

Our Water, Our World Excerpts

Annual Reporting for FY 2018-2019

**Regional Supplement for
Training and Outreach**

**San Francisco Bay Area
Municipal Regional Stormwater Permit**



September 2019

**MRP Regional Supplement for Training and Outreach
Annual Reporting for FY 2018-2019**

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C.9.e.ii.(1) Point of Purchase Outreach

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Our Water, Our World Consultant's Final Report

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- February 2016 and extended the regulation through February 2017.
- February 2017, the State Water Board extended the emergency regulation for 270 days until November 25, 2017.
- April 2017, the Governor issued Executive Order [B-40-17](#), which builds on actions taken in Executive Order [B-37-16](#), including the State Water Board maintaining prohibitions on wasteful practices such as hosing off sidewalks. And as directed by the Governor in Executive Order B-37-16, the State Water Board is to separately take action to make wasteful water practices permanent.
- February 2018, the State Water Board attempted to make wasteful water practices permanent but after receiving significant opposition from water agencies before the adoption meeting, postponed adoption to allow more time to address comments.

In discussions with BASMAA, State Water Board staff have indicated that the regulations would regulate water use and not the discharge, and the regulations would regulate the use of potable water. BASMAA continues to track any developments and will work with the State Water Board as they develop and adopt a permanent regulation to try to ensure that necessary outdoor surface cleaning activities can be conducted in accordance with both stormwater regulations and urban water conservation regulations.

Public Information and Outreach

C.7.c.ii.(1) Stormwater Point of Contact

This provision requires:

Each Permittee shall maintain and publicize one point of contact for information on stormwater issues, watershed characteristics, and stormwater pollution prevention alternatives. This point of contact can be maintained individually or collectively and Permittees may combine this function with the spill and dumping complaint central contact point required in C.5.

BASMAA assists with this provision by using the regional website: BayWise.org to list or link to member programs' lists of points of contact and contact information for the stormwater agencies in the Bay Area (<https://baywise.org/about/>).

Pesticides Toxicity Control

C.9.e.ii.(1) Point of Purchase Outreach

This provision requires Permittees to:

- *Conduct outreach to consumers at the point of purchase;*
- *Provide targeted information on proper pesticide use and disposal, potential adverse impacts on water quality, and less toxic methods of pest prevention and control; and*
- *Participate in and provide resources for the "Our Water, Our World" program or a functionally equivalent pesticide use reduction outreach program.*

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The Annual Reporting provision requires:

Outreach conducted at the county or regional level shall be described in Annual Reports prepared at that respective level; reiteration in individual Permittee reports is discouraged. Reports shall include a brief description of outreach conducted..., including level of effort, messages and target audience. (The effectiveness of outreach efforts shall be evaluated only once in the Permit term, as required in Provision C.9.f. [Ed. C.9.g]).

Below is a report of activities and accomplishments of the *Our Water, Our World* program for FY 2018-2019. For a detailed report of activities, see the attached Consultant's Final Report.

- Coordinated program implementation with major chains Orchard Supply Hardware corporate (OSH), Home Depot, and Ace Hardware National.
 - Orchard Supply Hardware corporate (San Jose) Unfortunately, OSH's parent company, Lowe's decided to close all of its OSH stores in California and across the country in the fall of 2018. OSH was the first large chain to support the *Our Water, Our World* Program, adding 100 stores to the program in its first year after the pilot program and being a very engaged partner for the next 20 years of the program.
 - Home Depot Corporate (Atlanta) directed support of the program with their stores (see letters attached).
- Maintained an inventory of the following: fact sheets, shelf tags, literature rack display signage, *10 Most Wanted* brochures, *Pest or Pal Activity Guide for Kids*, custom-designed product guide dispensers, and three versions of product guides (OSH, Home Depot, and generic), from which participating agencies could purchase materials.
- Updated less-toxic Product Lists: 3 versions – Master by-pest, Master by-manufacturer, and Home Depot product-by-pest.
- Updated / revised Home Depot and General pest calendars to reflect additional pests and products.
- Updated / revised Home Depot and General How Products work handout, research new products, and active ingredients.
- Made revisions to all training packet handouts – revised and updated information, added new dates and contact.
- Revised and updated Herbicide Alternatives handout for Advocates.
- Coordinated employee trainings and tabling events at *Our Water, Our World* stores.

