

# Annual Reporting for FY 2017-2018

## Training and Outreach

### San Francisco Bay Area Small MS4 Permit Implementation



September 2018

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- IPM Advocates Training Final Report
- Our Water, Our World* Consultant's Final Report

## Introduction

This report provides information on regionally implemented activities complying with portions of the Small Municipal Separate Storm Sewer System (MS4) [Phase II Permit](#) issued by the State Water Resources Control Board (Water Board). The Phase II Permit covers stormwater discharges from 24 municipalities and special districts (Permittees) in the North San Francisco Bay Area. In June 2014, the Bay Area Stormwater Management Agencies Association (BASMAA) sent a letter to the San Francisco Bay Regional Water Quality Control Board's Executive Officer on behalf of the Region 2 Phase II Permittees. The letter indicated that the Phase II Permittees would fulfill the outreach and education requirements within their jurisdictional boundaries through a combination of options including contributing to a regional effort through BASMAA. This report covers training and outreach activities implemented by BASMAA related to the following Phase II Permit provisions:

E.7.a.(ii)(c) and F.5.b.2.(ii)(c) Develop and convey a specific stormwater message that focuses on the following:

- 1) Local pollutants of concern
- 2) Target audience
- 3) Regional water quality issues

E.7.a.(ii)(d) and F.5.b.2.(ii)(d) Develop and disseminate appropriate educational materials to target audiences and translate into applicable languages when appropriate (e.g. the materials can utilize various media such as printed materials, billboard and mass transit advertisements, signage at select locations, stenciling at storm drain inlets, radio advertisements, television advertisements, and websites);

E.7.a.(ii)(f) and F.5.b.2.(ii)(e) Distribute the educational materials, using whichever methods and procedures determined appropriate during development of the public education strategy;

E.7.a.(ii)(g) and F.5.b.2.(ii)(f) Convey messages to explain the benefits of water-efficient and storm water-friendly landscaping, using existing information if available;

E.7.a.(ii)(i) and F.5.b.2.(ii)(i) Develop and convey messages specific to proper application of pesticides, herbicides, and fertilizers;

E.7.a.(ii)(j) and F.5.b.2.(ii)(j) Within the Permittee's jurisdiction, provide independent, parochial, and public schools with materials to effectively educate school-age children about storm water runoff and how they can help protect water quality habitat in their local watershed(s);

E.7.a.(ii)(k) and F.5.b.2.(ii)(k) Develop (or coordinate with existing, effective programs) and convey messages specific to reducing discharges from pressure washing operations, and landscape irrigation and for E.7.a.(ii)(k) only, organized car washes and mobile cleaning.

E.7.a.(ii)(l) and F.5.b.2.(ii)(l) Conduct storm water-friendly education for organized car wash participants and provide information pertaining to car wash discharge reduction.

E.7.a.(ii)(m) Develop and convey messages specific to mobile cleaning and pressure wash businesses.

E.15.d Diazinon Total Maximum Daily Load TMDL: Conduct outreach to residents and pest control applicators on less toxic methods of pest control (requirement applies only to cities, towns and counties named in the TMDL and/or in Attachment G of the Phase II Permit);

One or more of the following three regional programs or projects conducted by BASMAA addresses the following Permit provisions.

Provision	Mobile Cleaner Training and Recognition Program	BayWise Website	Our Water, Our World Program
E.7.a.(ii)(c) F.5.b.2.(ii)(c)		X	X
E.7.a.(ii)(d) F.5.b.2.(ii)(d)		X	X
E.7.a.(ii)(f) F.5.b.2.(ii)(e)			X
E.7.a.(ii)(g) F.5.b.2.(ii)(f)			X
E.7.a.(ii)(i) F.5.b.2.(ii)(i)			X
E.7.a.(ii)(j) F.5.b.2.(ii)(j)			X
E.7.a.(ii)(k) F.5.b.2.(ii)(k)	X		
E.7.a.(ii)(l) F.5.b.2.(ii)(l)	X	X	
E.7.a.(ii)(m)	X		
E.15.d		X	X

These regionally implemented activities are conducted under the auspices of BASMAA, a 501(c)(3) non-profit organization comprised of the municipal stormwater programs in the San Francisco Bay Area, including the Permittees. Most of the 2017-2018 annual reporting requirements of the specific Permit provisions covered in this report are completely met by BASMAA projects and programs, except where otherwise noted herein or by Permittees in their reports. Development and implementation of scopes, budgets, and schedules for BASMAA projects and programs follow BASMAA's operational Policies and Procedures as approved by the BASMAA Board of Directors.

Permittees, through their program representatives on the Board of Directors and its committees, collaboratively authorize and participate in BASMAA projects and programs. All BASMAA members have shared in the regional costs of the projects and programs described herein.

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### **Mobile Cleaning Training and Recognition Program**

This program addresses the following Phase II Permit provisions:

E.7.a.(ii)(k) and F.5.b.2.(ii)(k) Develop (or coordinate with existing, effective programs) and convey messages specific to reducing discharges from pressure washing operations, and landscape irrigation and for E.7.a.(ii)(k) only, organized car washes and mobile cleaning.

