



B A S M A A

Project: IPM Advocates for Retail Stores

Description: This project was funded through a Pest Management Alliance Grant (PMAG) from the California Department of Pesticide Regulation (DPR) for the primary purpose of increasing the number of knowledgeable individuals available to help implement the *Our Water, Our World* Program (see IPM Partnership Program description for more information). Since FY 98-99, the program had grown to over 200 retail nurseries and garden centers in Northern California – putting the program consultant under significant time pressure. And at the same time, more and more stores were requesting to participate in the program.

In assessing the situation, it was determined that a corps of “IPM Advocates” would help address the program’s expansion and respond to both existing and new participating stores’ needs for assistance with inventory selection, marketing, and employee training. To fill this need, this PMAG project combined the *Our Water, Our World* Program’s retail expertise with UC IPM’s wealth of technical information and resources to complement this collaborative outreach and training program.

The goal of the project was to improve delivery of IPM information at retail stores through education of employees and customers. In addressing this goal, this project helped address two fundamental issues: (1) environmental and health problems resulting from improper, or overuse of pesticides sold to consumers and (2) the lack of knowledge by retailers and customers of safe IPM options that reduce or avoid these problems.

Project investigators developed an IPM Advocate profile, wrote a curriculum, identified trainees, conducted the Advocate training and certificate program, and created a mentoring program. All ten IPM Advocate candidates successfully completed the program and spent over a year assisting 30 stores with inventory selection, built over 60 in-store displays, trained 321 employees at 31 workshops, and reached out to over 2,000 customers through 60 tabling events. All ten Advocates went on to work with stores, subsidized by local government pollution prevention programs.

FY: 10/11 through 12-13

Grantor: Department of Pesticide Regulation

Overseer: Board of Directors

Contracting Agency: BASMAA

IPM Advocates for Retail Stores

Contractors: Ann Joseph, Geoff Brosseau, UC IPM, IPM Advocates for Retail Stores (10), and MCSTOPPP

Participants: UC IPM, MCSTOPPP

Budget: \$167,672.39

Status: Done

Deliverable(s): Organized by major tasks:

- Profile – Learning Objectives
 - Curriculum and Exam – Curriculum
 - Recruitment and Identification – Recruitment Flier
 - Training and Certificate Program – Training Program; Up to 10 trained IPM Advocates; Certificate
 - Coordination and Mentoring Program – Graduation; Advocates-Stores Matchups
 - IPM Advocates for Retail Stores Implementation – Store Visit Checklists
 - Website – About the IPM Advocates Program
 - Evaluation – Store Managers Survey
 - Sustainability – Calendar; The IPM Advocates Seasonal Guide to Home and Garden Pests in Northern California; Publicity; Final Report
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