



Jonathan Green

Five Generations of Naturally Beautiful Lawns & Gardens



Charlie's

NURSERY & GARDEN CENTER

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THE NEW AMERICAN LAWN

Joe Ingrassia is Sept.'s winner of Johnathan Green's 2014 New American Lawn Contest. He is pictured with the DiDonna brothers Joe (CHS '03) and Nick (CHS '04) at their business, Charlie's Nursery.



National Lawn Winner with Clifton Roots

Clifton residents Joe and Nick DiDonna know what it takes to make a lawn stand out; just ask Joe Ingrassia, winner of Johnathan Green's National Lawn Contest for September 2014.

The DiDonna brothers, who own Charlie's Nursery in North Arlington with their father Nick, told Ingrassia about the contest two years ago and turned him on to the lawn care products which resulted in his award winning lawn. "I had a major operation and I had to stop working," said Ingrassia who was diagnosed with Stage 4 cancer at the time. "I was recovering, bouncing off the walls. I could only do limited exercise so I figured, let me do the lawn."

At the time Ingrassia, by his own admission, described his lawn as needing work. "It went from a sandlot to a nice looking lawn," he said. "I sent a picture of the lawn for the contest as a lark, and low and behold, I won."

Until a couple of years ago, Ingrassia was busy with work and did not have time to pay a lot of attention to his lawn.

"I didn't have the time or interest before," he said. "Now I look forward to it. After I do it, I usually get a cold drink and admire it. I get tired, but on most days I feel good."

Ingrassia got the news, a gift certificate and a chance to win a grand prize from Rich Imlay, a representative with Jonathan Green. "It took two seasons to get to this point," Ingrassia explained. "The guys at Charlie's are

really nice people. And so is Rich from Johathan Green. They cover everything from soup to nuts."

Jonathan Green, which started in Kearny, is a family owned company that supplies grass seed, fertilizers and other lawn care products. So what was Ingrassia's secret to a great looking lawn?

"It's a combination of superior grass seed and stimulated soil biology," Imlay said. "No plant feeds on its own, nor does it work without biological stimulation. It needs airflow and proper PH."

Imlay said most important is timing, and Igrassia did everything the right way. "It's also tender loving care," Imlay said. "He followed the timeline carefully. Timing is very important."

Jonathan Green uses a combination of natural and synthetic fertilizers to accomplish that result. "It's all part of the fertilizer," he said. "You have to reduce pesticides. When you over use pesticides, you do damage. Earth worms and ants are our friends."

And with the winter coming, Ingrassia is preparing his lawn for that as well.

"I cut the lawn a little lower and I put winter fertilizer down until March," he said. "The fall feed helps the lawn as it lays dormant over the winter."

Joe DiDonna agreed with Imlay: Ingrassia did everything the right way. "We are very proud to be a part of this achievement," he

