

The TWCA Turf Trade Program for Canadian Municipalities

Trade Up. Dry Out. Stay Green.

Lower your community's summer peak water demand without sacrificing greenspaces. The Turfgrass Water Conservation Alliance (TWCA) Turf Trade Program helps municipalities incentivize the switch from thirsty, conventional lawns to independently certified, drought-tolerant turfgrass.

By trading up, homeowners reduce their watering needs by up to 50%. The program incentivizes this upgrade in one of two ways:

- 1. Bulk Purchase Discounts:** Subsidized, low-cost sod and seed are available directly to residents at checkout through supplier partners.
- 2. Utility Account Rebates:** Direct financial credits applied directly to the homeowner's utility bill.

The Bottom Line: The installation of natural grass lawns and greenspaces with superior genetics translates to sustainability and increased water savings for your community.



Ready to launch a Turf Trade program in your community? Let's talk!

A Canadian Proof of Concept: Okotoks, Alberta

- **The Challenge:** Severe summer peak demand on the local Sheep River and treatment facilities.
- **The Solution:** The Town of Okotoks integrated strict TWCA metrics directly into its Water Conservation Rebate Program.
- **The Standard:** To qualify for a 50% municipal utility credit (up to \$100), the Town mandates that residential turf must be TWCA-certified.
- **The Infrastructure ROI:** Defer multi-million-dollar water treatment plant expansions by permanently lowering peak seasonal outdoor watering demand.

Manderley is proud to be supporting the Town of Okotoks in their Turf Trade initiative with our TWCA Qualified Less Water Sod. Manderley Less Water Sod requires up to 50% less water year after year, and resists drought 4 to 6 weeks longer than conventional lawns. With regionally specific blends, we help Canadians protect their lawns and greenspaces against summer damage, save homeowners money and, above all, conserve water.