



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

NEWS RELEASE

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CONTACT:

Randy Smith

South Florida Water Management District

Office: (561) 682-2800 or Cellular: (561) 389-3386

www.sfwmd.gov/news

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Landscape Challenge Sprouts Recognition from Nursery, Growers Assoc.

Annual event at SFWMD encourages practices that protect South Florida's water



(Click on the picture for a larger version.)

West Palm Beach, FL – The Florida Nursery, Growers & Landscape Association (FNGLA) today recognized the South Florida Water Management District (SFWMD) for its support of the Landscape Challenge, an annual continuing education program and event that encourages water-saving practices in Florida's nursery, landscape and irrigation industries.

“Even in the rainy season, we must plan for a future where water is a limited resource,” said SFWMD Executive Director Carol Ann Wehle. “Our agency’s collaboration with FNGLA demonstrates our mutual support for strategies that improve outdoor water use efficiency, such as the use of Florida-friendly landscaping principles.”

At the June 10 Governing Board meeting, FNGLA Director of Industry Certifications Merry Mott presented the District with a plaque to be housed at SFWMD headquarters in West Palm Beach and updated annually with the names of each year's winning Landscape Challenge teams.

The Landscape Challenge is unique among the industries' professional programs in providing hands-on instruction in a competitive format that allows participating teams from city and county parks departments, landscape maintenance professionals, resort maintenance staff and other professionals to demonstrate their real-world application of skills learned.

In April, teams of landscape maintenance professionals competed in the 3rd annual Landscape Challenge at District headquarters to demonstrate their skills in landscape best management practices that protect South Florida's water resources. The event was held during Water Conservation Month, which serves as a time to increase awareness of wise water use during the height of the South Florida dry season, when historically limited rainfall and peak water demand often stress regional water supplies.

With more than 55 years of industry representation, the Florida Nursery Growers & Landscape Association is Florida's oldest and largest association targeting the needs of the Florida's environmental horticulture industry, which represents an estimated \$15.2 billion in industry-wide sales annually.

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About the South Florida Water Management District

The South Florida Water Management District is a regional, governmental agency that oversees the water resources in the southern half of the state – 16 counties from Orlando to the Keys. It is the oldest and largest of the state's five water management districts. The agency mission is to manage and protect water resources of the region by balancing and improving water quality, flood control, natural systems and water supply. A key initiative is cleanup and restoration of the Everglades.