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- Maintained [Our Water, Our World website](#).
- Provided [Ask-the-Expert](#) service—in which the Bio-Integral Resource Center (BIRC) provides 24-hour turnaround on answers to pest management questions. BIRC researched and provided answers to about 44 questions in FY 18-19.
- Provided and staffed exhibitor booths and made presentations to attendees:
 - Excel Gardens Dealer Show, Las Vegas (August 2018)
 - L&L Dealer Show, Reno (October 2018)
 - NorCal trade show, San Mateo (February 2019)
- Participated in UCIPM Continuing Education for IPM Advocates.

Below are some outputs and outcomes for FY 18-19:

- 80 *Our Water, Our World* Store Trainings¹
- 638 employees trained at *Our Water, Our World* stores²
- 104 Tabling events at *Our Water, Our World* stores³
- 4,608 customers contacted by Advocates at tabling events at stores⁴
- 44 questions researched and answered by technical expert
- Home Depot reported that Scott's Miracle Gro increased the sales across each category of their less toxic pesticide product line Nature's Care on average by 12.5% - 30%.
- The sales of Sluggo by Monterey are up approximately 35%.
- The sales of the Copper Soap fungicide by Monterey are up approximately 30%.
- Home Depot continues to increase their less toxic product offerings by 8-12% over the last year.

^{1,2,3,4} Funded by permittees at local level.

Attachments

Point of Purchase Outreach

Home Depot Letters of Support



2455 Paces Ferry Road NW • Atlanta, GA 30339
770-433-8211

Store Support Center

August 8, 2018

Geoff Brosseau
Executive Director
Bay Area Storm Water Management Agencies Association
P.O. Box 2385
Menlo Park, CA 94026

Geoff,

Thank you for the support again this year of the Our Water Our World program in our Home Depot Bay Area stores. The wet weather throughout spring contributed to an increase in rodent populations and weed outbreaks for our customers in Northern California. Annie Joseph and her team of IPM Advocates have been an important resource this selling season, working closely with our associates to raise the awareness of proper rodent trapping, repelling, and exclusion methods and included these methods in their trainings, outreach events, and Home Depot store mentoring visits. They did a great job of making sure our floor displays of traps and less toxic baits were labeled with the less toxic product shelf talkers.

The weed outbreaks this season appeared to increase demand for organic herbicides as the program Advocates saw an increase in customer interest in alternative, non-toxic weed controls including tools, mulches, and eco-friendly herbicides. With our expanded offerings of the new eco-friendly herbicides the Advocates were able to guide many customers looking for less toxic options. The team's engagement, commitment, and IPM expertise continues to make them an essential partner for our Lawn and Garden business in the Bay Area Home Depot stores.

On behalf of The Home Depot, thank you for your partnership and support.

A handwritten signature in black ink that reads "Ron Jarvis".

Ron
Vice President Sustainability & SER



**Interoffice
MEMORANDUM**

DATE: January 11, 2019
TO: California Store Managers, D28 ASMs and Department Heads
FROM: Ron Jarvis
CC: Steve Knott, Scott Jacobson
SUBJECT: Our Water Our World training

OUR WATER, OUR WORLD is a coalition of organizations whose purpose is to encourage consumers to use less toxic pest controls in and around their homes. They specialize in retail friendly education. Their goal is not to alienate consumers by telling them what they can't use, but instead their information focuses on less toxic pest management and ties into products currently on our shelves.

An Our Water, Our World (OWOW) representative will be in your store to help train employees and label less-toxic products with shelf-talkers. The representative may also schedule a tabling event to educate consumers. This ties in well with "How-to" weekend events. The representative will display a sampling of excellent less toxic and Eco Options products off our shelves. They will provide free informational literature and a wealth of knowledge and experience. Please enjoy this additional help in your store.

A representative will contact you before the training or demonstration date to arrange details. Please contact Suzanne Bontempo at (415) 317-0475 if you have any questions.

Thank you

from the desk of.....

