

Greener Pesticides for Cleaner Waterways Summary

Prepared by Annie Joseph 11/20/14

A partnership with SFEP and BASMAA OWOW IPM Advocates began in the fall of 2012 with fourteen OWOW stores in nine counties and seven IPM Advocates.

The goals of the grant were the following:

1. Employee trainings:

To conduct two employee trainings over a two year time period and conduct a pre and post survey.

29 trainings were conducted and 263 employees trained

Pre and post surveys conducted

Additional new employees were trained as needed.

2. Tabling events up to two per year:

54 tabling events conducted and 1,985 customers reached. Customer counts were taken, and current pest topics covered were noted in detail in quarterly reports. Photos taken

3. Build endcap displays:

Displays of less toxic products were built in prominent areas of the store and photos were taken. 58 displays made and shelf talkers added.

4. Shelf talker awareness:

Advocates made sure shelf talkers were put up under less toxic products and that they were maintained on an as needed basis.

During their store visits they often explained how the shelf talkers work to new employees and to the customers.

5. Literature racks placed in prominent areas:

Advocates encouraged the stores to place the literature racks in a prominent area of the store. They continued to make sure that the racks were maintained with fresh literature and that the racks remained in those prominent areas.

6. Help increase sales of less toxic products:

Advocates encouraged the participating stores to grow the sales of less toxic products through incentives, contests and other feedback. Banners and posters were made for the displays and the Advocates made monthly store visits to help build displays, mentor employees in Our Water Our World Program, and met with vendors to help promote the less toxic products that were alternatives to organophosphates, carbamates, and pyrethroids.

The Advocates also kept a detailed account of their store visits. During these visits they helped many employees and customers to identify pest problems, guide them to products and solutions that were less toxic, and offer them additional resources if needed.

7. Keep track of new products so some of the independent nurseries could add new products to their selections:

Advocates met with Annie for updates on new products coming to market each fall. They were then able to tell the store buyers about new products available, how they work, and what pests they help to manage.

Advocates were given the new OSH and Home Depot less toxic product lists for 2013 and 2014. They then incorporated those lists into their training for that year.

8. Take photos at tablings, display making, trainings, and send bimonthly reports to Annie:

The photos were sent to Athena and Geoff Brosseau along with each of the eight quarterly reports that were compiled by Annie.

Additional information was gathered from the Advocates during their store visits that included pest topics covered with employees and customers. These were added to their quarterly reports.

The Advocates were matched with their stores in the fall of 2012 and were given a checklist of tasks that they were to accomplish during the grant.

Annie went with the Advocates to introduce them to their stores. The Advocates then set up their schedules for store visits making sure that they called on their stores when the key garden employees were working.

Annie maintained contact with the Advocates to answer questions, guide them to resources and offer support where needed through the duration of the grant.

She provided them with ideas for timely subject matters for each month to be discussed when visiting their stores. She alerted them to seasonal pest problems and concerns with coming pest problems.

The Advocates also received guidance by utilizing the “Ask Our Expert” feature on the OWOW website and utilizing the collaborative tools feature from UCIPM.

Training summary:

Trainings were an essential part of the program buy in from the employees. It gave the IPM Advocate the opportunity to engage the employees in the elements of the program and to set the stage for the mentoring that followed with monthly store visits. It also helped to strengthen the bond with the Advocate as a credible resource.

The pre-surveys were taken before the training and the answers to the questions about storm water, wastewater, and household hazardous waste were covered during the training. The results are compiled in a separate attachment.

Post Surveys were taken after the training and the results compiled in a separate attachment.

Increasing shelf space and sales:

Endcap displays were made at all the OSH stores, signage hung and photos sent. Foster City, Livermore, San Leandro, San Ramon, and Santa Rosa locations.

OSH stores increased their sales of less toxic products by over 29% in 2013.

In 2014 OSH stores had a decrease in overall pesticide sales due to the drought. The less toxic products only decreased a few % points compared to the more toxic products decreasing in the higher single digits and above.

Home Depot stores had a large end-cap built and banners were hung over the displays. Photos sent.

