

OUR WATER OUR WORLD

ROLLS OUT NEW GRAPHICS FOR 2016

Presented by
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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.

The New Shelf Talkers Help Guide Customers to Eco-Friendly, Less-Toxic Products.



- 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.

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

Be sure to come by our booth and see our beautiful new look!

EFFECTIVE • ECO-FRIENDLY

LOOK FOR THESE LESS-TOXIC PRODUCTS

Less Toxic Products



Manage Pests
in Your Home
and Garden

www.ourwaterourworld.org

Ants

Amdro Kills Ants (bait stations)
Bonide Boric Acid Roach Powder
Caulk (for entry points)
EcoLogic Ant and Roach Killer
EcoSmart Ant and Roach Killer
Orange Guard
Safer Brand Ant and Crawling Insect Killer
Diatomaceous Earth
Terro Ant Killer II Liquid Ant Baits

Aphids and Whiteflies

Biocare Aphid & Whitefly Traps
Bonide All Seasons Horticultural and Dormant Spray Oil
Bug Blaster (spray nozzle to hose off bugs)
Dr. Earth Final Stop insecticides
Horticultural oils (Bonide, Monterey, Summit)
Insecticidal Soaps (e.g., Bayer Advanced Natria, Bonide, Garden Safe, Safer Brand)
Ladybugs and lacewings
Neem Oil (e.g., Bayer Advanced Natria, Bonide, Monterey)
Safer Brand Yard and Garden Insect Killer

Fleas

Beneficial nematodes (*Steinernema carpocapsae*)
Flea Traps (Biocare, Enforcer, Victor)
Ecology Works Dustmite and Flea Control
Insecticidal Soaps (e.g., Bayer Advanced Natria, Bonide, Garden Safe, Miracle-Gro Nature's Care, Safer Brand; apply outdoors where pets lie)
Safer Brand Ant and Crawling Insect Killer
Diatomaceous Earth
St. Gabriel Organics Insect Dust
Diatomaceous Earth

Gophers and Moles

Bonide Mole Max Mole and Gopher Repellent
Digger's Root Guard Gopher Baskets
Gopher Scram
Gopher traps
Uncle Ian's Mole & Gopher, Deer, Rabbit & Squirrel Repellent

Mites

AzaMax
Azatrol
Bonide All Seasons Horticultural and Dormant Spray Oil
Bonide Captain Jack's Deadbug Brew
Bonide Mite-X
Dr. Earth Final Stop insecticides
Insecticidal Soaps (e.g., Bayer Advanced Natria, Bonide, Garden Safe, Miracle-Gro Nature's Care, Safer Brand)
Monterey 70% Neem Oil
Monterey Horticultural Oil
Miracle-Gro Nature's Care 3-in-1 Insect Disease and Mite Control

Mosquitoes

Bonide Mosquito Beater WSP (Plunks) with Bt
Summit Mosquito Bits
Summit Mosquito Dunks

This pocket guide was developed by Marin County Stormwater Pollution Prevention Program (MCSOPPP), San Rafael CA, with assistance from Ann Joseph Consulting.

Cockroaches

Black Flag Roach Motel
Bonide Boric Acid Roach Powder
Caulk (for entry points)
Combat Source Kill 5 bait station
Safer Brand Ant and Crawling Insect Killer
Diatomaceous Earth
St. Gabriel Organics Insect Dust
Diatomaceous Earth

Snails and Slugs

Bayer Advanced Natria Snail and Slug Killer Bait
Bonide Slug Magic
Corry's Slug and Snail Copper Tape Barrier
Monterey Sluggo

Yellowjackets

Rescue W-H-Y Spray for Wasp, Hornet & Yellowjacket Nests
Rescue W-H-Y Traps
Rescue Yellowjacket Traps JT-1
Victor Yellowjacket Traps

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