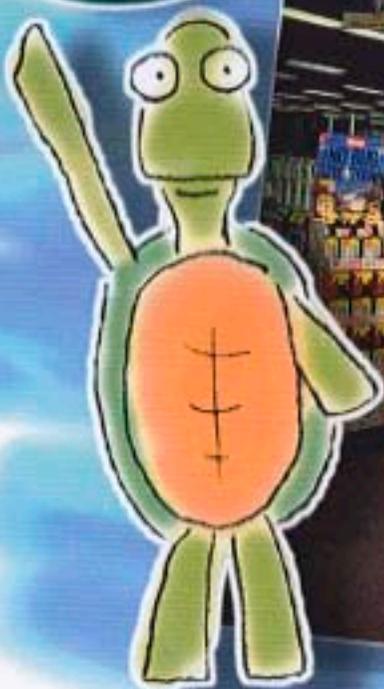


Integrated **P**est **M**anagement

Join the IPM Partnership!



Make Nurseries and Hardware Stores a Part of the Pollution Solution

Introducing the IPM Partnership

Water quality agencies are teaming up with independent nurseries and hardware stores to launch a campaign that provides the public with information about less-toxic pest management and less-toxic pest control products. IPM, or Integrated Pest Management, is a strategy that emphasizes less-toxic controls for keeping pests at acceptable, low levels.

The IPM Partnership is intended to reduce the amount of pesticide entering creeks and the Bay through local sewers and storm drain systems. The program will increase the store's visibility as an environmentally-friendly business, while maintaining or increasing sales of pest control products.

This program is built on a successful project in California involving over 170 stores in 10 San Francisco Bay Area counties. Participating stores are enthusiastic about the project and its effect on their customers. Thumb through this booklet and feel free to call store owners who are participating in the partnership (see page 8).

We look forward to working with you!



Water Quality and Retail Stores

Commonly-used pesticides, including diazinon and chlorpyrifos, are being detected in streams and treated wastewater at levels that are toxic to marine life at the base of the food chain. Each year, California residents purchase more than one million pounds of these pesticides. Water quality problems are occurring as a result of pesticide runoff and improper use and disposal of these toxic chemicals. The goal of the IPM Partnership is to educate people about alternatives, and if they use chemical pesticides, how to use them properly.

This year a large number of water quality protection agencies—wastewater treatment agencies and stormwater programs—are joining together with retail stores to provide the public with information and products that reduce the amount of pesticides and other chemicals reaching our waterways. With all of us working together, the IPM partnership can provide benefits to businesses as well as our local creeks and the Bay.

Integrated Pest Management (IPM) emphasizes combining or integrating a number of treatment methods into a comprehensive plan for managing pests. Treatments are chosen from the general categories of physical, horticultural, biological, and chemical controls.

IPM does not prohibit the use of pesticides. Pesticides are valuable tools, but they are chosen carefully to be the least hazardous to people, pets, and the environment. Less-toxic pesticides are employed as a last resort when other methods are inadequate.



Why Join the IPM Partnership?

- **Be recognized in the community as an environmentally concerned business.**

Local water quality agencies will use the media and other methods to advertise store's participation to the public. In addition to this publicity, agencies provide attractive displays and reference materials for use in stores, and informative Fact Sheets for store customers.

- **Increase sales opportunities for less-toxic products.**

Agencies provide a long list of non-toxic and less-toxic products, many of which stores may already sell, that they can add to their inventory. Store customers will appreciate having a choice.

- **Take advantage of free employee training.**

This is an opportunity for store employees to learn about less-toxic pest control products and water quality concerns. There's no cost to the store owner. Employees will be trained by an IPM expert who will provide training materials. Employees will then be able to recommend less-toxic alternatives with confidence.

- **Make a positive difference in the health of our creeks and the Bay.**

The participation of retail stores in the IPM Partnership can help customers solve pest problems in ways that reduce environmental and health risks.



Store Displays



An example of a store end cap promoting less-toxic products to control ants. The poster says, "Choose less-toxic products for your home and garden. What you use around Your Home ends up in Our Home. Look for the Our Water Our World symbol before you buy."

Colorful shelf-talkers mark less-toxic products for customers.



In-Store Reference Materials

University of California IPM Manuals are available to provide store employees and customers with alternative information on controlling pests.



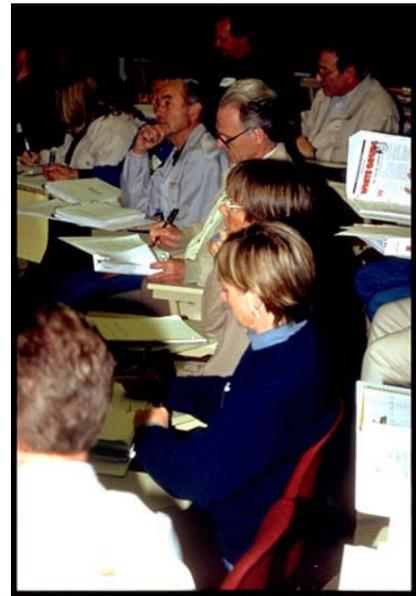
Educational Materials



The program provides one-page Fact Sheets for the public, and training materials for store employees.

Training

Store employees are given training in Integrated Pest Management and selling less-toxic products.



What are the Store's Responsibilities?

- **Stock less-toxic (IPM) products** along with the pest management products currently offered to customers. A list of less-toxic products is provided each year.
- **Feature project displays in the store.**
 - Use end cap display materials to highlight products and information about less-toxic pest management (see photo on page 4)
 - Distribute Fact Sheets about managing common pests
 - Use shelf-talkers to identify less-toxic products (see photo on page 4). Other promotional materials may also be available through the local agency.
- **Send employees to free workshops** about managing pests with less-toxic products and methods. Stores can send all their gardening/pest management department employees or just key personnel. Details are worked out with the local agency.
- **Help evaluate the project.**

The opinions of store owners and employees about the effectiveness of this project are important. The local agencies also like to keep track of the sales of less-toxic products as well as conventional chemical pesticides.



What are the Agency's Responsibilities?

The local agency is there to support the local stores! Their job is to:

- **Provide all project materials**, including Fact Sheets, end cap display elements, shelf-talkers, and other display materials.
- **Coordinate free training for store employees.**
Training sessions will be conducted by pest management experts.
- **Work with stores to set up the display materials** and build displays as requested.
- **Follow-up** with stores as needed to answer questions and to help maintain displays.
- **Publicize stores' participation** in the project, so people know the stores have less-toxic pest management products and information.



What's the Time Frame?

Local agencies need to decide by early fall if they are going to participate in the following year's promotion, which launches in early spring. Local agencies need to know by December 1 if a store wants to participate. Stores will need to order less-toxic pest management products in time to stock them by the beginning of March when project displays will be set up. Employee training should be held in January or February. Participating stores should plan to keep the displays up at least until the fall.

Questions?

For more information about the IPM Partnership contact:

- Geoff Brosseau, IPM Partnership coordinator (510-622-2326).

If you'd like to talk to a store owner who participates in the San Francisco Bay Area partnership, feel free to call the following:

- Larry Hassett, owner of the Ace Hardware Store in Palo Alto, CA (650-327-7222).
- Bill Wygal, owner of the Ace Hardware Store in Concord, CA (925-825-4100).

If you'd like to get the perspective of a product wholesaler, contact:

- Annie Joseph, formerly of L&L Nursery Supply (707-747-1786).



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