasses. None of the fine fescues tolerate wear and tear, but they have the unusual talent of being able to grow in dry shade. Hard fescue has a strong bunching habit that makes it appear less refined than other lawn grasses, but will persist in difficult sites that are unusually cold, windy and dry.

The fescues are cool-season grasses that are adapted to the transition zone and into Canada. The fescue species are easily seeded and all share the same variety characteristics with the three dominant ones being shade tolerance, staying green all year, and having good drought resistance. Fine fescues are more cold and shade tolerant than tall fescue, but both are used throughout much of the Central to Northern U.S. They require less fertilizer and moisture than any of the lawn grasses adapted to the cool or Northern regions of the U.S. Thus, they have the lowest overall maintenance requirements. They are well adapted to poor, sandy soils of low fertility and will tolerate soil acidity within the pH range of 5.0 to 6.5. Fine fescues germinate rapidly and establish generally without delay. Thus, they are excellent choices for reseeding thin and rundown lawns.

- **Seeding rates:** 5-8 lbs./1,000 sq. ft.
- **Germination:** 8-16 days
- **Growth habit:** bunch, creeping and/or spreading, slow growing
- **Approx. seeds per lb:** 500,000-615,000, depending on species
- **Blade:** 1-2 mm, pointed, needle-like tip
- **Uses:** Shaded lawns, ground cover

**Identification:** Narrow-leaved, cool-season perennial and creeping and/or bunch growth habit, found mostly in shaded areas. Leaves have folded vernation (stem) and a dull underside.

**Establishment:** Slow establisher like tall fescue. Ideal for shade.

- Exhibits a distinct deep dark green color
- Adapted to low fertility and moderate to high soil pH conditions
- Strong shade tolerance
- Low vertical growth habit that will tolerate low cutting heights

- Summer stress tolerant
- Ideal for unmown or environmentally sensitive areas
- Improved disease resistance and pest control

- Top performance in 2004-2007 NTEP
- Deep dark green elegant appearance
- Heat and drought tolerance
- Shade tolerant

- Very wear tolerant at all mowing heights
- Superior winter hardiness with early spring green-up
- High turf quality under all maintenance levels

- Low to high maintenance turf sites
- Excellent heat and drought tolerance
- Excellent performance in shade and sun

- Superior disease resistance
- Recommended for both high and low maintenance sites
- High levels of endophytes

- High rating for wear tolerance under fairway conditions
- Good Red Thread resistance under reduced inputs, best of all creeping reds
- Highest Dollar Spot resistance ratings of any strong creeping red fescue
- High endophyte content (85-90%) for increased stress and insect tolerance

- Newest release of Turfgrass Water Conservation alliance qualified hard fescue
- A naturally tough cultivar that thrives with limited water, fertilizer and maintenance
- Improved shade tolerance and stress tolerance

**Blade:** Folded, boat-shaped tip
| Ligule: Clear, short |
| Collar: Smooth |
| New Leaf: Folded |

For more information on other varieties, visit earthcarpet.com
**Turf-Type Tall Fescue**

Tall fescue is a cool-season grass, well adapted to sunny or partially shady areas. When densely sown, a pure stand forms a moderate to coarse-textured lawn that is uniform in appearance with good weed and disease resistance. Tall fescue tolerates warm summer temperatures and stays green during cool, but not severe winter conditions. New varieties that are finer in texture and shorter in stature are known as turf-type tall fescues and dwarf turf-type tall fescues. Tall fescue is a good species to plant for general lawn use.

Tall fescue is a coarse-textured medium to dark-green grass. It has an extensive root system, is low maintenance, and will tolerate moderate traffic and infrequent mowing. Because tall fescue has a bunch-type growth habit, rather than a creeping-type, open areas may develop and need to be reseeded. This species is not well adapted to high altitudes.

| Seeding rates: 8-10 lbs./1,000 sq. ft. | Identification: Deep rooted, cool-season perennial bunchgrass. Grows from tillers. Leaf blades are glossy on the underside/serrated on margins. Leaf blades may be wide with rolled vernation (stem), blades smooth on turf-type, coarse on others. |
| Germination: 8-14 days | Establishment: Slow, but not as slow as bluegrass. Needs plentiful water to establish, then very drought tolerant. |
| Growth habit: bunch type, tillers, some with Rhizomes | |
| Approx. seeds per lb: 225,000 | |
| Blade: 2-5 mm, broad, spear | |
| Uses: (Turf-Type) Lawns, athletic fields, commercial, slopes, parks, reclamation. Ideal in sun or shade or limited water. | |

- **Seeding rates:** 8-10 lbs./1,000 sq. ft.
- **Germination:** 8-14 days
- **Growth habit:** bunch type, tillers, some with Rhizomes
- **Approx. seeds per lb:** 225,000
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- **Uses:** (Turf-Type) Lawns, athletic fields, commercial, slopes, parks, reclamation. Ideal in sun or shade or limited water.

