

STRATEGY: PROMOTE APPROPRIATE APPLICATION OF PHOSPHORUS IN TURF GRASS			
Targeted Audience	Message/Desired Behavior Change	Delivery Mechanism	Partners/**Lead
Suppliers: Fertilizer retailers, including garden centers and chain stores	Stock and promote appropriate use of low and no P fertilizers Promote and provide soil testing Educate sales staff	Super Soils Day Educational brochure on why important to seller and to user-describe ways to reduce P Soil testing and interpretation Recognition programs Trade group shows Master Gardener - promote water quality chapter, utilize retailers as instructors and use community service requirement for students Media programs	MSU - WMU Kalamazoo River Watershed Council Local 319 watershed groups Phase II Communities NRCS - Conservation Districts - RC&D's MDEQ - MDNR - MDOT - MDA USEPA - state legislature local elected boards - local agencies Turf managers - golf course personnel Environmental groups - other non-profits Professional and business organizations KNC
Fertilizer manufacturers	Produce and promote appropriate use of low and no P fertilizers Promote and provide soil testing	Reports of comprehensive soil testing data Trade group shows Master Gardener Media programs Pilot MSU Environmental Stewardship Turfgrass Program in Kalamazoo Watershed Direct contact & lobbying Market incentives - demand by educated consumers	
Commercial applicators	Stock and promote appropriate use of low and no P fertilizers Promote and provide soil testing MSU Turfgrass Environmental Stewardship Program On-ground use of low or no P fertilizer Enact pilot program using low or no P fertilizer	Super Soils Day Educational brochure on why important to seller and to user-describe ways to reduce P Soil testing and interpretation Recognition programs Trade group shows Master Gardener Media programs Pilot MSU Turfgrass Program in Watershed	DEQ

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Educators:			
Colleges & universities	<p>Develop and offer curricular units Provide outreach and assistance programs Host and conduct workshops and similar programs Assist with pilot and ed/demo projects</p>	<p>Get faculty involved in local action committees iGuest lecturers, visiting scholars Field trips and field tours Internships and volunteers Teacher training Pilot MSU Turfgrass Program in Watershed Phase II Stormwater programs Websites</p>	
K-12 institutions, including regional math and science centers and intermediate school districts	<p>Incorporate benefits of soils testing and appropriate use of fertilizers into curriculums</p>	<p>Field trips - field days Internships and volunteers Teacher training Websites</p>	
Nature centers, parks and other non-profit organizations	<p>Develop and offer outreach and assistance programs on the benefits of soil testing and appropriate use of low and no P fertilizers Host and conduct workshops and similar programs Assist with pilot and ed/demo projects Adopt policy for regular soil testing, and appropriate on-ground use of low or no P fertilizer</p>	<p>Field trips - field days Internships and volunteers - guest speakers Educational brochure on why important to seller and to user-describe ways to reduce P Provide records of P and no P fertilizer sold Trade group shows Master Gardener Recognition programs - Media programs Pilot MSU Turfgrass Program in Watershed</p>	