E.7.a.(ii)(l) and F.5.b.2.(ii)(l) Conduct storm water-friendly education for organized car wash participants and provide information pertaining to car wash discharge reduction.

E.7.a.(ii)(m) Develop and convey messages specific to mobile cleaning and pressure wash businesses.

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BASMAA's long-standing Surface Cleaner Training and Recognition program addresses these aspects of the provision by focusing on the most common type of outdoor cleaning – cleaning of flat surfaces like sidewalks, plazas, parking areas, and buildings. Individual Permittees address the inspection and enforcement aspects of the provision.

Previously, BASMAA, the Regional Water Board, and mobile businesses jointly developed best management practices. The BMPs were packaged and delivered in training materials (e.g., *Pollution from Surface Cleaning* folder), and via workshops and training videos. The folder and the training video have since been translated into Spanish. Cleaners that take the training and a self-quiz are designated by BASMAA as Recognized Surface Cleaners. BASMAA also created and provides marketing materials for use by Recognized Surface Cleaners. Previously, BASMAA converted the delivery mechanism to being online so that mobile businesses would have on-demand access to the materials and the training. BASMAA continues to maintain the [Surface Cleaner Training and Recognition](#) program. Cleaners can use the website to get trained and recognized for the first time or renew their training and recognition, as required annually. Recognized cleaners can also download marketing materials from the website. Potential customers, including Permittees can use the site to verify the recognition status of any cleaner, as can municipal inspectors.

In July 2014, the State Water Board adopted a temporary Emergency Regulation for Statewide Urban Water Conservation that directly affected some of the surface cleaning activities and best management practices of the Surface Cleaner Training and Recognition Program. Among other actions, the emergency regulations “prohibited, except where necessary to address an immediate health and safety need:...

2)<sup>1</sup> The use of a hose that dispenses potable water to wash a motor vehicle, except where the hose is fitted with a shut-off nozzle or device attached to it that causes it to cease dispensing water immediately when not in use;

3) The application of potable water to driveways and sidewalks;"

The regulation was to remain in effect for 270 days, unless extended by the State Water Board due to ongoing drought conditions.

Of particular concern was item 3), which prohibited many of the activities conducted by surface cleaners if an immediate health and safety need could not be demonstrated and would require significant changes in the Surface Cleaner Training and Recognition Program. However, both the term and content of the emergency regulations were temporary and the State Water Board might need to change either with minimal notice. Given the uncertain long-term future of the emergency regulations, BASMAA adopted a two-part strategy:

- 1) track the status of the emergency regulations with a plan to make the necessary changes to the Surface Cleaner Training and Recognition Program if the regulations became permanent, and
- 2) alert the cleaners that are in the Surface Cleaner Training and Recognition Program to the emergency regulations.

To effect part 2), in August 2014, BASMAA sent a notice to all the Recognized Cleaners alerting them to the emergency regulations. Part 1) progressed along the following chronology of events:

- May 2015, the State Water Board amended and readopted the emergency regulation extending its effectiveness to February 2016.
- February 2016, the State Water Board extended the emergency regulation through October 2016 (into FY 16-17).
- May 2016, the State Water Board replaced the emergency regulation adopted in 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

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<sup>1</sup> 1) not applicable so not included intentionally

to ensure that necessary outdoor surface cleaning activities can be conducted in accordance with both stormwater regulations and urban water conservation regulations.

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### **BayWise Website**

This project addresses the following Small MS4Phase II Permit provisions:

E.7.a.(ii)(c) and F.5.b.2.(ii)(c) Develop and convey a specific stormwater message that focuses on the following:

- 1) Local pollutants of concern
- 2) Target audience
- 3) Regional water quality issues

E.7.a.(ii)(d) and F.5.b.2.(ii)(d) Develop and disseminate appropriate educational materials to target audiences and translate into applicable languages when appropriate (e.g. the materials can utilize various media such as printed materials, billboard and mass transit advertisements, signage at select locations, stenciling at storm drain inlets, radio advertisements, television advertisements, and websites);

E.7.a.(ii)(l) and F.5.b.2.(ii)(l) Conduct storm water-friendly education for organized car wash participants and provide information pertaining to car wash discharge reduction.

E.15.d Diazinon TMDL: Conduct outreach to residents and pest control applicators on less toxic methods of pest control (requirement applies only to cities, towns and counties named in the TMDL and/or in Attachment G of the Phase II Permit);

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BASMAA assists with this provision by using the regional website: [BayWise.org](http://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 (<http://baywise.org/about-us>).

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### **Our Water, Our World Program**

The *Our Water, Our World* program: addresses the following Small MS4 Permit provisions:

E.7.a.(ii)(c) and F.5.b.2(ii)(c) Develop and convey a specific stormwater message that focuses on the following:

- 1) Local pollutants of concern
- 2) Target audience
- 3) Regional water quality issues

E.7.a.(ii)(d) and F.5.b.2(ii)(d) Develop and disseminate appropriate educational materials to target audiences and translate into applicable languages when appropriate (e.g. the materials can utilize various media such as printed materials, billboard and mass transit advertisements, signage at select locations, stenciling at storm drain inlets, radio advertisements, television advertisements, and websites);

E.7.a.(ii)(f) and F.5.b.2(ii)(e) Distribute the educational materials, using whichever methods and procedures determined appropriate during development of the public education strategy;

E.7.a.(ii)(g) and F.5.b.2(ii)(f) Convey messages to explain the benefits of water-efficient and storm water-friendly landscaping, using existing information if available;

E.7.a.(ii)(i) and F.5.b.2(ii)(i) Develop and convey messages specific to proper application of pesticides, herbicides, and fertilizers;

E.7.a.(ii)(j) and F.5.b.2(ii)(j) Within the Permittee's jurisdiction, provide independent, parochial, and public schools with materials to effectively educate school –age children about storm water runoff and how they can help protect water quality habitat in their local watershed(s).