**FALCON**

- 92% endophyte enhanced
- Improved heat and disease resistance
- Provides dark green and fine textured wear-tolerant turf
- High expression of Rhizomes for fast repair and wear tolerance

**FINELAWN**

- Turfgrass Water Conservation Alliance Qualified
- Uses less water, less fertilizer and less chemicals to maintain high turf quality
- Recommended anywhere limited inputs are required
- High endophyte for natural defense to disease and insects

**GUARDIAN-41**

- Superior Brown Patch resistance
- Excellent wear tolerance and recovery
- Excellent option for sports fields

**MUSTANG 4**

- Well adapted to hot summers and lower fertility soils
- Dark green color, medium leaf texture and superior summer performance
- Very persistent, can be mowed down to 3/4 inches

**REBOUNDER**

- High density
- Aggressive tillering and rhizomes
- Superior wear tolerance
- Excellent turf quality with early spring green-up
- Stress and drought tolerant

**Renegade DT**

- Newest release from Novel Ag. breeding station
- Selected for improved drought tolerance and limited inputs
- Dwarf growth habit and dark green color
- Resistant to Brown Patch, Leaf Spot, Stem Rust and Fusarium Patch

**ROWDY**

- High rhizome number
- Excellent wear tolerance and recovery
- Superior turf quality
- High Brown Patch resistance
- High stress and low maintenance performance

**SHEVANDER-III**

- Elite quality turf-type tall fescue
- Easy establishment

**SR 8650**

- Excellent Brown Patch resistance
- High rhizome expression
- Heat and cold tolerant

**TITANIUM**

- Excellent shade tolerance
- Aggressive fill-in
- Excellent sod strength

**Tribute II**

- Newest release from Nexgen Turfgrass research
- Excellent seedling vigor and ultra quick establishment
- Multiple strain resistance to Brown Patch
- Eco-friendly variety that requires less fertilizers and chemicals

Blade: Broad, flat, blunt
Ligule: Clear, long, cropped
Collar: Heavy
New Leaf: Rolled

**Identification:** Deep rooted, cool-season perennial bunchgrass. Grows from tillers. Leaf blades are glossy on the underside/serrated on margins. Leaf blades may be wide with rolled vernation (stem), blades smooth on turf-type, coarse on others.

**Establishment:** Slow, but not as slow as bluegrass. Needs plentiful water to establish, then very drought tolerant.
**Bentgrass**

A cool-season grass used almost exclusively on golf course putting greens and fairways, creeping bentgrass is characterized by persistence under extremely low cutting heights and very dense, uniform, stoloniferous growth and rapid recuperation. It requires high input maintenance and expert management to cope with resulting diseases. Bentgrass is adapted to a wide range of climates yet is susceptible to many diseases, due to the stress levels under which it performs.

- **Seeding rates**: 1-2 lbs./1,000 sq. ft.
- **Germination**: 5-10 days
- **Growth habit**: Stolons
- **Approx. seeds per lb**: 6,000,000-7,000,000
- **Blade**: 1-2 mm, pointed tip, flat, smooth
- **Uses**: Golf greens, tees and fairways

- **Identification**: Pointed tip leaf, flat and smooth in appearance. Lighter to very dark green color, vertical growth habit, dense growth habit, tolerates very low mowing.
- **Establishment**: Quick germination, aggressive to medium aggressive growth habit, vertical growth habit without tendency to thatch. Good spring green-up, color retention and wear tolerance. High maintenance, quality turfgrass.

For more information on other varieties, visit earthcarpet.com
So what do those three fertilizer numbers mean? They represent three nutrients essential to strong, healthy turfgrass: nitrogen, phosphorus and potassium or potash. In a fertilizer analysis, the three nutrients are always listed in the same order. An easy way to remember what those nutrients do is “up, down, all around.”