Ron Jarvis
Merchandising Vice President – Sustainability
THE HOME DEPOT USA, INC.
2455 Paces Ferry Road
Atlanta, GA 30339
(770) 384-4835
Fax (770) 384-4411

Attachments

Point of Purchase Outreach

Our Water, Our World Consultant's Final Report

Our Water Our World 2018-19 Final Report for BASMAA

created by Suzanne Bontempo August 2019

Program Annual Overview:

- Rats and mice pest problems continue to grow, as we hear the consumers and retail associates requesting our education for management, exclusion and elimination for these pest. We, as IPM Advocates, have seen a continuing increase of interest among the consumers about alternatives to the traditional rodenticides. Suzanne actively researches the latest with rodent management to stay up to date. Besides the continuing education provided by UCIPM, she joined the EPA Rodent control webinar to gain more education. She also invited IPM Advocate Lorenzo Levinger to join the San Francisco IPM TACT Meeting hosted by Chris Geiger of the SF Department of the Environment to learn the latest on rodent abatement, then to report a summary of the meeting to Suzanne. With the latest in less toxic rodent exclusion and elimination, Suzanne shared with the team of IPM Advocates new suggestions to share with the retailers and the consumer. Many hours were spent during store mentoring visits, helping the customers with techniques for excluding pests. We attach laminated educational OWOW exclusion sheets on to the literature racks and in the rodent control aisle where possible. Proper instruction on trap setting techniques and baiting was offered to associates and the customers.
- With the rising customer awareness of possible health risks with Round Up, coupled with the drive of retailers moving away from glyphosate, has led to the urgency of more demand for eco-herbicides. Thankfully within the retail market the eco-herbicides products are more effective then in the past and have been met with positive reviews from consumers. In response to this, I worked with Debi Tidd to revise the Eco-Herbicide handout, which lists all of the eco-herbicides that are available on the retail market and how the active ingredients of each work. This handout was given to the employees on store mentoring visits, at trainings, and even emailed to managers so that they could include this information with inner-store training communications. As a result we have seen a large spike in eco-herbicides being stocked at the retailers and sales of eco-herbicides higher than ever before.
- We, the IPM Advocates, continue to support the local vector control agencies and mosquito abatement. The Fight the Bite handouts for each county that Annie & Debi created continue to be a vital tool and have been stocked in the OWOW literature racks, distributed at each training for employees, public outreach tabling events and to as many parties as possible.
- We, the IPM Advocates, continue our focus on the Asian Citrus Psyllid (ACP) education by reminding the employees and customers to inspect, detect and report to the California Department of Food and Agriculture (CDFA) to help track the spread of the ACP. Educational materials were distributed at every associate

training, and outreach-tabling event for the public. The educational flyers and bookmarks provided by the California Citrus Pest And Disease Prevention Committee (CCPDPC) were distributed to each retailer, displayed in the OWOW literature racks, the retail citrus areas, and at the register check out station when possible.

The year in review:

July:

7/1: Suzanne met with Annie Joseph to begin the transition of Annie's retirement from the OWOW program

7/5: emailed Geoff about the 2018-19 year

7/5: meeting with IPM Advocates-Steve G

7/6: meeting with Annie & Debi to discuss communications with OSH and their buyer Andrea Kennedy.

7/11: meeting with Ed Casey the Friedman's Buyer about OWOW promotions, and advertising the OWOW program. Then a meeting with Annie to discuss the variety of campaigns that supports the OWOW message that we, the IPM Advocates can partner with. We also discussed the upcoming trade shows, and scheduling a meeting with Krissa from Home Depot.

7/20: Provided an introduction with Andrea from OSH to see when we can schedule a meeting to discuss the upcoming retail year and trade show attendance.

August:

8/21: Attended the OWOW continuing education at the UCIPM facility with Karey Winbiel Rojas one other educators to discuss the latest in rodent abatement, weed management and the new publications from UCIPM

8/22: meeting with Annie & all Advocates about the closing of the OSH's

8/24: Follow up meeting with Advocates about each of the OSH's

8/26-8/30: Attend the Central Trade Show in Las Vegas, NV

Suzanne and IPM Advocate Lorenzo Levinger worked to set up the OWOW booth, attend vendor meetings with manufacturers and sales representatives. At this show we learn about new eco-friendly products entering the California market for the 2019 season. We met with over 2,000 attendees throughout the days of the show.

BASMAA was also given a retailer booth at no charge and a full page OWOW advertisement in the retailer trade show magazine at no charge.

Over the coming months I researched the new products from the show to add to the Master Products List for OWOW. I worked with Dr Quarels to confirm the efficacy of the new products and to ensure they are indeed less toxic, posing no threat to water quality.

September:

9/4: meeting with Annie, and monthly meeting with Advocates to discuss the seasonal pests for the month/season ahead

9/5: Meeting with Advocates-each of them 1:1 to offer support for the upcoming year

9/18: meeting with Advocates-Lisa, Steve Z, Darleen

9/20: meeting with Annie to discuss OWOW details

Emails Dr Qualres about efficacy of Teminix Mosquito Bait & Kill

9/25: meeting with Geoff highlighting the takeaways and concerns from the Central trade show.