Home Depot San Carlos had an increase in the less toxic category in sales in 2013 of 20%

In 2014 the sales of pesticides were down overall but the sales of a few less toxic sku's (shelf stocking units) were up as follows:

Natria Neem Oil concentrate 50%

Natria Insect Disease and Mite 11%

Terro II Liquid Ant Bait Stations 43%

Terro II Liquid Ant Bait Drops 33%

Home Depot Vallejo had an increase in the less toxic category of sales around 20% in 2013.

In 2014 the main label of their less toxic products Natria had an increase of 6%.

Grand Lake Ace Hardware continues to have increases in sales in their less toxic category making their offering of less toxic products

80-90% of their total offering. They have a permanent spot dedicated on an endcap with signage for their less toxic products.

Marin Ace Hardware continues to steadily increase their sales of less toxic products over the last two years. The sales of the more toxic products are decreasing.

They have had an increase in their endcaps and advertising of their less toxic products for the duration of the grant and will continue that because of the success they have had with the program.

They featured an event for local residents with the help of local bee keepers to show them alternatives to toxic pesticides. They sold over \$750.00 of insectary plants that are nectar and pollen sources for bees and beneficial insects increasing the sales of those plants four times that weekend than the amount from the prior year. Anne Rogers made signage for the event and made an end-cap of plants that are nectar sources for the bees and products that are less toxic for bees.

They are going to discontinue carrying products with imidacloprid because of their harm to pollinators.

Bill's Ace Hardware Concord has increased sales of the less toxic products featured on the endcaps. They had continuous endcaps all year during the duration of the grant. They are going to keep up the endcaps because of the success with the Greener Pesticides OWOW program.

The following products had an increase in 2014

Monterey Liqui-Cop 88%

Bonide All Season's Oil 22%

Rescue Reusable Fly Traps 45%

Rescue Yellow jacket Traps 68%

Safer End All rtu 22%

Safer Insecticidal Soap rtu 183%
Safer 3 in 1 rtu 59%
Safer Rose and Flower Insect Spray 175%
Sluggo 2.5 # 50%
Sweeney's Mole and Gopher Repellent 6%
Terro II Liquid Ant Bait Stations 32%

Central Valley Builders Supply in St. Helena has had an average increase in sales over the past two years of 15% in their less toxic category. They have discontinued carrying Sevin, Malathion, and products containing imidacloprid.

They had a seasonal endcap going for the past two years due to the Greener Pesticides OWOW grant.

Summerwinds Mountain View had an increase in the shelf space for their less toxic products by increasing the facings. This year they increased the sales of Neem oil by 40- 50%, increased the sales of their beneficial nematodes for the control of fleas and lawn grubs by 50%, increased the sales of B.T. by 40-50%, and Copper soap fungicide by 25%.

Sloat Gardens Mill Valley has had a dedicated display area for less toxic products with signage for the duration of the grant and has that display area changed as needed for the current pest problems of concern.

In 2013 were 39% increase on average in a sampling of less toxic products at this location. In 2014 the products on the displays increased in sales over the prior year.

Sloat Gardens on Sloat Avenue San Francisco. In 2013 a sampling of less toxic products increased on average by 49%. In 2014 the products on the displays continued to increase in sales over the prior year.

Sloat as a company has decided to discontinue carrying metaldehyde in all their stores and is on a mission to phase out products containing neonicotinoids and glyphosate. In September Annie along with Advocates Debi Tidd, Anne Rogers, and Suzanne Bontempo met with the new Sloat buyer Katie Thomsen to discuss the pesticides of concern and the direction of the company for the coming year. Katie has decided to have all of the stores dedicate a permanent display area for the Our World Program. Those displays will change with the recommendations for what less toxic products are current for that season. They will also be including seasonal suggestions for less toxic pest management in their e-newsletters that go out to their customers. These are changes brought about by the Greener Pesticides Grant.

Tablings at all of the 14 stores were an opportunity to not only reach the customers but were also an opportunity to mentor store employees on the Our Water Our World program. Many store employees would listen to the Advocates as they guided customers to less toxic solutions. Non-toxic and less toxic products were recommended as were beneficial insects and the

plants that attract them. Details of the outreach events were documented in the quarterly reports.