- **NITROGEN (N) - UP** promotes dark green color and increases leaf and stem growth.
- **PHOSPHORUS (P) - DOWN** stimulates early root formation and growth and prepares grass for dormancy and winter hardiness.
- **POTASSIUM OR POTASH (K) - ALL AROUND** provides overall health to grass, increasing resistance to disease and drought stress.

**SIGNS OF NITROGEN DEFICIENCY**
Nitrogen is represented by the first number. Telltale signs of nitrogen deficiency are:

- Overall reduction in plant growth
- Loss of green color, yellowish green color starting at the leaf tips
- Thinning of plants, overall plant density and coverage decreases

There are two types of nitrogen fertilizers: fast release and slow release

- Fast release is typically found in agricultural fertilizers
  - Works for 7-12 days
  - It’s fast acting—almost too fast for turfgrass because nutrients often pass on through soil before roots can absorb them
- Slow release is optimal for turfgrass
  - Works for 3-12 weeks
  - Nutrients stay in root zone long enough for plant to absorb them, so less is wasted

**SIGNS OF PHOSPHORUS DEFICIENCY**
Phosphorus, the #2 number, is a key nutrient in seed starter fertilizers because it stimulates root growth. Telltale signs of phosphorus deficiency are:

- Dark green color on lower leaves only
- Purplish color on leaf edges
- Spindly, weak growth
- Little to no root system formed

**SIGNS OF POTASSIUM DEFICIENCY**
Potassium, the #3 number, contributes to overall health and enables the plant to tolerate heat, drought, cold and wear. It also aids in disease resistance. Potassium deficiency isn’t always easy to detect:

- In some cases, wilting or drooping plants
- Yellowing and discoloration may occur
- Overall reduction of plant vigor

**IDEAL PH FOR TURFGRASS IS 6.5 TO 6.8**
Ideal pH means plants have the maximum ability to use the nutrients from soil. Otherwise, it’s as if the nutrients are locked up and unavailable for the plants, so the plants can never reach their full potential. Fortunately, there are ways to correct pH balance. Lime raises soil pH. Granulated sulfur lowers soil pH.

**NUTRIENT AVAILABILITY**

<table>
<thead>
<tr>
<th>4.0</th>
<th>5.0</th>
<th>6.0</th>
<th>7.0</th>
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<td>Phosphorus</td>
<td>Potassium</td>
<td>Sulfur</td>
<td>Calcium</td>
<td>Magnesium</td>
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<tr>
<td>Iron</td>
<td>Manganese</td>
<td>Boron</td>
<td>Copper and Zinc</td>
<td>Molybdenum</td>
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</tbody>
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Most plant nutrients are available in the pH range of 6.0-7.0.

**2 Big Questions to Ask When Choosing Fertilizer:**
1. What are the results of your soil analysis?
2. What, if any, problems have you experienced in the past with this lawn (yellowing or failure to thrive)?

Test, don’t guess – There’s simply no substitute for a soil test. Soil testing identifies what the soil needs and doesn’t need, such as more lime or less potassium. It offers clues as to which seeds and fertilizer will give customers the best results. It only takes minutes, but the benefits last all season long.
ProMatrix
Erosion control for slopes ranging from mild to steep (≤2H:1V) with a typical application rate of 3500-4000 lbs per acre. Once applied and cured, forms an intimate bond with the soil surface to create a continuous, porous, absorbent and flexible erosion-resistant blanket that allows for rapid germination and accelerated plant growth.

Flexterra FGM
Erosion control for slopes ranging from mild to severe (≤0.25H:1V) with a typical application rate of 3500-4000 lbs per acre. Flexterra FGM rapidly sets a standard of excellence for controlling erosion and establishing vegetation on severe slopes.

TerraMulch 80/20
Great for general seeding (≤ 4:1) with a typical application rate of 1500-2000 lbs per acre. TerraMulch 80/20 can be used in all machines and is high quality; clean, 100% cellulose fiber mixes in water at an accelerated rate and stays in suspension for more uniform consistency. Provides control that is superior to straw for nearly the same cost — making it ideal for general seeding.

TerraMulch Blend 70/30
Erosion control and revegetation for mild slopes (≤3H:1V) with a typical application of 2000-2500 lbs per acre. Covers up to 20% more ground than cellulose and provides superior erosion control and more complete germination without a big jump in price.