E.15.d Diazinon Total Maximum Daily Load TMDL: Conduct outreach to residents and pest control applicators on less toxic methods of pest control (requirement applies only to cities, towns and counties named in the TMDL and/or in Attachment G of the Phase II Permit).

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Below is a report of activities and accomplishments of the *Our Water, Our World* program for FY 2017-2018. For a detailed report of activities, see the attached Consultant's Final Report.

- Coordinated program implementation with major chains Home Depot, Orchard Supply Hardware (OSH), and Ace Hardware National.
  - OSH Corporate (San Jose) made a decision to fully 'own' the program.
    1. OSH redesigned the look of their stores to be more modern, with simpler, cleaner, muted graphics.
    2. OSH categorized all pesticides in one of three categories – organic, natural, or synthetic. OSH planned to deemphasize synthetic pesticides, and stop offering their own brand by 2019. OSH wanted to promote the organic and natural pesticides and to do so in a way that fits in with their new look.
    3. OSH developed their own shelf tags with that modern look (see attachments) to distinguish the organic and natural products on their shelves (there is no shelf tag for synthetic pesticides).
    4. To create the cleaner look on the shelf, the OSH tags replace the *Our Water, Our World* shelf tags.

So, those developments lead to two changes to *Our Water, Our World* display materials in OSH stores:

1. Shelf tags – removal of all *Our Water, Our World* shelf tags from OSH stores.



2. Literature rack header sign – replacement of the current header signs with the new header signs on all literature racks in OSH stores. The new sign showed OSH's new tags rather than the OWOW shelf tag (see attachments showing the current and new header signs displayed with the product guide dispensers).
  - 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: 2 versions – OSH product-by-pest, and Home Depot product-by-pest
- Coordinated employee trainings and tabling events at *Our Water, Our World* stores.
- Compiled information and provided outreach specific to current issues:
  - Mosquito control and the Zika virus
  - Asian Citrus Psyllid and Huanglongbing
  - Ligurian Leafhopper
- 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 65 questions in FY 17-18.
- Provided and staffed exhibitor booths and made presentations to attendees (see photos attached).
  - Excel Gardens Dealer Show, Las Vegas (August 2017)
  - L&L Dealer Show, Reno (October 2017)
  - NorCal trade show, San Mateo (February 2018)
- Recruited, trained, and mentored a second class of IPM Advocates (see separate report attached).
- Participated in UCIPM Continuing Education for IPM Advocates.

Below are some effectiveness assessment outputs and outcomes for FY 17-18:

- 124 *Our Water, Our World* Store Trainings<sup>2</sup>

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<sup>2, 2,3,4</sup> Funded by permittees at local level.

- 1,038 employees trained at *Our Water, Our World* stores<sup>3</sup>
  - 113 Tabling events at *Our Water, Our World* stores<sup>4</sup>
  - 7,001 customers contacted by Advocates at tabling events at stores<sup>5</sup>
  - 65 questions researched and answered by technical expert
  - Increases over last year in trainings by 2%, trainees by 6% and customers reached at tablings by 6%.
  - Home Depot reported that Scott's Miracle Gro increased the sales of their less toxic pesticide product line Nature's Care by 5%.
  - Home Depot continues to increase their less toxic product offerings by 5-10% over the last year.
  - OSH less toxic products increased in units sold by 4% over last year's numbers sold.
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## Attachments

### Point of Purchase Outreach

OSH Shelf Tags – Organic Product



## Attachments

### Point of Purchase Outreach

OSH Shelf Tags – Natural Product



## Attachments

### Point of Purchase Outreach

OSH Literature Rack Header

FOR HEALTHY GARDENS, PEOPLE, AND PETS

**Find effective,  
eco-friendly products**

Look for OSH's new tags

PRODUCT NAME FOR ORGANIC GARDENING

PRODUCT NAME MADE WITH NATURAL INGREDIENTS

[www.OurWaterOurWorld.org](http://www.OurWaterOurWorld.org)

**FREE! Take One!**

EFFECTIVE • ECO-FRIENDLY  
**Less Toxic Products**  
OUR WATER OUR WORLD  
Orchard

Manage Pests in Your Home and Garden

## **Attachments**

### **Point of Purchase Outreach**

Home Depot Letters of Support



## Interoffice Memorandum

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**DATE:** January 1, 2018

**TO:** California Store Managers, D28 ASMs and Department Heads

**FROM:** Ron Jarvis

**CC:** Steve Knott, Scott Jacobson

**SUBJECT:** Our Water Our World training

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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, and may also schedule a tabling event to educate consumers. They will display a sampling of less toxic and Eco Options products off our shelves, and 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 Annie Joseph at (707) 373-9611 if you have any questions.

