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## B A S M A A

- 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
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