Conwed 1000
Ideal choices for critical sites up to 2:1 slopes with a typical application of 2000-2500 lbs per acre. Thermally Refined Wood Fiber mulch delivers up to 50% more water-holding capacity than atmospherically refined wood mulch for superior, more cost-effective performance. TriFlo additives provide better yield, easier shooting and increased distance.

Conwed 2000
Erosion control and revegetation for moderate slopes (≤2H:1V), 100% wood fiber just like Conwed 1000 with the addition of a premium tackifier. Tackifier is a pre-blended, high-viscosity, organic polysaccharide tackifier for superior erosion control performance. All-in-one package eliminates the extra step and potential errors associated with mixing tackifiers.

CoverGrow™
CoverGrow™ is an advanced technology granular mulch made from recycled wood and cellulose fibers. Once applied to a seeded area and activated by water, the granules quickly expand and disperse to provide outstanding protection and water-holding performance right where it’s needed. Whether you’re spot treating smaller bare spots or hydroseeding larger areas, CoverGrow™ is the easy and convenient way to establish vegetation.

Tacking Agent 3
Typical application rate of 30-60 lbs per acre. Requires no cure time to be effective! University tests and field use prove it effectively reduces soil erosion and water runoff immediately after hydroseeding. Also increases the waterholding capacity of all types of hydraulic mulches.

PAM-12 Plus® can also be used as hydromulch. See opposite page for details.
**Lawn Starter™ Pro**

Lawn Starter™ Pro is an effective seed establishment mulch that will improve your revenue because of its efficient application.

**Superior Performance**
- Keeps soil, seed and fertilizer on site
- Visible watering guide optimizes water use

**Ease of Use**
- Convenient to store and handle
- Flows well through spreaders

**Cost Effectiveness**
- Double the coverage of other granular mulches
- No need for expensive equipment

**Additional Benefits**
- No messy straw to apply or clean up
- No noxious weeds to contaminate the site
- No staples, stakes or netting to install or remove

**PAM-12® Plus**

PAM-12® Plus is a superior soil stabilizer that is easy to use and cost effective.

**Superior Performance**
- Proven by ASTM D 6459 standards
- Effective across a wide spectrum of soils

**Ease of Use**
- Uniformly applied right out of bag
- Includes visible tracer

**Cost Effectiveness**
- Ease of use, saves time and money

**Additional Benefits**
- Improves seed germination and plant growth (ECTC Method # 4)
- Minimizes sediment loss
- No messy straw or introduction of noxious weed seed
- No need for staples, stakes or netting
- No need for expensive equipment

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**Additionnal Erosion Control Products**

- **BLANKETS & BIO LOGS**
  - S31 (straw blanket) 8’ x 112.5’ = 100 sq. yards
  - S32 (straw blanket)* 8’ x 112.5’ = 100 sq. yards
  - SC32 (70% straw/30% coconut)* 8’ x 112.5’ = 100 sq. yards
  - C32 (100% coconut)* 8’ x 112.5’ = 100 sq. yards
  - Futerra® Natural (wood fiber) 6.83’ x 135’ = 102.5 sq. yards
  - Bio Sediment Logs 9’ x 25’
  - Straw Wattles 9” x 20’ & 12” x 25’
  *Double Netted Products

- **RIP RAP FABRIC**
  - Heavy (12 oz.) 15’ x 300’ = 500 sq. yards/roll
  - Medium (8 oz.) 15’ x 300’ = 500 sq. yards/roll
  - Light (7 oz.) 15’ x 300’ = 500 sq. yards/roll
  - Very Light (4 oz.) 12.5’ x 360’ = 500 sq. yards/roll
  15’ x 360’ = 600 sq. yards/roll

- **OTHER PRODUCTS**
  - Dimex Pro Lip Edging 20’ strips with stake kits
  - Weed Barrier 3’ x 300’ = 100 sq. yards
  - Weed Barrier 4’ x 300’ = 133.33 sq. yards
  - Weed Barrier 6’ x 300’ = 200 sq. yards
  - Stake Kits 4 stakes + 1 connector/pkg.
  - Staples 1 box = 1000 staples
  - Silt Fence 3’ x 100’

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We carry a full line of erosion products.
For more information, call 800.356.SEED.
About Brier Ridge™

Brier Ridge products have been formulated to provide superior performance in establishing, attracting and keeping those trophy bucks, turkeys and upland birds on your property.

Consistently taking world-class white tails begins with two qualities: genetics and nutrition. Our neighborhood has the genetics and Brier Ridge provides us with the nutrition. Quality seed with excellent germination and strong vigor gives our food plots that extra edge by providing the necessary nutrients to grow the maximum amount of horn the genetics allow.”