Thank you

Ron Jarvis  
VP, Environmental Sustainability  
(770) 384-4835



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



Attachments

Point of Purchase Outreach

Photo of Trade Show Booth



Suzanne at OWOW booth at L&L trade show in Reno October 2017

## **Attachments**

### **Point of Purchase Outreach**

Article – OMRI Newsletter

# OMRI Materials REVIEW

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News and Information for the Organic Community

Fall 2017

## On the Retail Side

### Organic surge benefits from consumer guidance

BY MATT SIRCELY

An organic frontier is growing in the retail world, where consumers who may be new to organics browse the aisles in search of fresh approaches to gardening and yard care. As consumers drive demand for organic home gardening inputs, questions from these newly-inspired customers are also on the rise. Customers often need support to understand organic methodologies and how to effectively use these products.

Fifth Season Gardening has multiple stores in North Carolina. At the Carrboro store, Manager Luis Guerra and his crew serve small farmers, home gardeners, backyard chicken enthusiasts, and indoor organic growers. He says his customers are all looking for something different. One primary driver of new demand, he says, is that more customers are seeking alternatives to glyphosate for weed control. Guerra mentions one alternative, primarily made from essential oils, and adds that horticultural vinegar "has been a popular seller the past two or three years."

"Organic fertilizer is big right now," he says. "There's new stuff coming out all the time. We carry a lot of interesting organic fertilizers." Guerra cites hydrolysate formulations made from fish or non-GMO soy, and another made from hemp protein. "Basically your plants recognize the hemp protein chain faster than even it would with an animal protein from fish or bone." Another company offers an enzymatically-digested fertilizer. "It's the same fertilizer you would use in an organic practice," he says. "They enzymatically digest it and sell it in bottles so that it's available

NOSB continued on page 3



Annie Joseph coordinates the "Our Water Our World" program.

## Seaweeds

### Uses and definitions for organic production and processing

BY JOHANNA MIRENDA

Seaweed is a general term for a broad range of marine plants and macroscopic algae, of which there are over 20,000 species worldwide. Seaweeds are distinct from terrestrial plants, not just because they grow underwater, but also because they lack true roots. Instead of being rooted in soil, seaweeds are free-floating or attached to hard surfaces. Seaweeds are multicellular, making them distinct from microscopic single-celled algae.

Commercially, seaweeds can be wild harvested or intentionally cultivated or farmed. Seaweeds themselves can be certified organic either as crops or as wild crops<sup>1</sup>, or they can be used as input materials in an organic system of production and processing. They

Seaweed continued on page 6

*Retail continued from page 1*

to the plants a lot quicker than if it had to go through the biology in your soil." He laughs: "I could go on and on."

Roger Baldwin owns Clear Creek Gardener, a nursery, garden and landscape supply store in Hot Springs, Arkansas. He and his wife Molly, a nursery professional, grew organically in Austin, Texas before moving to Hot Springs. They mostly follow organic practices at home. At one point, they emphasized organic garden options at the store, but now they focus on landscaping, says Baldwin.

"The local people that would stop in to buy something, they didn't care about organic," Baldwin laughs. "That's the kind of response I got for trying to go organic." Still, Baldwin works to explain explains to his customers, one at a time, how organic amendments are taken up differently by plants, compared to synthetic fertilizers. "I explain the difference: Conventional is like a Snickers bar, and organic builds up over time. Sometimes, I can talk people into buying organic fertilizer." But he says that the time he spends providing organic support to customers rarely pencils out. "I would love to sit around my nursery all day and talk organics with people, but I would go out of business," he says.

In California, an innovative program called Our Water Our World offers free of charge educational support to consumers and retail staff in hundreds of stores. The program is primarily funded by public agencies, such as wastewater and stormwater agencies, across 20 California counties from Santa Barbara north to Ukiah, and from the Bay Area east to Sacramento and Placer Counties. "We've seen a huge increase in people's comfort in using [organic products] when they understand how they work," says Annie Joseph, who helps to coordinate the nonprofit as a consultant. Joseph explains that it's often necessary to set the "right expectations for the customer so that they understand what to expect when they're using organic or less toxic products, so they're not disappointed."

According to Joseph, who once worked for a pesticide distributor, the customers she encounters are commonly concerned about "exposure to pesticides in their home garden. They want to use things that will have the least impact on their families." Our Water Our World always works to stay positive in its outreach, she says. "We talk about products that can help with their pest problems, or practices that they can do to reduce pest problems, and then products that are not a concern as water pollutants."

The program sends integrated pest management (IPM) "Advocates" to train staff at more than 240 partner stores annually. Each store receives a 19-piece literature

**"We've seen a huge increase in people's comfort in using [organic products] when they understand how they work."**

— Annie Joseph

rack, along with shelf-talkers to appear alongside featured products. Generally, stores are visited once a month during busy seasons. In the spring, the IPM Advocates will set up an informational table for a special event where they answer customer questions and showcase drought-resistant and insectary plants. According to Joseph, guiding consumers to more fully understand IPM strategies can be integral to achieving eventual success. She cites the example of slow-release organic fertilizer. "It greatly reduces pest problems, and for [customers] to see and understand that: Not too much soft, new growth, less sucking insects, and they respond 'Oh, OK'. They can see that piece." Another help-



Luis Guerra says that more customers are seeking alternatives to glyphosate for weed control.

ful approach, she says, can be encouraging home gardeners to integrate organic practices one step at a

time, with first-hand experiences offering new insights and often boosting confidence.

