Excerpt

California Association of Nurseries and Garden Centers

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IPM Advocates for Retail Stores Launched

Retailers: Have you seen an increase in questions from customers about green, environmentally friendly pest control products? Are you up to date on these less-toxic products? Do you wish there were more consultants you could call in to help train your employees on these products? Well, now there are!

The IPM Advocates program, launched last year, has developed a corps of for retail stores in northern California. Ten individuals completed the year-long IPM certification program conducted by the UC Statewide IPM Program and Our Water Our World. The program involved
intensive training and mentoring in 30 retail nurseries and garden centers in the Sacramento, Monterey, and the SF Bay area to assist stores with inventory selection, in-stores displays, marketing, customer outreach, and employee training.

Certified IPM Advocates are now working with over 80 stores in northern California, mostly funded through contracts with stormwater agencies or grant-funded projects through BASMAA and the Our Water Our World program. Stores with IPM Advocates report increased employee confidence in identifying pest problems and increased sales of green products. In addition, store employees are becoming more familiar with University of California resources that can help them identify pests and find solutions to pest problems.

IPM Advocates receive continuing education training and access to University of California expertise and information through a collaborative consultation network, which will help them support the retail nursery and garden centers they work with.

To see the list of Certified IPM Advocates, the areas they serve, and to read more about the program, visit www.ipmadvocates.com. If your store is interested in hiring an IPM Advocate, contact Annie Joseph at annie.joseph@ipmadvocates.com

About the IPM Advocates: This program was a cooperative effort by the San Francisco Bay Area Stormwater Management Agency Association (BASMAA) and the University of California Statewide Integrated Pest Management Program (UC IPM) and funded through a grant from the California Department of Pesticide Regulation.
Mission
To promote and protect the interests of the California nursery industry

Vision
CANGC will be the unifying voice for the California nursery industry

Values
Effective listening, clear communication, and member participation are required to deliver the transparency and accountability that is fundamental to CANGC’s sustainability through our second century

IPM Advocate Teresa Lavell talking to a customer at a tabling event.