9/27: meeting with Advocates-Debi to discuss OWOW pest focus for the year, expanding OWOW

into more retailers such as Lowes, revising the product list, website expansion and badges
9/28: monthly meeting with Advocates to discuss the seasonal pests for the month/season ahead.
Then meeting with Advocates-Steve Z, Darleen to provide additional mentoring

October:

10/1-10/4: Attend the L&L trade show in Reno, NV

Suzanne and IPM Advocate Debi Tidd worked to set up the OWOW booth, attend vendor meetings with manufacturers and sales representatives. At this show we learn about new eco-friendly products entering the California market for the 2019 season. We met with over 1,800 attendees throughout the days of the show.

BASMAA was also given a retailer booth at no charge and a full page OWOW advertisement in the retailer trade show magazine at no charge.

Over the coming months I researched the new products from the show to add to the Master Products List for OWOW. I worked with Dr Quarels to confirm the efficacy of the new products and to ensure they are indeed less toxic, posing no threat to water quality.

10/5: meeting with Advocates-Darleen to offer her more mentorship with the retailers

10/9: meeting with Advocates-mentoring both Darleen, Steve Z, offering them suggestions for the year, their budgets, materials and scheduling services for their stores

10/28: prep for meeting with Krissa/Home Depot

10/29: Meeting with Krissa/Home Depot to discuss the OWOW partnership

10/30 follow up meeting with Krissa/Home Depot

10/30: meeting with Annie and Debi to discuss new products, the products list and changes with active ingredients. Work with Debi to revise OWOW handouts.

November:

11/1: monthly meeting with Advocates to discuss the seasonal pests for the month/season ahead

11/5: meeting with Debi to revise OWOW training PowerPoint, pest of the month calendar, and how products work handout, communication with Krissa/HD, gave her the OWOW HD pest of the month calendar

11/7: Emailed Dr Quarle's question about rodenticides, communication with Karey-UCIPM about rodents, communicating with Advocates about upcoming IPM Advocates meeting

11/15: mentoring with Lisa, meeting with Patrice

11/19, 11/26, &12/3: preparing for meeting with Advocate

11/27: meeting with Ed Casey/Friedman's to discuss promoting OWOW

December:

12/3: monthly meeting with Advocates to discuss the seasonal pests for the month/season ahead.

Then meeting with Advocates-Steve Z, Darleen to provide additional mentoring

12/11: Annual meeting with IPM Advocates to discuss the new products from trade show, support ideas, product lists, and other OWOW logistics. & or the IPM Advocates attended.

12/12: communication with Krissa/HD about the new 'naturals' label they are using

12/17: mail product lists to Maris, communication with Geoff

12/19: meeting with Ed Casey/Friedman's. Communication with Krissa & introduction meeting with Tiffany/HD

12/26: communication with Geoff, emailed un updated list of OWOW retailers for the store locator

12/27: Annual report to Tiffany/HD

January:

1/2: monthly meeting with Advocates to discuss the seasonal pests for the month/season ahead.

Then meeting with Advocates-Steve Z, Darleen to provide additional mentoring

1/3: mentoring meeting with Darleen and Lisa

1/11: emailed Dr Quarles about Amdro active changes to Propuxur as the new active, mentoring meeting with Darleen, Lisa, Steve Z, Daniel and Lorenzo

1/15: mentoring meeting with Steve Z

1/17: mentoring meeting with Steve Z and Steven G

1/20: call with Debi about product list and OWOW handouts

1/28: call with Geoff, sent edits to Tiffany Seto progress report

1/31: call with Tom Feldman, Bonide regional manager about changes in active for Burn Out, email support to Advocates about HD resets

February:

2/2: monthly meeting with Advocates to discuss the seasonal pests for the month/season ahead

2/3: emailed Dr Quarles about Amdro Hydramethylnon as a perimeter bait, is it safe

2/3, 2/5, 2/6, 2/7, 2/9, 2/11, 2/12, 2/13, 2/15, 2/19, 2/20, 2/21, 2/25: all communication with Debi and working on the editing & revising the HD & Generic Pest of the Month Calendar, How Actives Work handout, and shelf talker labels for all OWOW stores