Joseph credits publicly-funded ad campaigns for helping to raise awareness in the region over the years. The organic home gardening sector has "grown exponentially," she says. "Stores have huge selections of organic products."

The Home Depot has worked with Our Water Our World for 14 years, and the partnership extends to dozens of California stores, says Krissa Glasgow, Senior Manager of the Environmental Sustainability team. A few years ago, The Home Depot committed to expanding its range of organic options, and subsequently introduced new brands, including some from smaller suppliers. "It's great to give some of these smaller, niche products a mass platform because of the number of stores that we have," says Glasgow.

With The Home Depot's diversity of Eco Options product categories, Glasgow explains that that third-party certification becomes essential. "It's important to us to have a standard," she says. "OMRI listing, in particular, is the form of third-party certification that we rely on for garden products."

With gratitude, Glasgow praises the work of the IPM Advocates in California. "They are literally in our stores, helping our customers, and training our associates." She also cites another noteworthy in-store outreach program called Yard-Scape in southern Maine. Supporting customers with product guidance can be

*Retail continued on page 7*



“kelp” is nonspecific in its taxonomic limitations. Beta-carotene derived from algae is permitted at §205.606 as a color, provided that organic forms are not commercially available. It is typically sourced from green algae species.

### NOSB activity to address nomenclature and sustainability concerns

The NOSB has identified a need to improve the consistency and clarity of the taxonomic nomenclature used across the nine individual listings of aquatic plant materials and their derivatives on the National List. In the fall of 2016, the NOSB Handling Subcommittee published a discussion document to bring attention to this issue and solicit public comments. At the spring 2017 meeting, the subcommittee presented a recommendation to amend these listings and clarify the taxonomic identity of each listing. However, public comment indicated that additional consideration was needed, so the recommendation was sent back to subcommittee for further deliberation. A revised recommendation may be presented at the next meeting.

### Retail continued from page 3

critical to their success, she says, noting that the company’s customer Garden Club has increasingly featured organic content in its email newsletter. “It’s one thing to put products on the shelves, but you want customers to know what to do with them.”

Glasgow makes it clear who she believes deserves the most credit for the organic success stories coming out of her company’s stores. “It’s about our suppliers and the work that they’re doing to create quality organic products with organic integrity — going to the expense of getting OMRI Listed to make sure that they have a third-party validating how they’re developing their products and the claims they’re making about their products.”

As the OMRI Seal identifies an ever-

Technical reports are available for aquatic plant extracts, marine plants and algae, and several specific seaweed derivatives, such as carrageenan, alginates and alginic acid, and agar-agar. More information is available under individual materials listings at [www.ams.usda.gov/rules-regulations/organic/national-list/petitioned](http://www.ams.usda.gov/rules-regulations/organic/national-list/petitioned).

Concerns about impacts of seaweed harvesting on the environment are also being considered by the NOSB. There are potentially serious conservation issues for some types of algae species in some areas, resulting from overharvesting of wild species and/or destructive harvest methods. The NOSB Crops Subcommittee is considering options for ensuring that harvesting of seaweed for use in input materials does not negatively impact the environment. A recommendation or discussion document may be presented at the next meeting. ◉

1 Certifying agents will consider whether certification as a crop or wild crop is more appropriate. More information on wild crop harvesting is available in the NOP Guidance on Wild Crop Harvesting: <https://www.ams.usda.gov/sites/default/files/media/5022.pdf>

increasing number of verified organic inputs on retail shelves, every new product in each new store provides an additional opportunity to educate consumers. Customers are looking for information not only about what the OMRI Seal means, but also about how to use those products in practice. Well-intentioned retail stores often struggle to provide specialized organic customer service, and independent support can make all the difference, says Joseph. When asked about the potential for replication of educational outreach programs similar to Our Water Our World, Joseph mentions that good first steps can include establishing “connections with the public agencies willing to support it in those communities. Because the stores love it. They really do.” ◉

### Q&A Processing continued from page 4

dust suppression, but their use is limited in organic production. Magnesium chloride must be from a nonsynthetic mined source to be allowed for dust control in organic crop production. Nonsynthetic calcium chloride is restricted at §205.602(c) to use as a foliar spray for calcium deficiencies, and would not be allowed for dust control. Petroleum emulsions and polymer emulsions are commonly used on conventional farms and roadways, but they are prohibited for use as dust suppressants in organic production. Mulch and physical barriers are other possible inputs allowed in organic production, and are generally used in smaller scale applications.