Bob H., Central Iowa
**BULLS-EYE DEER TURNIPS**

Bulls-Eye is intended for use as an attractant for deer and other wildlife. Plant Bulls-Eye at least 60 days before killing frost if possible to allow adequate growth. Bulls-Eye will produce extensive vegetative growth, with a large bulb.

**LIFE CYCLE:**
ANNUAL

**SEEDING RATE:**
2 LBS PER ¼ ACRE

**BAG SIZE:**
2 LBS

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**DEER CANDY SUGAR BEETS**

An excellent choice for a fall nutrition plot when deer are getting their bodies ready for the winter months. Deer Candy provides the nutritional needs for the fall and early winter.

**LIFE CYCLE:**
ANNUAL

**SEEDING RATE:**
2 - 3 LBS PER ACRE

**BAG SIZE:**
1 LB

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**8847 GT1 FORAGE SOYBEANS**

A late maturing, glyphosate tolerant soybean with increased plant height, creating large amounts of forage.

**LIFE CYCLE:**
ANNUAL

**SEEDING RATE:**
140,000 SEEDS PER ACRE

**BAG SIZE:**
140,000 SEED COUNT

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**PLOT SPIKE® FORAGE OATS**

Plot Spike® Forage Oats is 99% pure, with no fillers and no chemical coatings. It produces huge quantities of forage and is easy to establish and cold tolerant.

**LIFE CYCLE:**
ANNUAL

**SEEDING RATE:**
100 - 120 LBS PER ACRE

**BAG SIZE:**
50 LBS

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**WILDLIFE GRAIN SORGHUM**

Wildlife Grain Sorghum was specifically developed as a fall and winter food source for upland game birds (quail, turkey, pheasant and prairie chicken) and migratory birds (ducks, geese and doves). It is not meant for commercial grain production due to the tannin content.

**LIFE CYCLE:**
ANNUAL

**SEEDING RATE:**
6 - 8 LBS/ACRE (DRILLED)
8 - 10 LB/S/ACRE (BROADCAST)

**BAG SIZE:**
50 LBS

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**WILDLIFE SUNFLOWER**

Wildlife Sunflower is a special attractant to upland game birds as fall and winter feed. Wildlife Sunflower is preferred by dove, quail, turkey, pheasant and other species of upland game birds. Wildlife Sunflower is a very drought tolerant crop. It is a very reliable source of fall and winter feed because of the tolerance to limited and sporadic supplies of available moisture.

**LIFE CYCLE:**
ANNUAL

**SEEDING RATE:**
6 - 8 LBS/ACRE (DRILLED)
8 - 10 LBS/ACRE (BROADCAST)

**BAG SIZE:**
50 LBS

---

Soil First® cover crop mixes from La Crosse Seed also make excellent food plots. Check out soil1st.com for detail on SF 102, SF 125, SF 140, SF 150, SF 165 and other options.
**BUCK'S BANQUET MIX**

This mix attracts big bucks by providing them a mix of lush clovers, leafy rape, tasty turnips and choice chicory. Once the cooler temps arrive, this mix becomes sweet and succulent. Revitalize this mix with Rut N Ready the following fall as this mix offers perennials that will allow deer a food source through next year's spring and summer.

**LIFE CYCLE:**
ANNUAL/PERENNIAL

**SEEDING RATE:**
10 LBS/acre

**BAG SIZE:**
10 LBS, 5 LBS

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**ANNUAL HABITAT HIDE-A-WAY**

Annual Habitat Hide-A-Way is a summer seeded blend of sorghum x sudangrass, sunflowers and grain sorghum that offers up to 6 to 8 ft bedding/buffer zone/barrier for a tranquil deer setting. This annual blend should be planted into 60 to 65 degree soil temperature and will eventually terminate after winter. This mix can also be used to seclude paths, allowing for a stealth entry to hunting areas. Annual Habitat Hide-A-Way is an annual alternative to Perennial Habitat Hide-A-Way.

**LIFE CYCLE:**
ANNUAL

**SEEDING RATE:**
10 LBS/acre

**BAG SIZE:**
10 LBS

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**RUT N READY WILDLIFE MIX**

Rut N Ready is a fall seeded mix containing unique brassicas. Planting this plot offers deer a food source from late fall into early winter. After a hard frost sugars will flush the vegetative growth and deer will dig through snow to feed on these leafy greens. Plant this plot 6 to 8 weeks out from killing frost.

