

NJ Landscape Firm Promotes Lawn Reduction

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Native wildflowers surround this pond in an example of how meadow gardens can provide environmental benefits compared to traditional lawns. Cipriano Landscape Design, a landscape and swimming pool contractor in Mahwah, N.J., is promoting lawn reduction as part of its "Greener than Grass" marketing program.

"Reducing lawn area has great environmental benefits," said Chris Cipriano, company president. "Expanding existing gardens is a good start, but we really encourage homeowners to explore low-maintenance wildflower gardens.

Cipriano said environmental benefits of lawn reduction include reduced use of water, pesticides, fertilizer and gasoline-powered mowers. In addition to recommending low-maintenance and low-water landscapes, such as meadow gardens, and expanding existing garden areas, Cipriano urged potential customers to consider rainwater collection systems and high-efficiency irrigation heads to lower remaining lawn irrigation costs.