IPM Advocates Program

SURVEY FOR STORE MANAGERS

Thank you for welcoming the IPM Advocate Program into your store. We appreciate your taking a few minutes to answer some questions. Your responses will help us gauge the effectiveness of certain Advocate Program elements such as training employees, holding tabling events for customers, and designing product displays.

Sincerely,

Annie Joseph

1. The following questions are about elements of the IPM Advocates Program and how these have affected your store employees and sales of green products for pest management. Choose one answer for each question. Feel free to add comments in the box at the end of the survey (next page).

a) Training employees helps them more confidently identify pests or diagnose plant diseases.
   ○ Agree | ○ Somewhat agree | ○ Not sure | ○ Somewhat disagree | ○ Disagree | ○ Does not apply

b) Training employees helps them more confidently recommend products.
   ○ Agree | ○ Somewhat agree | ○ Not sure | ○ Somewhat disagree | ○ Disagree | ○ Does not apply

c) Training employees has helped improve their morale.
   ○ Agree | ○ Somewhat agree | ○ Not sure | ○ Somewhat disagree | ○ Disagree | ○ Does not apply

d) Sales of green products have increased since introduction of the IPM Advocates Program.
   ○ Agree | ○ Somewhat agree | ○ Not sure | ○ Somewhat disagree | ○ Disagree | ○ Does not apply

e) Attaching shelf talkers helps increase sales of green products.
   ○ Agree | ○ Somewhat agree | ○ Not sure | ○ Somewhat disagree | ○ Disagree | ○ Does not apply

f) As a result of the IPM Advocates Program, shelf or display space for green products has increased.
   ○ Agree | ○ Somewhat agree | ○ Not sure | ○ Somewhat disagree | ○ Disagree | ○ Does not apply

g) Customers have given positive feedback in response to Advocate presence in stores (for example, from Advocates holding tabling events or availability of Our Water–Our World fact sheets).
   ○ Agree | ○ Somewhat agree | ○ Not sure | ○ Somewhat disagree | ○ Disagree | ○ Does not apply

Green products = pesticides, traps, and tools that pose little risk to human health or the environment.
2. Which of the following resources have you or your employees used in response to Advocate presence in stores?
   {Note: UC IPM refers to the University of California IPM Program}

Refer to pages 3 & 4 for the following examples of UC IPM resources.

- UC IPM website for identifying pests or finding management information (see page 3)
- Online retail training courses from the UC IPM website (see page 3)
- Meet the Beneficials poster (posted it in the store) (see page 4)
- Subscribed to UC IPM Retail Nursery & Garden Center News (see page 4)

3. Has the IPM Advocates Program influenced the type of pest management products your store will sell next year?
   - Will increase shelf or display space for green products
   - Will keep shelf or display space for green products the same
   - Will reduce shelf or display space for green products
   - Haven’t decided yet
   - I don’t make decisions on shelf or display space allocation.

COMMENTS?
QUESTION 2: Online retail training course (UC IPM)

What is this course about?

Customers want quick answers from knowledgeable employees

Many customers are looking for least-toxic solutions that will protect people and the environment.

Goal of the course
Help you give answers that are environmentally friendly and provide the best long-term management of pests

You’ll learn
- Key steps for solving customer problems
- Main pest groups
- Ways to manage pests
- Examples of IPM programs for key pests
**QUESTION 2: Meet the Beneficials poster**

**Meet the Beneficials:**

**Natural Enemies of Garden Pests**

- **Predators:** Many pests, such as ladybirds, use ladybird larvae to feed on aphids. Ladybird larvae and adults can be kept in pots to help control pests. Do not forget that ladybirds also eat many other pests. There are a number of other predatory insects that can help control pests. Search for predators such as ladybirds, lacewings, syrphids, and ladybird mites on your plants. These predators are beneficial and should be left alone.

- **Beneficial Nematodes:** Nematodes are tiny, worm-like insects that can be found in soil and water. They are effective against a wide range of pests, including aphids, thrips, and whiteflies. They can be beneficial to gardeners because they can help control these pests without the need for chemical sprays.

- **Beneficial Bacteria:** Some bacteria, such as Bacillus thuringiensis (Bt), can be used to control pests. Bt is a natural insecticide that is effective against a variety of pests, including aphids, caterpillars, and flies. It is safe for use around people and pets.

- **Beneficial Fungi:** Some fungi, such as Trichoderma viride, can be used to control pests. These fungi can help control pests such as molds, fungi, and yeasts. They are effective against a wide range of pests and are safe for use around people and pets.

- **Beneficial Mites:** There are a number of mites that can be beneficial to gardeners. Some mites, such as predatory mites, can help control pests such as aphids. These mites can be beneficial to gardeners because they can help control pests without the need for chemical sprays.

**Ways to reduce aphids**

- **Incorporate beneficial insects into the garden:** Insects such as ladybugs, lacewings, syrphids, and ladybird mites can be beneficial to gardeners because they can help control pests without the need for chemical sprays.

- **Use organic fertilizers:** Plants that are stressed or growing slowly can be more susceptible to pests. Use organic fertilizers to help plants grow stronger and healthier.

- **Use physical controls:** Physical controls can be used to help control pests. These controls can include removing leaves and other materials that provide habitat for pests, and using barriers such as netting or screening to keep pests out of the garden.

- **Use biological controls:** Biological controls can be used to help control pests. These controls can include releasing natural enemies such as ladybugs, lacewings, syrphids, and ladybird mites, and using beneficial nematodes to help control pests.

**IPM News**

**It’s Aphid Season!**

In that time of year when aphids seem to be everywhere! Always keep plants healthy and well-maintained to help prevent aphid infestations. Some plants are more susceptible to aphid infestations than others. To help reduce aphid problems, consider planting flowers that attract beneficial insects, such as ladybugs, lacewings, syrphids, and ladybird mites. These insects can help control aphid populations without the need for chemical sprays.

- **Insecticidal Oils and Soaps:** These products can be used to control aphids and other pests. They work by smothering the pests, which can help prevent them from reproducing. They are effective against a wide range of pests and are safe for use around people and pets.

- **Systemic Insecticides:** These products can be used to control aphids and other pests. They work by killing pests that come in contact with the product, which can help prevent them from reproducing. They are effective against a wide range of pests and are safe for use around people and pets.

- **Other Controls:** Other controls can be used to help control pests. These controls can include physical controls such as netting or screening, and biological controls such as releasing natural enemies such as ladybugs, lacewings, syrphids, and ladybird mites.

**WANT A FREE SUBSCRIPTION?**

If you received our newsletter in the past, please let us know by sending your e-mail address to UCIPMretail@ucdavis.edu with the subject line “Subscribe to retail newsletter.” Please share this newsletter with your co-workers and encourage them to subscribe too! For more details about managing your data, see FirstSite's Privacy Policy at UC IPM’s Web site, http://www.ipm.ucdavis.edu/PMG/PESTNOTES/pn7404.html.