**LIFE CYCLE:**
ANNUAL

**SEEDING RATE:**
8 LBS/acre

**BAG SIZE:**
8 LBS, 4 LBS

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**HORN HONEY MIX**

Horn Honey is specially formulated with high quality clovers and chicory that will be sure to bring in the does and BUCKS! With proper planting and maintenance, this mixture will last for years. Foundation for any quality deer management plan.

**LIFE CYCLE:**
PERENNIAL

**SEEDING RATE:**
10 LBS/acre

**BAG SIZE:**
10 LBS, 5 LBS

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**AUTUMN ENERGY MIX**

Autumn Energy is a mix of PlotSpike® Oats, purple top turnips and Soil First® Select Daikon Radish. This mix was formulated to be plant 6 to 8 weeks prior to a killing frost, and allows for forage in late fall and early winter. After a hard frost in fall, sugars will flush the vegetative growth of the turnips and radish offering succulent forage. PlotSpike® Oats will grow quickly, and provide extensive leafy forage for deer to browse from early fall into cooler temps due to their winter hardiness.

**LIFE CYCLE:**
ANNUAL

**SEEDING RATE:**
40 - 50 LBS/acre (BROADCAST)

**BAG SIZE:**
50 LBS

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**ANNUAL HABITAT HIDE-A-WAY**

Annual Habitat Hide-A-Way is a summer seeded blend of sorghum x sudangrass, sunflowers and grain sorghum that offers up to 6 to 8 ft bedding/buffer zone/barrier for a tranquil deer setting. This annual blend should be planted into 60 to 65 degree soil temperature and will eventually terminate after winter. This mix can also be used to seclude paths, allowing for a stealth entry to hunting areas. Annual Habitat Hide-A-Way is an annual alternative to Perennial Habitat Hide-A-Way.

**LIFE CYCLE:**
ANNUAL

**SEEDING RATE:**
10 LBS/acre

**BAG SIZE:**
10 LBS
PERENNIAL HABITAT HIDE-A-WAY
Perennial Habitat Hide-A-Way is a 3-way blend of native grasses that will create an 8 to 10 ft tall bedding/buffer zone/barrier for a tranquil deer setting. This is a perennial alternative to Annual Habitat Hide-A-Way. Seek additional information on establishing native grasses from our Native Grasses Establishment Guidelines.

**LIFE CYCLE:** PERENNIAL  
**SEEDING RATE:**  
- 15 LBS/acre (drilled)  
- 20 - 25 LBS/acre (broadcast)  
**BAG SIZE:** 25 LBS

---

**NEW FORMULATION**  
**DEER COUNTRY POINT BUILDER PLUS MIX**
Excellent choice for plot along wood lines or open areas. Deer Country Point Builder Plus offers rapeseed as a fall annual but is full of high quality perennial clovers, a high sugar perennial ryegrass blend and chicory. The perennials provide a luscious plot for following years when managed correctly.

**LIFE CYCLE:** PERENNIAL  
**SEEDING RATE:**  
- 15 LBS/acre (drilled)  
- 20 - 25 LBS/acre (broadcast)  
**BAG SIZE:** 25 LBS

**NEW FORMULATION**  
**DEER COUNTRY FIELD MIX**
Deer Country Field mix was developed to provide forage for deer and attract other wildlife in the spring, summer and fall. The various species included in this mix were selected to allow for growth over various soil types and climatic conditions.

**LIFE CYCLE:** PERENNIAL  
**SEEDING RATE:**  
- 10 LBS/acre (drilled)  
- 15 - 20 LBS/acre (broadcast)  
**BAG SIZE:** 25 LBS

**NEW FORMULATION**  
**DEER COUNTRY TRAIL MIX**
Deer Country Trail mix was formulated to be a quick and easy establishing mix that can withstand full sun to more heavily shaded areas. It contains species that can perform better than others in areas such as logging roads and trails located directly in the woods. Keep in mind, broadleaves and grasses do need some sunlight to grow.

**LIFE CYCLE:** PERENNIAL  
**SEEDING RATE:**  
- 10 LBS/acre (drilled)  
- 15 - 20 LBS/acre (broadcast)  
**BAG SIZE:** 25 LBS

**PERENNIAL HABITAT HIDE-A-WAY**
Perennial Habitat Hide-A-Way is a 3-way blend of native grasses that will create an 8 to 10 ft tall bedding/barrier for a tranquil deer setting. This is a perennial alternative to Annual Habitat Hide-A-Way. Seek additional information on establishing native grasses from our Native Grasses Establishment Guidelines.