Store feedback:

The impact that the program has had on the stores has been very positive as can be seen in the questions answered by employees and managers below.

The stores were asked the following questions:

1. Do your trained employees now know where to get resources for their pest questions because of the IPM Advocate work with their store in the Greener Pesticides for Cleaner Waterways OWOW Grant?

100% yes

2. Did the Greener Pesticides for Cleaner Waterways OWOW Grant help to increase the sales of your less toxic products?

93% yes 7% think so but not sure

3. When the IPM Advocate was in your store during tablings and store visits did they help your customers find less toxic solutions?

100% yes

Additional comments were as follows:

- Our Advocate keeps us up to date on invasive pests and provided us with all the resources needed.
- Our employees are more confident now to help the customers with less toxic solutions to pest problems.

- Our employees are definitely more confident now. The fliers and shelf talkers really help too.
- It is really necessary to have a program that makes our employees more knowledgeable about less toxic products and to know you are meeting the customer's needs with the program.
- The literature, shelf talkers, and online resources are a tremendous help.
- The literature is very helpful as are the shelf talkers.
- The fact sheets and online resources are a tremendous help. We know much more about our products after our trainings.
- Our Advocate was good at communicating information on insects and their life cycles.
- Our employees are now much more confident because of the program.
- We feel more knowledgeable and confident.
- Our Advocate kept the elements of the program fact sheets and shelf talkers looking fresh which is very important in our store.
- Our Advocate was well educated, passionate, and really wanted to make the program work.
- The shelf talkers and fact sheets help make the buying decision easier for our customers.
- Our product sales absolutely increased because of our end-cap displays. Our Advocate had a strong impact on our less toxic business.
- Our sales increased through displays and fact sheets.
- Our Advocate most definitely increased the sales of our less toxic products.
- We appreciate all the help we received to promote products, help with our store newsletter, and the ads that the agency ran to promote our store's participation in OWOW.

- The shelf talkers, fact sheets, and displays all helped to increase sales.
- Our Advocate went beyond our expectations and helped grow our business.
- OWOW is a real value and all our store managers see the value of the program.
- Through the help of the shelf talkers and end-caps our less toxic product sales increased.
- Our Advocate was super helpful with customers.
- Our customers really appreciated all of the help that they received when our Advocate was in our store.
- Our Advocate was very good about helping our customers find solutions that were less toxic.
- Our Advocate helps our customers, loves sharing information, and can communicate in lay terms.
- Our customers really appreciated all the help and we would often stand by and listen and learn when our Advocate was helping customers.
- Our Advocate was a real plus helping our customers. We are selling a lot more of the less toxic products because of this program.
- A lot more of our customers are asking about less toxic products for kids and pets and now we can help them.
- Our Advocate is very knowledgeable and helps our customers.
- Our Advocate is a rock star
- Our Advocate was such a great help.

Conclusion:

The IPM Advocates Greener Pesticides for Cleaner Waterways OWOW Grant has made a large and positive impact on the stores. The body of work that the Advocates have completed is over and above what the grant requested.

Beyond the training and tabling events the Advocates were contracted to work for one hour a month at their stores. They dedicated 6-7 times that amount of their own time researching answers, gathering information on invasive pests, following up with e-mails to stores, helping with store promotions, tagging shelves, refilling literature racks, building displays, meeting with vendors, helping customers in the aisles, documenting their work with photos, customizing trainings, and writing detailed reports on their interactions during store visits and tablings.

The repeated comment that I heard from 90% of the stores was that they wanted to hire their IPM Advocate and have them at their store all the time.

The Advocates guided employees to recommend less toxic solutions for pest problems. They helped thousands of customers in the bay area make less toxic choices over the two year time period that they served their stores.

The goals of the grant have been met and exceeded. The Advocates helped the stores to change their behavior and to gain the confidence to recommend more less toxic solutions to pest problems. They also changed the behavior of many customers who were going to choose a more toxic solution by guiding them to a less toxic solution.

The success of this pilot indicates the increasing demand for these services from these dedicated and skilled professionals.