



Lee County Government  
Division of Natural Resources

## Lee County Fertilizer Ordinance Outreach



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Goal – To inform Lee County citizens of new ordinance and effectuate change in habits by adopting fertilizer best management practices





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### Program objectives:

- Develop a comprehensive program that utilizes existing public information that promotes proper landscape maintenance and fertilizer application
- Increase awareness, generate support and affect a positive change in the public's attitudes and habits regarding the fertilizer ordinance
- Motivate consumers to take specific actions to adopt long-term landscaping best management practices that will evolve into sustainable, permanent landscaping best management practices



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### Program Objectives

- Improve fertilizer efficiency, and prevent and curtail improper fertilizer and landscape techniques that can cause environmental degradation
- Build a network of public and private partners that will work together to achieve the most effective and cost-efficient Landscape/Fertilizer Campaign.





## Lee County Government Division of Natural Resources

### Campaign Elements

- Brochure for Lee County, environmental organizations and direct mail, and for distribution at libraries, county offices and environmental locations such as Six Mile Cypress Slough and Calusa Nature Center
- Direct mail to unincorporated Lee County
- Web site ([www.FertilizeSmart.com](http://www.FertilizeSmart.com))
- Lee Tran bus advertising
- TV public service announcements
- Print public service announcements



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### Campaign Elements

- Bumper stickers
- Point-of-purchase displays (for participating retailers such as Lowe's)
- PowerPoint presentation for speaking opportunities
- Trade show display
- Media relations (multiple press releases and newsletter articles)
- Educational video





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Creative theme - message must be  
concise and nonthreatening



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Creative Elements - Logo





# Lee County Government Division of Natural Resources

## Creative Elements - Brochure



# Lee County Government Division of Natural Resources

## Creative Elements - Brochure





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## Creative Elements - Brochure

**Why We Need A Fertilizer Ordinance...**

The quality of our coastal waters is critical to our environment, economy and recreation. We know that nutrient laden runoff promotes unwanted plant and algae growth. Some landscaping practices contribute to the nutrients in the runoff, especially nitrogen and phosphorus from landscape fertilizers. This ordinance is designed to help reduce nutrient pollution flowing into our water bodies.

Effective May 13, 2008 a Lee County ordinance takes effect regarding who can use fertilizer and the content, amount and methods that may be used. The ordinance regulates landscape management practices and sets rules for the application and use of fertilizers that contain nitrogen and/or phosphorus. It requires the registration and training of professional and institutional landscapers and sets local management landscape and fertilizer practices.

**Who It Applies To...**

- Homeowners and professional landscapers in unincorporated Lee County.
- Professional landscapers must register with the county and have at least one employee certified after completing a training program and must display a county decal on their vehicles and trailers.

**What To Look For On A Fertilizer Label...**

All fertilizer products use the three number system. The first number represents nitrogen, the second phosphorus, and the third potassium or potash. Double zeros and the important numbers, during the summer months, June 1 through September 30.

**Double Zeros, June to September!**

**FERTILIZER 0-0-#**

For additional information on how to read a fertilizer label or how to compute how much fertilizer to use, visit [www.FertilizeSmart.com](http://www.FertilizeSmart.com).

**LEE COUNTY SOUTHWEST FLORIDA**

**New Fertilizer Ordinance It's The Law!**

**To Learn More...**

Classes for homeowners and professional landscapers are provided through the University of Florida Lee County Extension Service. For more information, visit <http://www.ifas.ufl.edu/lyn/fynhome.html> or call 239-533-4327.

For a copy of the ordinance, how to read a fertilizer label, learn how much fertilizer to apply and landscaping tips, visit [www.FertilizeSmart.com](http://www.FertilizeSmart.com) or call 239-533-8706.



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## Creative Elements - Flyer

**New Fertilizer Ordinance It's The Law!**

**LEE COUNTY SOUTHWEST FLORIDA**

**fertilize smart**

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**REGULATIONS IN THE NEW CODE**

- Fertilizers containing nitrogen and/or phosphorus cannot be used during the "zero months" June 1 through September 30.
- Fertilizer may not be applied within 10 feet of a water body, canal or wetland.
- Fertilizer is not allowed on sensitive landscapes such as public preserves and wetlands.
- Collector stickers are required on landscapes to prevent fertilizer from being carried into water body ditches and riparian wetlands.
- Color-coded signage and vehicle trailers must not be used on landscapers' vehicles, water trailers, other trucks or equipment.

For more information, call 239-533-8706



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Creative Elements - Bus



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