**LIFE CYCLE:** PERENNIAL  
**SEEDING RATE:**  
- 9 PLS LBS/acre  
- 9 PLS LBS  
**BAG SIZE:** 9 PLS LBS

**SUCRASEED™ SWEET SPOT MIX**
Sweet Spot is the perfect choice plot for hunters looking for a perennial plot that holds up to heavy grazing and attracts deer all season long.

**LIFE CYCLE:** PERENNIAL  
**SEEDING RATE:**  
- 10 LBS/half acre  
- 10 LBS  
**BAG SIZE:** 10 LBS
La Crosse Seed offers custom mixing capabilities to meet any of your CRP needs. Contact us to learn more.

Native wildflowers are an important addition to many native grass plantings. Besides adding beauty to stands of native grasses, wildflowers are an important food source for game birds, song birds and mammalian wildlife as well as grazing livestock.

**Perennial Wildflower Pollinator Mix** with Legumes

**Planting rate:** 33 lbs/acre

(32 lbs/acre of oats; 1 lb/acre pollinator mix)

- Mix includes oats as a carrier to aid in application and overall stand establishment

This mix offers a perennial, season-long bloom period to support both pollinators and other wildlife. Species for this mix were selected that bloom at different times during the summer once established. This mix should be planted in late spring/early summer. Note: it’s common for these species to take multiple years to establish in most areas of the upper Midwest.

**Annual Cover Crop Pollinator Mix** with Legumes

**Planting rate:** 15-25 lbs/acre depending on timing and planting application

- Oats can be added as a carrier to aid in application and overall stand establishment

This mix provides quality bee forage in a short-term rotation with commodity or cash crops. It serves as both a soil improvement cover crop and a beneficial pollinator mix because of the species selected and legume additions. This mix can be planted late in the season as a winter cover that can provide flowers for bees in the spring or as a late spring/early summer planted cover that blooms mid-to-late summer. The results of this crop planted later in the summer or early fall will be largely dependent on weather conditions (frost, winter temperatures, etc.). The ideal planting window would be early enough to maximize bee forage and bloom time.

### GRASSES

- Buffalograss
- Eastern Gamagrass
- Blue Grama
- Canada Wildrye
- Big Bluestem
- Indiangrass
- Western Wheatgrass
- Little Bluestem
- Sideoats Grama
- Switchgrass

### FORBS

- Sand Lovegrass
- Sand Dropseed
- Tall Wheatgrass
- Slender Wheatgrass
- Intermediate Wheatgrass
- Pubescent Wheatgrass
- Green Needlegrass
- Junegrass
- Prairie Cordgrass

### WILDFLOWER MIXES

- Black-Eyed Susan
- Purple Coneflower
- Yellow Coneflower
- Ox-Eye Sunflower
- Wild Bergamot
- Showy Tick Trefoil
- Maximilian Sunflower
- Partridge Pea

(Enumerated list of seeds available)
**Coverage Areas**

**GOLF COURSE**
- Green 4-7,000 sq.ft.
- Tee 3,000-8,000 sq.ft.
- Fairway 3-6 acres

**FOOTBALL FIELD**
- 160’ x 360’ = 57,600 sq.ft.

**BASEBALL DIAMOND**
- Infield area - 90’x90’ = 8,100 sq.ft.
- Home plate to L 300’-360’
- Home plate to C 360’-410’
- Home plate to R 300’-360’
- Mound to home plate = 60’6”
- Home plate to 1st = 90’
- Home plate to 2nd 127’ 3-3/8”
- Home plate to 3rd 90’