The single allowed synthetic dust suppressant in organic crop production is lignin sulfonate, allowed at §205.601(j)(4). It has its own, separate OMRI category: *Lignin sulfonate, Synthetic* (Allowed with Restrictions). Lignin sulfonate is a derivative of lignin, where the lignin has been sulfonated in a wood pulping process. It is typically used to reduce dust in the manufacture of granular fertilizers, and is widely used to control dust on unpaved roads. The lignin sulfonate salts sodium lignosulfonate, magnesium lignosulfonate, ammonium lignosulfonate and calcium lignosulfonate are specifically allowed as dust suppressants according to NOP regulations. Use of these lignin sulfonated salts for soil fertility purposes is prohibited. An additional OMRI standard is therefore applied to ammonium lignosulfonate. Specifically, ammonium lignosulfonate used according to §205.601(j)(4) may not contribute more than 1% nitrogen if used in a formulated crop fertilizer. Aluminum lignosulfonate is not allowed for use as a source of aluminum salts due to environmental contamination concerns, but it is not expressly prohibited as a dust suppressant. Sodium lignin does not meet the standard of identity for sodium lignosulfonate, and is considered a prohibited synthetic. Certified operations should contact their certifying agent regarding the use of any dust suppressants. ◉

## **Attachments**

### **Point of Purchase Outreach**

Article / Ad – L&L Magazine

# MANAGE PESTS WITH EFFECTIVE, ECO-FRIENDLY PRODUCTS!



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## Cutting Gardens:

Helping to Protect and Beautify Your Whole Garden



Written by Annie Joseph  
Coordinator for the Our Water Our World Program,  
Advanced CCN Pro, and Master Gardener

With so many garden enthusiasts growing their own food, a time-honored trend is springing up anew, as it did for many of our predecessors. This 'New' trend is the Cutting Garden. Gardeners are re-discovering the old truth that many of the flowers that we know and love to have adorning our homes and offices are also the same flowers that attract the beneficial insects that protect our vegetable and ornamental gardens. Gardener's new-found interest in Cutting Gardens could be a great opportunity for nurseries and garden centers. Planting up a sample combination pot of herbs and flowers that attract beneficial insects can be a great sales tool. Seeds, starter plants, soils, and organic fertilizers can all be tie-in sales for a well-signed sample garden.



Some garden centers are planting up pots called the "Good Bug Tub". The Good Bug Tub allows many gardeners who are living in limited spaces the opportunity to take home a pot planted up with flowers that are attractive, attract the ladybugs and lacewings, and provide fresh cut herbs and flowers for their kitchen table. Along with the Good Bug Tub you can also sell ladybugs to help with the aphids and other pests that are in their gardens.

The cutting garden can also be woven into the tapestry of an established garden. Zinnia varieties in many sizes and colors can provide a riot of color planted right in the

vegetable garden. Other great plants such as alyssum, asters, erigeron can fill this valuable niche. Many beneficial insects are attracted to the flowers for nectar and pollen, and while they are there they lay their eggs and feast on aphids, caterpillars, and other pesky critters.

This trend can continue right into the cool season. Vegetables in the brassica family including cabbage, broccoli, and Brussels sprouts produce tiny flowers that attract the parasitic wasps. Including plants of different heights is also important. Herbs such as thyme, rosemary, and catnip provide shade and protection for the lacewings to lay their eggs. These parasitic wasps are so small that they are attracted to plants with umbels of tiny flowers. In fact, parasitic wasps are in danger of drowning in the nectar of larger blooms.

Spring blooming cutting flowers that thrive amongst the kale and chard include oriental poppies, calendulas, and cosmos. Zinnias, nasturtiums, and rudbeckias that bloom throughout summer and into fall offer pollen and nectar for syrphid flies, ladybeetles, and minute pirate bugs. The fall blooming golden rod, a California Native, produces stalks of tiny yellow flowers that are a favorite of soldier beetles and parasitic wasps. Sunflowers if left on the stalk provide a habitat for overwintering beneficial insects.



So, this is a great opportunity to engage those customers who are interested in organic gardening, and to help them to be successful in both beautifying and increasing the production of their gardens, and in improving your bottom line at the same time.

## **Attachments**

### **Point of Purchase Outreach**

IPM Advocates Training Final Report





# OUR WATER – OUR WORLD

## IPM ADVOCATES 2017 TRAINING AND MENTORING PROGRAM

### Final Report

Annie Joseph

Debi Tidd



## Overview of the Training Program

The Our Water Our World Program currently serves over 240 stores in 19 counties. With the growing demand for new store partnerships and Advocate hours in stores, there was an immediate need for adding new Advocates to the program. In September of 2017, a new Advocate Training and Mentoring Program was offered and five new Advocates were trained and mentored in stores.

This in-class portion of the training ran from September 11<sup>th</sup> to September 25<sup>th</sup>. The training included 3 evening classes in Benicia taught by Annie and Debi, and one all-day class at UC IPM in Davis. Following classroom training, Advocates took part in an extensive in-the-field program with Annie Joseph and Debi Tidd providing mentoring in their stores.

Here is a list of our new Advocates and the stores they were trained to cover:

- Patrice Hanlon: Home Depot, Brentwood; Sloat, Concord; Sloat, Martinez
- Darlene Halsted: Sacramento County stores Home Depot, Truxel, Home Depot, Power Inn Road, Home Depot, Carmichael
- Sheri Stoppa: OSH, Pinole, Ace, Oakley, Morgan's, Antioch
- Lisa Ratisz: Home Depot, Hayward; Laurel Ace Hardware, Oakland
- Lori Baumgartner: worked in all OWOW stores in Santa Clara County

## Training Program Planning

To recruit Advocates for this training, flyers and emails were sent to a number of contacts and information was posted on line. After reviewing all of the applications, five applicants were selected for the program based on their experience, knowledge and recommendations.

