Project: IPM Expansion: Working with Pesticide Distributors

Description: Starting in FY01/02, the Our Water, Our World Promotion was complemented by another project – the Pesticide Distributors Project, which involves working with key account managers and sales representatives from the pesticide distributor companies to increase the amount and variety of less-toxic products on store shelves. The scope includes:

- Developing and implementing an education program for presidents and managers of distribution companies to illustrate how less-toxic products can have a positive impacts on sales
- Developing and making presentations to sales forces
- Providing ongoing support to sales force of distributors via e-mail, phone, individual meetings, and special events
- Attending industry-sponsored events

FY: 01/02 and 02/03; 03/04 – integrated into IPM Partnership Program

Overseer: IPM Partnership Committee

Contracting Agency: Marin County Stormwater Pollution Prevention Program

Contractor: Annie Joseph

Budget: FY 01/02 - $38,250; FY 02/03 - $49,200

Participants: Alameda, CCCSD, Contra Costa (FY 02/03 only), Fairfield-Suisun, Marin, Palo Alto, Salinas Valley, San Francisco, San Mateo, Santa Clara, Santa Cruz (FY 02/03 only), Santa Rosa (FY 01/02 only), Union Sanitary (FY 02/03 only), Vacaville (FY 01/02 only), and Vallejo

Status: Done (project continuing through other funding sources - IPM Partnership Program)

Deliverable(s): Revisions to sales catalog used by distributor representatives; Updates for the 2003 Less-Toxic Product List; Advertisements in industry-sponsored trade show directory; Summary of product sales