**TENNIS COURT**
- Regulation 78’x 36’ = 2,808 sq.ft.
- Full 120’ x 60’ = 7,200 sq.ft.

**SOCCER PITCH**
- Small 195’ x 330’ = 64,350 sq.ft.
- Large 225’ x 360’ = 81,000 sq.ft.

**RUGBY PITCH**
- 328’ x 226’ = 74,128 sq.ft.

**HOCKEY PITCH**
- Small 301’ x 164’ = 49,364 sq.ft.
- Large 300’ x 180’ = 54,000 sq.ft.

**CRICKET SQUARE**
- 90’ x 90’ = 8,100 sq.ft.

**CROQUET**
- 75’ x 40’ = 3,000 sq.ft.

**LAWN BOWLING**
- Minimum 110’ x 110’ = 12,100 sq.ft.
- Maximum 125’ x 110’ = 13,750 sq.ft.

**VOLLEYBALL**
- 30’ x 60’ = 1,800 sq.ft.

**Metric Conversion**

**WEIGHT**
- 1 Metric ton (mt) 1.102 US tons
- 1 Kilogram (kg) = 2.205 lbs.
- 1 Gram (g) 0.30327 oz.

**AREA**
- 1 Hectare (ha) = 107,640 sq.ft.
- 1 Hectare (ha) = 2.471 acres
- 1 Square meter (sq.m.) = 10.76 sq.ft.
- 1 Square centimeter (sq.cm.) = 0.001 sq.m.
- 1 Square mile (640 acres) = 259 ha
- 1 Acre (43,560 sq.ft) = 0.4047 ha
- 1 Square foot = .0929 sq.m.
- 1 Square inch = 6.452 sq.cm.

**LENGTH**
- 1 Kilometer (km) = 0.6214 miles
- 1 Meter (m) = 3.281 feet
- 1 Kilometer = 39.37 inches
- 1 Millimeter (mm) = 0.03937 inches
- 1 Mile = 1.609 kilometers
- 1 Foot (12 inches) = 0.3048 meters
- 1 Inch = 2.540 centimeters

**TEMPERATURE**
- (ºC x 1.8) + 32 = ºF
- ((ºF - 32) x 555) = ºC

**YIELD**
- 1 Metric ton/ha = 0.446 US ton/ac
- 1 Kilogram/ha = 0.892 lbs./acre
- 1 US ton/acre 2.242 mt/ha

**HELPFUL CONVERSION**
- Pounds per 1,000 sq. ft. to g/sq.m. Multiply pounds by 4.8826 = g/sq.m.
- Pounds per acre to kg/ha. Multiply pounds by 1.12

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**Planting or Renovating Your Lawn**

Follow these simple steps for starting a successful lawn.

1. **Measure area to be seeded** - Total square footage of lot less non-lawn areas such as house, walkways and gardens.
2. **Test, don’t guess!** - Obtain soil test to identify essential soil needs/amendments (lime, potassium, phosphorus, etc). Add needed amendments per soil test.
3. **Select appropriate Earth Carpet® seed mix** - Consult with your dealer for the Earth Carpet® mix right for you.
4. **Spray out lawn with herbicide containing glyphosate** - Follow manufacturer’s directions for proper use!

**CONTINUE TO NEW LAWN OR RENOVATION STEPS ▶**

**NEW LAWN STEPS**

5. **Rough Grade** - Remove golf ball size+ rocks or debris. Lot slope should move downhill from house to lot edge. Level high/low areas.
6. **Final Grade** - Rake and smooth. Apply a fine mist from hose to soil before seeding. No Puddles should form.

**RENOVATION STEPS**

5. **Scalp lawn down as close as possible** - Mow as low as possible without stalling mower. Rake and remove clippings.
6. **Core aerate lawn to encourage abundant root growth. Plant new seed no deeper than 1/8 inch deep with mechanical planting equipment** - Equipment should be available for rental in your area.

7. **Apply seed evenly in two directions** - First north & south then west & east. Use seeding rate appropriate for your mix.
8. **Apply starter fertilizer** - Important for root development.
9. **Roll surface** - Use an unfilled lawn roller to firm, but not over pack, the soil surface.
10. **Irrigate frequently at least 3 times/day for 6 weeks** - Keep top ½ inch of soil moist, not soaking. Pay attention that soil does not dry in afternoon heat.
11. **Apply 2nd application of starter fertilizer 3 weeks after seeding (CRUCIAL).**
12. **Begin weekly mowing when at 1 ½ to 2 inches** - Set height to 1 ½ inches. Mowing right after irrigation may hurt seedlings.
13. **Raise mowing height to 3 to 3 ½ inches after 6 weeks** - Never remove more than ⅓ of grass blade at a time.
14. **Begin standard fertilization/irrigation programs at 8 weeks** - Do not apply weed control products until lawn has been mowed at least 4 times and 8 weeks has passed.
Stand Out. In A Bad Way.

Landscapes get noticed. Don't get burned by cheap seed.

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