To prepare for the training, instructors modified and developed an interactive training curriculum and certificate exam. An extensive binder was developed to provide instructional readings and copies of handouts and information that would provide reference materials for continued learning. In addition, a series of homework assignments were developed that would give Advocates experience in developing pest management strategies, answering customer and staff questions, and developing their style as a trainer in stores.

## Training Program Basics

During the training, Advocates learned about the components of the OWOW program, water quality issues, IPM basics, identification of pests and beneficials and strategies for managing pests, pesticide products and how the active ingredients work, and how to work with staff at retail stores.

Here is a very brief outline of the training topics covered:

Class 1: Our Water Our World Overviews and Introduction to Pesticides/Products

Class 2: Introduction to IPM and Identifying/Managing Pests

Class 3: Working with Retail Stores

Class 4: Troubleshooting, Mentoring and Final Exam

In addition to their in-class training, Advocates were required to complete homework assignments. This included readings of materials in their binder, identifying pest problems and strategies for managing those pests, learning how to give a training to store staff and practice presenting their training during the class, and completing a final take-home exam.

All advocates were given extensive resource materials, including:

- Class Binder with extensive background information, handouts, product lists and guides, fact sheets and OWOW materials, and lists of resources
- Laminated bug guides
- Pests of Garden and Small Farm
- Pests of Landscape Trees and Shrubs
- Master Gardener Handbook
- Landscape Pests Identification Cards
- Weed Pest Identification and Monitoring Cards



New Advocates attending an all-day training with the UC Statewide IPM Program

## Mentoring Basics

This program was designed to get Advocates into the stores as fast as possible so that they could be mentored for a significant amount of time. Annie Joseph and Debi Tidd mentored Advocates in the stores from September 2017 to June 2018. Advocates were asked to participate in re-sets of stores as needed and to add fact sheets and shelf tags on a regular basis. In addition, Advocates were required to work with mentors to provide in-store trainings and outreach events.



Advocate Darlene Halsted labeling end cap  
at Home Depot



Advocate Patrice Hanlon at an OSH tabling

## Continuing Education for Advocates

In addition to their training and mentoring, Advocates were provided with continuing education opportunities to keep updated on products and new pests. This included a class on pests and weeds November 16<sup>th</sup> provided by UC Statewide IPM, and a class on new product introductions given by Annie Joseph on December 11<sup>th</sup>. They also receive monthly reminders from Annie Joseph about what topics to be covering in stores, any updated pest information and any new materials available to them.

## Training Program Successes

All of the Advocates trained during this program continue to work in their stores, and many will be expanding into new stores in the coming fiscal year. We have been very impressed with the time Advocates have put into their stores, and their commitment to

the program. In addition, we have seen some great reviews for our new Advocates' training abilities on training evaluations we have gotten back from stores. We look forward to continuing to work with the new Advocates, and to be able to provide a quality program to our partner stores.



Advocate Lori Baumgartner training staff at an OSH store



Advocate Sheri Stoppa at an OSH store tabling



Advocate Lisa Ratusz meeting with Central pesticide representative at Home Depot



Advocate Lisa Ratusz at a Home Depot tabling

## **Attachments**

### **Point of Purchase Outreach**

*Our Water, Our World* Consultant's Final Report

**Subjects of Focus for 2017/2018:**

- This past year was another boon year for the **spread of mosquito borne diseases**. Annie and the Advocates continued to be well versed in the services offered by the local mosquito and vector control districts and to make sure the OWOW fliers were in the literature racks with the proper contact information for the districts. Those fliers, specific to each county, continued to be put into training folders and displayed at all the tabling events. Less toxic materials for mosquito larval control and practices such as cleaning rain gutters, dumping any standing water, repairing window screens, and reporting unknown sources of mosquito populations were also stressed in trainings and during outreach events. In addition, Annie passed along the updates on Zika virus from the Centers for Disease Control, so Advocates could pursue further information to keep updated. Advocates were reminded throughout the year to keep this pest front and center and to stress prevention rather than pesticide applications.
- One plant disease that was of major concern last year and continued to be this year was **Huanglongbing**, a deadly bacterium that can be spread to citrus trees by an insect called the Asian Citrus Psyllid (ACP). Many employees and customers continued to want to treat for the pest before it arrived at their area with pesticides that are a concern for the waterways, but Annie and the Advocates focused on inspecting, detecting, and then reporting to the CDFA or their local agricultural department. This is proper protocol for invasive pests so the CDFA (California Department of Food and Agriculture) could track the spread of the pest then advise the customer directly. This disease continued to be a focus for trainings and for tabling events. Annie worked closely with Jessica Northrop from the Citrus Pest and Disease Prevention Program (CPDPP) outreach team (they produce and distribute the materials for the CDFA) to bring the educational materials to every training and every tabling to reach as many parties as possible.
- Advocates also refreshed their laminated fliers to post in the stores in prominent places plus bookmarks to display at checkout registers. Annie and Advocates distributed over 3,000 additional bookmarks and fliers to the stores this year. Some fliers were put out in the citrus tree section of the nurseries, some were displayed attached to the literature racks, and some were displayed in the fertilizer sections next to the citrus fertilizers. Photos sent
- The third invasive pest of concern was the dramatic increase of a new pest **the Ligurian leafhopper** that is highly attracted to plants in the mint family. Many drought tolerant and native plants are a host for this pest. Many stores were treating this pest like it was spider mites but of course having little success. The management for the insect is monitoring early and cutting back plants if infestations are high. If needed an application of neem oil can be used where re-infestations are high. Photos of the pest were incorporated into every training and samples of damage were taken in to many stores so they could properly identify it.
- **Weed management alternatives** were high on the radar this year due to a study by an arm of the World Health Organization that indicated a link to glyphosate and cancer. Store buyers, employees and customers were very concerned and keenly interested in

