Our Water Our World rolls out new graphics for 2016

Over the past year and a half our graphic artist has been working diligently to redesign graphics for the Our Water Our World Program. This was in response to a survey in fall of 2014 when we realized there needed to be additional signage to call out the shelf tags next to the less toxic products. Many customers were not making the connection between the shelf tags and the less toxic pest management program Our Water Our World.

Along with her expertise for graphics were many participating agencies and IPM experts who helped review the fact sheets and update pest and less toxic product information making our materials current for today’s garden center customer.

Here are the changes you will see this year:

- New logo with leaf and globe
- Shelf tags are deep blue with bright orange ring accenting the globe will help the tags stand out at the shelf.
- Literature rack signage with bright green and orange that call attention to the shelf tags next to the less toxic products.
- Side panels that are bright green and call out the rack as customers stroll down the aisles.
- Redesigned fact sheets that have pictures of bugs and a new format with the product list at the beginning of each fact sheet.

Our Water Our World’s Pocket Guide is an Excellent Source of Information.

- Product guides the size of a credit card were modeled after the Monterey Bay Aquarium Seafood Watch Sustainable Fish guide. These guides list nine pests and the less toxic products on one side and on the back you will find a list of plants that attract beneficial insects, a list of less toxic active ingredients, a list of resources, and how to get rid of unwanted products.
- To come: additional signage at the stores to call out the program.

Be sure to come by our booth and see our beautiful new look!
CONTROLING MOSQUITOES AROUND YOUR HOME

Polymer for filling tree holes
Products containing Bacillus thuringiensis
Products for making chlorine-treated water safe for fish
Insect growth-regulator
Insect repellents

Eco-friendly Less-toxic Product!

The Informational Display Contains Pocket Guides and Specialty Fact Sheets for Pests Such As Ants, Roaches, Mosquitoes, and More!

Our Water Our World is a partnership between garden centers and local government agencies working together to reduce water pollution caused by pesticides.

When you water your lawn or garden, after using pesticides or fertilizer, polluted water can run off into storm drains and on to local creeks, lakes, bays, or the ocean. But—there are plenty of ways to keep pests away that don’t pollute. Like using the less-toxic products you’ll find in this guide!

Look for this tag to find less-toxic products

Product Name

- Aster (Aster spp.)
- Baby Blue Eyes (Nemophila menziesii)
- California Poppy (Eschscholzia californica)
- Chrysanthemum (Chrysanthemum spp.)
- Coriander (Coriandrum sativum)
- Cosmos (Cosmos spp.)
- Coyote Brush (Baccharis pilularis)
- Elderberry (Sambucus spp.)
- Fireweed (Erechtites hieracifolia)
- Fraxinus (Redbud spp.)
- Geranium (Geranium spp.)
- Gladiolus (Gladiolus spp.)
- Indigo (Indigofera spp.)
- Infundibulopsis (Pachyrousia)
- Juniper (Juniperus spp.)
- Lamb's Ear (Stachys byzantina)
- Lily (Lily spp.)
- Lupine (Lupinus spp.)
- Madder (Rubia tinctorum)
- Marigold (Calendula officinalis)
- Milkweed (Asclepias spp.)
- Morning Glory (Ipomoea spp.)
- Nasturtium (Tropaeolum majus)
- Nicotine (Nicotiana tabacum)
- Nodding Onion (Allium cernuum)
- Pea (Pisum sativum)
- Poinciana (Flamboyant Tree)
- Primrose (Primula spp.)
- Purslane (Portulaca oleracea)
- Rose (Rosa spp.)
- Snapdragon (Antirrhinum spp.)
- Snapdragon (Antirrhinum majus)
- Snowberry (Symphoricarpos albus)
- Sunflower (Helianthus annuus)
- Sweet Alyssum (Lobularia maritima)
- Wild Buckwheat (Eriogonum spp.)
- Yarrow (Achillea millefolium)

Active ingredients are listed on the front of the product. For a more complete list, go to www.ourwaterourworld.org.

- Alum
- Ammonium soaps of fatty acids
- Azadirachtin
- Bacillus sphaericus
- Bacillus thuringiensis (variant)
- Black peppercorn
- Brominated extract of sweet oil
- Citric acid
- Corn gluten meal
- Cottonseed meal
- Curry
- D-limonene
- Essential oils
- Farnesol
- Hydrolyzed protein extract
- Iron phosphite
- Lemon extraction oil
- Metahexe
- Orthoboric acid
- Panthenol
- Petroleum oil
- Phosphoric acid
- Potassium bicarbonate
- Potassium soap for fats of fatty acids
- Pyrethrin
- Rosemary oil
- Sesame oil
- Sodium tetradecylate
- Spices
- Thyme
- Toluene
- Vegetable oil

More information:
- Common pests and ways to manage them without using toxic products
- Photos and information about helpful bugs that eat pests, and the plants that attract them

Learn more about less-toxic pest control:
- To see photos and learn more about helpful insects, visit the Natural Enemy Center Gallery at the UC IPM website at www.ipm.ucdavis.edu/PMG/PMG_index.html
- Contact your local Agricultural Extension Office for help identifying and managing pests.

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Get Rid of Unwanted Products
Take pest control products you don’t want to a household hazardous waste collection site. To find a site near you, go to search.epa.gov and type your zip code in the search fields.