

*For Immediate Release*

## Does your Yard Have a Health Plan

Regular checkups prevent disease, prolong tree and plant life

CHAMPAIGN, IL (April 2014) – Homeowners schedule routine maintenance for almost everything under the roof—from the car in the garage to the furnace in the basement. But what about a health care plan for the yard? Just like everything else, trees and shrubs require regular examination and possible treatment to maintain good health. The International Society of Arboriculture (ISA) considers plant health care (PHC) an important part of landscape management.

“Preventative care, frequent check-ups, early detection and informed decision-making—it’s like an HMO for your trees and shrubs,” says Jim Skiera, ISA Executive Director. “Adopting a health care program prevents future problems, which in turn can save homeowners money and even boost property values.”

Skiera says a PHC plan focuses on the health, growth, and beauty of a homeowner’s yard. He adds that if trees and shrubs are well cared for, their natural defenses grow stronger. Any energy that might be used for fighting stress—such as our recent extreme winter season—can instead build up their defense systems.

### Get started on a PHC plan for the yard:

- **Choose professional support** – Start by searching for an ISA Certified Arborist at [www.treesaregood.org](http://www.treesaregood.org), who is well-trained, educated, and familiar with landscape needs and the pests and diseases most likely to attack. Keep in mind that a qualified expert should ask a homeowner good questions to determine their priorities and expectations.
- **Every yard needs individual care** – Frequent monitoring of trees and plants helps detect any issues concerning their long-term health care. ISA says the right professional will call attention to existing or anticipated problems, and suggest treatment options and alternatives much like a doctor counsels a patient. Remember, the best choices for yard health involve natural processes. Chemical treatments should be considered a last resort. Work with a professional to decide what is best for the yard.
- **Be proactive** – Staying ahead of plant health costs much less than a reactive intervention. Expensive remedies are often employed after a landscape has already been badly damaged, but they are rarely successful. ISA recommends routine maintenance to ensure the health and beauty of plants and landscapes, lowering costs and keeping property values in line.

### *About ISA*

*The International Society of Arboriculture (ISA), headquartered in Champaign, Ill., U.S., is a nonprofit organization supporting tree care research and education around the world. To promote the importance of arboriculture, ISA manages the consumer education web site, [www.treesaregood.org](http://www.treesaregood.org), which fulfills the association’s mission to help educate the public about the importance and value of proper tree care. Also, as part of ISA’s dedication to the care and preservation of shade and ornamental trees, it offers the only internationally-recognized certification program in the industry. For more information on ISA and Certified Arborists, visit [www.isa-arbor.com](http://www.isa-arbor.com).*