

# Business



COURTESY PHOTO

Solar panels on the roof of Eric Worth's truck allow him to recharge his electric lawn-care equipment between jobs.

## 'Green' lawns have new meaning

Clean Air Lawn Care Jackson Hole owner Eric Worth wants to change the business.

By Cara Rank

Just in time for the snow to start flying, Jackson resident Eric Worth has started a new lawn-care company aimed at making yard work more environmentally friendly.

Worth bought into the Clean Air Lawn Care franchise at the end of the summer and is now offering fall clean-up services. In the spring, he plans to do a more aggressive awareness campaign for his new company.

"I've been in the landscape business since I was 15," said Worth, now 28. "I thought this was a good niche for an otherwise unoriginal lawn-care world. Any of the hundred trucks driving around on a summer day have the same equipment. It's loud and it's noisy. I think this could be something that might really take off, and if I take enough business away, maybe others will think about how they operate their business, too."

According to Worth, conventional lawn-care services contribute 5 to 10 percent of the nation's air pollution. For example, in one hour, one

gas lawn mower contributes 93 times more smog-forming emissions than 2006 cars and emits the same amount of hydrocarbons as an SUV driven 23,600 miles, he said, quoting statistics from the Environmental Protection Agency.

Worth opened a franchise of Clean Air Lawn Care in Jackson Hole in an effort to reduce the environmental impacts of traditional lawn care.

*"If you dump chemicals on your lawn, the grass gets addicted to it."*

— Eric Worth

CLEAN AIR LAWN CARE OWNER

At its core is the use of solar-powered equipment and organic fertilization programs.

Worth uses electric equipment that is charged during the day by solar panels and overnight with wind power. Eventually, he may expand to using equipment powered by biodiesel, too.

According to its website, the elec-

tric equipment reduces noise emissions by 50 to 75 percent.

"The equipment works really well," he said. "It's really quiet compared to other lawn-care equipment, and it doesn't emit any air pollution."

Clean Air Lawn Care's equipment use and the miles Worth drives to and from jobs are mitigated by vehicle emissions offsets purchased from CarbonFund.org, reducing mowing services net emissions to zero.

Worth also wants to cut the use of chemicals to keep lawns and plants alive and thriving.

"The whole idea is that using a bunch of chemicals is just juicing the grass to make it look green," he said. "If you just dump chemicals on your lawn, the grass gets addicted to it."

His methods entail building sustainable soil for a healthier lawn that won't need chemicals.

There's still time to utilize his services before snow blankets your lawn.

Fall is the time to do one of two annual lawn treatments to strengthen the soil and reduce its reliance on chemical fertilizers, Worth said. He is also offering a fall yard cleanup to get ready for winter that includes services such as hauling away sticks and leaves and trimming back gardens.

For information, call Worth at 200-8828 and visit his website, [www.cleanairlawncaresjacksonhole.com](http://www.cleanairlawncaresjacksonhole.com).