



sponsor spotlight

By Tiffany Moore

ORGANICARE

– AN ORIGINAL & UNIQUE LAWN CARE COMPANY

We have gratefully used OrganiCare since moving to our home 21 years ago. Rob Wilhoite was recommended to us by a close friend who was also a landscape architect. He recognized Rob’s dedication, enthusiasm, and knowledge of the lawn care business. Rob is onsite and personally supervises all the treatments of his clients’ lawns. Even as the owner, he is involved and “gets his boots dirty” (literally!) (P.S. In addition to his lawn care talents, Rob also operates a BBQ/catering business called “Pigalicious.” We never have a party without his BBQ and homemade sauces!). ~ Leigh and Stuart Farmer, Westmoreland Place Organicare clients for 21 years

RVA native, Rob Wilhoite, is a man of many business talents, a love of the land, and an interesting story to tell. This entrepreneur owns OrganiCare, an organic-based lawn care company, and Capt. Rob’s Pigalicious Signature BBQ Events. Rob holds a Commercial Mariner’s License from the United States Coast Guard, and in his younger days, captained a charter boat in Norfolk, VA. But to Windsor Farms’ great advantage, a heart for the land and a love for world-class BBQ stole him away from the sea!

Growing up in Moreland Farms and in Short Pump, Rob had a “Walton-like” experience with three generations of family under one roof. It was here that he learned, at an early age, about running a small business. While the rest of Rob’s family works in the medical profession, Rob shares, “My brother jokes that everyone went to college so they would not have to dig the dirt for a living, and I did the exact opposite!” Rob’s early interest in plants led him to his passion and to the creation of a rewarding local business. A college degree in Turf Management and years of practical experience in the field of landscape maintenance helped prepare Rob to start OrganiCare in 1990.

OrganiCare is a high-quality, client-oriented company that uses organic and organic-based materials to care for the plant and the soil. This conservation-minded company utilizes practices that actively protect the Chesapeake Bay. Rob’s vision for OrganiCare was for more than a simple weed-and-feed service. He wanted an organically-based lawn care company focused on client retention and education. Rob shares, “I just wanted to do things my way with the science of turf and not just sell a homeowner something.” Over the years, OrganiCare has expanded to include weekly landscape maintenance for about 25 percent of their total clients. Additionally, Rob has connections with wonderful, reputable local companies that offer services currently not provided by OrganiCare.

Rob started OrganiCare because he noticed a need in RVA that was not



being met by traditional lawn or weed and feed companies. OrganiCare is a company for neighbors yearning for first-class service with a desire to understand the science behind lawn care. OrganiCare uses organic-based products and as little traditional pesticides as possible. Products are never sprayed to just create an invoice. Rob appreciates well-educated and interested clients. Customers have access to Rob’s personal cell number and are encouraged to call about any questions or concerns.

Rob appreciates the satisfaction of a beautiful lawn and loves the joy it brings to his clients. By choosing OrganiCare, you are selecting a professional with over 30 years of experience and the education to grow a quality lawn using environmentally correct principles designed to protect the environment. Additionally, he belongs to professional turf organizations and constantly attends seminars and ongoing training to stay current with the turf industry in Virginia and nationwide. Rob and all of his employees are licensed by the Virginia Department of Agriculture and Consumer Services as certified pesticide and fertilizer applicators.

Rob notes turf is the best plant choice to hold soil from erosion and to help reduce pollution in the Chesapeake Bay. While at times Rob may miss the boat, he loves springtime in Virginia when everything is blooming, the grass is growing, and smiles abound from the BBQ he feeds folks! Rob takes great joy in knowing he has been a good steward of the planet, as evidenced by the thriving Blue Crab population growing in the Chesapeake Bay.

Reach out to Rob today for your landscape maintenance and lawn care needs as well as to satisfy your BBQ craving. Your lawn, your stomach, and the environment will thank you!

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