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GARDENING & LANDSCAPING
APPLEWOOD PROPERTY MANAGEMENT
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Mississauga Organic Landcare Company To Reduce Its Carbon Footprint By 40% in 2010

PRESS RELEASE

Toronto, Mississauga, Port Credit
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Applewood Acres Gardening, which is Toronto and Mississauga's top rated organic lawn care and land care company (rated by clients on Homestars) is taking up the challenge to reduce greenhouse gas emissions by 40% this year with an emphasis on setting out Applewood's sustainability strategy in terms of practices and service offerings.

Mississauga business man Richard (Rick) Brzakala, owner of Applewood Acres & Gardening (Applewood) and President of the Organic Landscape Alliance, says that reducing greenhouse gas emissions is good for the environment and good for business. It requires us to make changes to the way we manage the energy, water and waste we use and produce in the land care business. Not many landscaping companies are taking up the challenge, says this environmentally conscious business owner. We have looked at what we do, how we do it, and what resources we use to deliver our services to our clients says Brzakala. Cutting our emissions by 40% will be a challenge, and we are committed financially to make that commitment happen says Brzakala.

Photo above -Richard (Rick) Brzakala, President of 'Applewood' and Board of Directors-Organic Landscape Alliance-Canada

For the past three years Applewood has been focusing on reducing its carbon footprint. We started by moving to more environmentally friendly machinery and equipment that helped us reduce the amount of dangerous emissions our equipment was throwing out.

This year we are committed to the deployment of push reel mowers in 40% of our residential service calls where lawn sizes fall under 4,000 square feet.

From a production perspective, it's been difficult to move to more environmentally friendly equipment, as the commercial producers of lawn servicing equipment have lagged behind environmentalism

and the consciousness to reduce green house gases says Brzakala.

Gas mowers have a notorious reputation for not being eco-friendly as they emit hydrocarbons, a principle ingredient of smog, carbon monoxide and carbon dioxide that all contribute to global warming.

Brzakala states that Applewood's strategy to move away from 2cycle engines was a no brainer. The tough part has been in trying to keep our service level commitments up to what our clients expect of us. Using a gas powered mower is faster then using push reel mower's which do not use gasoline. There is always a trade off. Our goal has been to balance the needs of our clients and the services we provide with trying to be responsible horticulturalists and stewards of the environment, says Brzakala. I think we have done a very good job at it says Brzakala.

Being innovative in trying to reduce a company's carbon footprint, can be a challenge. Sure most business owners I know in the landscaping business simply don't care, because there is no tangible or quantitative benefit to them, and they foresee a negative impact to their bottom line says Brzakala. With Applewood, we looked beyond all of that and looked to what we deliver for our clients at the end of the day..i.e. beautiful sustainable garden-scapes that help the environment. Therefore, its not just about the equipment ,says Brzakala.

In addition to planting hundreds of shrubs, bushes and plantings for clients over the past years, Applewood has also been responsible for planting dozens of indigenous trees which have collectively helped to remove tons of carbon dioxide and air pollutants in the air in and around Toronto and Mississauga.

It's a great sense of accomplishment in feeling that you have managed to contribute positively to many communities and the environment as a whole says Brzakala. There's nothing better then walking down some of the neighbourhoods we have worked in over the years and seeing our work and contribution growing, maturing and contributing to the environment, says Brzakala.

To learn more about Applewood Acres Gardening & Landscaping, visit www.applewoodacres.org, or call them at 905-281-3111. For more information on the Organic Landscape Alliance (OLA), visit them at www.organiclandscape.org .