



## WHAT DOES THE FERTILIZER FORMULA MEAN?

### • NITROGEN

The nutrient required in largest quantities by lawns and the one most often in short supply, nitrogen, promotes the rapid growth, healthy color and general vigor of the grass plant. Without enough nitrogen, growth stops and the lawn becomes pale and yellowish. Because watering flushes nitrogen from the soil, a plentiful and continuous supply must be applied throughout the growing season.

### • PHOSPHORUS \*see note on inside cover

Used in smaller quantities than nitrogen but still essential for healthy lawns, phosphorus stimulates early root nutrition to ensure that young seedlings develop properly. Phosphorus is also necessary for proper cell division, which produces a strong, sturdy grass plant. Because phosphorus is not readily flushed from the soil by watering and is needed by established lawns in small quantities, most balanced lawn fertilizers contain only a low percentage.

### • POTASSIUM

Another crucial mineral needed by lawns is potassium. Potassium strengthens root structures and increases disease resistance to improve the overall hardiness of the grass plant. Since potassium, like phosphorus, moves very little in the soil and is found naturally in soil minerals, not much is included in most lawn blends. One exception would be a fall winterizer application, where an increase in potassium percentages helps the grass roots store nutrients before next spring.

# TRUTERRA

## WHAT IS TRUTERRA?

LEADING THE WAY TO A MORE SUSTAINABLE FUTURE.

Truterra's initiative has been a cooperative effort between many partners and corporations to make sustainability a reality before 2030. So whether you're a consumer packaged goods company wanting to do things the right way, an ag retailer seeking to bring new value to customers, or a producer looking to take the next step in continuous improvement, you can count on our cooperative approach for scalable solutions you can implement now.

### COMMITTED NETWORK OF FARMERS

Truterra is the sustainability business of Land O'Lakes and is the only farmer-owned and farmer-driven sustainability program in the U.S.

### PUBLIC-PRIVATE PARTNERSHIPS

Truterra has developed a unique web of public - private partnerships that together create cost-share opportunities to help farmers implement change while de-risking innovation

### AG RETAILER NETWORK

Putting farmers and their advisors in the driver's seat speeds the journey of creating impact on the ground. It's why Truterra works with farmers, through their trusted ag retailer.



[www.keycoop.com](http://www.keycoop.com)



# LAWN FERTILIZER PROGRAM

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Healthy lawns start with a good fertilizer program. Our lineup includes products that promote both healthy and good looking lawns. Let Key Cooperative be *your essential business partner* for all your lawn care needs.

## PRICING

30-0-10 with Iron 50% SLOW RELEASE NITROGEN	\$39.95/bag
22-0-5 + Dimension 25% SLOW RELEASE NITROGEN	\$46.95/bag
22-0-5 Weed & Feed 30% SLOW RELEASE NITROGEN	\$42.95/bag
12-12-12 Blend	\$29.95/bag
14-0-0-10FE-20S	\$35.95/bag

BAGS LISTED COVER 10,000-16,000 SQ FT  
ALL PRICES SUBJECT TO CHANGE

*Key Cooperative is concerned about phosphorus entering our streams and rivers, therefore going forward, we will only be carrying one product that contains phosphorus in our focus line up. If your lawn needs phosphorus, we would recommend a fall application of our 12-12-12 blend.*

### ECONOMICAL OPTIONS

	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Apply 3# per 1,000 sq ft 30-0-10 w/ 2% Iron	X	X						
For crabgrass and fertilizer apply 4# per 1,000sq ft of 22-0-5+Dimension		X						
Apply 3# per 1,000 sq ft 30-0-10 with 2% Iron or Apply 5# per 1,000 sq ft 14-0-0-10FE-20S			X	X	X			
Apply 4# per 1,000 sq ft 12-12-12 Blend							X	X

### LOW MAINTENANCE OPTIONS

	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
For crabgrass and fertilizer apply 4# per 1,000 sq ft of 22-0-5 + Dimension <sup>1</sup>		X						
For broadleaf control and fertilizer apply at 4# per 1,000 sq ft of 22-0-5 Weed and Feed <sup>1</sup>		X	X	X	X			
Apply 5# per 1,000 sq ft 14-0-0-10FE-20S				X	X			
Apply 4# per 1,000 sq ft 12-12-12 Blend							X	X

<sup>1</sup> Can be replaced by 5# per 1,000 sq ft of 14-0-0-10FE-20S if the weed control is not needed.

Note: All fertilizer expressed as N-P-K

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