2/4: sent Geoff HD Ron Jarvis letter

2/4: meeting with Debi about HD & Generic Pest of the Month Calendar, How Actives Work handout, and shelf talker labels for all stores

2/6: emailed Geoff list of new Contra Costa stores for the OWOW website store locator

2/7: email with Tiffany, Home Depot

2/8: emailed Dr Quarles about Cory's gel snail bait

2/9: email out to the Advocates about EPA rodent webinar

2/14: Attend the NorCal Landscape and Nursery trade show in San Mateo, CA

Suzanne set up the retail booth, worked the day with IPM Advocate Lisa Ratusz. Suzanne met with manufacturers, sales representatives, commercial landscapers, city park workers, garden designers, master gardeners and other industry professionals, each looking for guidance around less toxic pest solutions. This is a well attended show where we made contacts with over 2,200 guests.

2/19: call with Annie about OWOW and pesticide exposure questions

2/20: mentoring meeting with Darleen

2/22: emailed Tiffany HD pest of the month calendar and HD how actives work list with Geoff

2/4: meeting with Debi about HD & Generic Pest of the Month Calendar, How Actives Work handout, and shelf talker labels for all stores

March:

3/1: email from Geoff, OWOW materials for Sonoma, and monthly meeting with Advocates to discuss the seasonal pests for the month/season ahead

3/3: mentoring meeting with Lisa,

3/4 two mentoring meetings with Steve Z

3/5: meeting with Lisa and Debi, mentoring Lorenzo UCIPM newsletter info, Karey with UCIPM asking about resource flyer

3/6: monthly support email to IPM Advocates, City of Lincoln inquiring about OWOW program. Mentoring Steve-questions about products list, mentoring Steven G and Darleen, emailed Dr Quarles about SNS products

3/7: emailed Geoff about the need for more IPM Advocates, meeting with Friedman's and OWOW support for them

3/8: mentored Darleen

3/10: mentoring Lorenzo

3/12: mentoring Steve Z, meeting with Kathy Grant, meeting with Annie, work on the HD product list & HD monthly calendar & HD how products work list

3/13: meeting Darleen, IPM Advocate recruit possibility, Lorenzo & CASQA, meeting with Debi

about AgroThrive, and HD product list revision
3/15: mentoring Steve Z throughout the day
3/19: mentoring Daniel
3/20: mentoring Steve Z, introduction to Aileen at UCIPM, assisting Debi with rats info handout, meeting with Paulina from West Sacramento Stormwater
3/22: meeting and mentoring Lisa with eco-herbicides, mentoring Lorenzo, Daniel and Patrice, email with Steve Z about SWD, pocket guide revisions
3/24: email with Margo about NorCal trade show, emailed Geoff about City of Lincoln OWOW inquiries, support for Lisa, Darleen and Steve
3/27: meeting with Debi, emailed Geoff about the Ask the Expert feature on OWOW website
3/29: email to Louie from Scotts
April:
4/1: meeting with Jennifer Kaiser and Kevin Cullen, Geoff and Debi pocket guide revisions
4/2: email to Dr Quarles about SWD and pesticide resistance, meeting with Dagmara, email with Jennifer Kaiser with website documents, email with Steve z
4/3: monthly IPM Advocates support email, email with Steve Z and Nita, meeting with Friedman's about product information
4/5: email from Elaine about UCIPM kiosk, email with Debi, email with Lisa
4/6: email with Janet about varmint fact sheet outline
4/8: emails with Geoff, Janet and Debi, meeting with Brandy from Fresno stormwater, mentoring Daniel and Lisa
4/11: meeting with Annie about Fairfield Suisun contract
4/12: mentoring Steve Z throughout the day
4/1-4/16: OWOW training material info sheets edited for Debi to revise
4/15: SJVSWQP meeting, mentoring Lorenzo with UCIPM newsletter
4/16: email with Janet and Debi, email with Friedman's, email with Dagmara
4/17: Debi sends me PowerPoint for us to discuss
4/23: Meeting with Debi & Michelle- new Ace's in CCC
4/25: email to Geoff about IPM Advocate training, email with City of Lincoln,
4/26: meeting with Debi
4/27: follow up meeting with Lorenzo IPM TAC meeting
4/28: meeting with Nita
4/29: meeting with City of Vacaville
Worked with Debi throughout the month of April to edit the OWOW training materials
May:
5/1 attended the Bee Audacious conference in Ross, CA on behalf of OWOW
5/7: Emailed Debi about Central Trade Show & product lists, Emailed Dr Quarles about 1) Clove Oil toxicity to soil microbes and 2) parathyroid toxicity. I mentored both Lisa & Patrice. Also assisted with email inquiry about Lisa's invoicing.
5/10: Email to Geoff & Margaret
5/13 & 14: Mentored Darleen with her contracts
5/17: Meeting with Steve Z and trade show registration
5/18: IPM Advocate recruiting meeting
5/25: Emailed Debi about product lists and registered for the L&L trade show
5/30: Meeting with Annie about sales information for OWOW
June:
6/3: Emailed IPM Advocates, Emailed Monterey rep, Scott's Miracle Gro rep, and Home Depot corporate
Meeting with Monterey rep. Email with Debi about product list additions. Mentored Maris
6/5: Phone meeting with Clayton Smith of Monterey
6/10: Print IPM Advocates training materials
Emailed Dr Quarles about Garden-phos

6/12: Meeting with Annie, emailed Home Depot corporate, emailed rep with Scott's Miracle-Gro
6/14: Meeting with Louis from Scott's
6/19: Meeting with Karey from UCIPM about Advocate continuing ed and possibility of training new Advocates
6/21: meeting with Tiffany from Home Depot Corporate and emailed Geoff & Margaret. Emailed Debi Master Product lists
6/27: Meeting with Annie and a meeting with Karey from UCIPM
6/29: Meeting with Tiffany from Home Depot about sales information

Educational retail trainings and public outreach:

- **Total number of OWOW retailer trainings in the 2018-19 fiscal year = 80**
 - Out of this total, 20 were at the Home Depot Stores
- **Total number of associates trained at these OWOW trainings = 638**
 - Out of this total, 204 were Home Depot associates
- **Total number of OWOW public outreach events in the 2018-19 fy = 104**
 - Out of this total, 42 were at the Home Depot Stores
- **Total number of people reached at these OWOW events = 4,608**
 - Out of this total, 1,450 were reached at the Home Depot stores

This reflects a 40% decrease in trainings conducted over the previous year and an 8% decrease in the number of public outreach events.

Though this looks like a dramatic decrease, I am not convinced I have all of the data correct. I know of other contract data sets not included in this year's report, contract data that I know Annie was able to include and I am not. I also recognize that we lost the Orchard Supply Hardware stores which also impact this data. Moving forward, I have been asked to work additional contract that were served by Annie in the past, however were not serviced in this fiscal year.

Retailer support and sales over view:

- Home Depot provided a letter of 'Thanks' and 'Support' for the OWOW program partnership in September, which Geoff sent to the agencies
- Home Depot provided a letter to BASMAA for the IPM Advocates outlining the program partnership and participation
- Scott's Miracle Grow Nature's Care pesticide products increased across each category on average from 12.5%-30% due to the IPM Advocates efforts
- The sales of Sluggo by Monterey are up approximately 35% due to the IPM Advocate's efforts
- The sales of the Copper Soap fungicide by Monterey are up approximately 30% due to the IPM Advocate's efforts
- The Home Depot store continues to increase their eco-friendly products by 8-12% over the year

In this 2019 year, Scott's Miracle Grow introduced a new organic fertilizer under the name of 'Performance Organics'. The sales of this organic water soluble fertilizer were better than forecasted, coming in at approximately over \$2MM in the northern California

Home Depot stores. I look forward to sales numbers for this new product in comparison to this year's numbers.

Final comments:

As I mentioned in my annual program overview above, a highlight of the program to further note was responding to the concern of customers for an alternative for Roundup. We noticed behavior changes in customers because of this concern. We now see entire shelf facing and prominent end cap displays of eco-herbicides in response to customer demand. A rewarding aspect of interacting with the public is to see them put down a pesticide product and purchase an alternative solution. This is a measure of direct behavior change.

The main challenge with OWOW program is with the retailer's. Over the years as the economic brackets shift and the cost of living increases here in the San Francisco Bay Area, the retailers have a tough time hiring a stable labor force. The cost of living is so high that many cannot avoid working in the retail environments of a garden center or hardware store. Because of this, many of the retailers are not staffed well enough and have high levels of employee turnovers, thus requesting more OWOW trainings, more education, more support, and more IPM resources. As a result, we need more IPM Advocates to assist with OWOW and meet the demands of the retailers.

In addition, if it was upgraded, the OWOW website has the potential to be a vital tool for the IPM Advocates, the retailers, and the public.