recommending and purchasing alternative herbicides and mechanical controls for weeds. More information on this later in report.

- **Rat and mouse infestations** skyrocketed this year and as did the store choices for less toxic alternatives for eliminating rodents. Annie and the Advocates attached laminated OWOW exclusion sheets in the rodent control aisles of all the stores. Many hours were spent during visits helping customers to stop the revolving door by excluding pests. Many tutorials were done in the aisle helping customers use traps effectively. Photo sent

### July

- **7/01** Annie followed up with reminders to Advocates about getting her the number trainings, people trained, and events held, and number of customers reached in FY 2016/2017.
- **7/10, 7/11, 7/31** Annie communicated with Krissa Glasgow, Senior Manager for Environmental Innovations at Home Depot about the progress of the OWOW Program in 2017. She asked Krissa for feedback and for support for OWOW for 2018. Annie requested the support letter from Ron Jarvis and data regarding growth of less toxic products.
- **7/20/17** Annie communicated with OSH and found out a new buyer Andrea Kennedy was in place. She alerted Geoff and they made a calendar of dates possible for a meeting.
- **7/21** Annie communicated with Karey Winbiel Rojas at UCIPM regarding ideas for the continuing education class for Advocates scheduled for fall.
- 7/21 Annie was contacted by Andrea from OSH to set up meeting in early August.
- 7/31 Annie received support letter from Ron Jarvis, she sets up planning meeting with Krissa for 8/24.

### August

- **8/1** Krissa contacts Annie and asks if she would do an interview with OMRI magazine on working with Home Depot and OWOW with the focus on trends in organic gardening. Matt from OMRI calls Annie to get her feedback on consumer trends with organic gardening. In the article Krissa compliments OWOW and the work of the Advocates!  
Article published in fall 2017.  
Article sent
- Annie communicates with Bill Quarels at BIRC regarding questions on Safer Insect Killing Soap
- **8/4, 8/7** Annie communicates with Andrea at OSH regarding meeting for 8/11.
- 8/4 Annie communicated with Advocates sending reminder regarding new area of spread of Asian Citrus Psyllid.
- **8/7** Annie communicates with rep at Scott's Miracle Gro regarding increases of sales of their products under the Nature's Care line in Home Depots and schedules conference call for 8/11.
- **8/11** Annie and Geoff meet with new OSH buyer Andrea Kennedy and learn about plans for them  
new graphics for garden section. New plans for graphics and their custom shelf talkers are shared. Andrea tells Annie that she " (OWOW) has definitely made an



*impact on their buying decisions at their corporate headquarters over the years.”*  
They discuss plans for further partnership in the coming year with the launch of Natural and Organic categories. They make plans for another visit, so Annie can see and give input on their product choices and new way of categorizing them at the shelf.

- 1. They will be phasing out any OSH private label pesticides that are synthetic.**
- 2. They are only labeling with OSH private labels Natural and Organic products.**
- 3. They are only going to carry one national brand of the more toxic products**
- 4. The sections for each pest will lead with the organic or natural products first.**
- 5. They would like to see us partnering in the roll out.**

**Follow-up e-mails and calls to meeting with Geoff and Andrea on 8/11/18. 8/14, 9/1**

**8/25** Rescheduled planning meeting with Krissa until September 1<sup>st</sup>.

- **Central Garden and Pet Trade Show August 28 -31st Las Vegas 2017**
- Annie Joseph and Advocate Suzanne Bontempo manned an OWOW booth and met with over 1500 attendees over the three-day show. They showcased the new less toxic products in their booth and met with OWOW stores from all over Northern California to help them make less toxic selections for the coming year. OWOW was given a free booth space in a very prominent area of the show. Photo sent
- Annie and Suzanne also met with manufacturers and sales representatives to find out what less toxic products are coming to market and which manufacturer’s reps cover OWOW stores. There at the show many of the manufacturers of herbicides were showcasing alternative products for weed killers. This was largely due in part to a study on glyphosate by the (IARC) The International Agency for Research and Cancer. They are an arm of the (WHO) World Health Organization. The study raised concerns amongst the manufacturers and customers, so many were in pursuit of alternatives. This was the the launch of a trend away from toxic herbicides that we would see throughout the coming year.
- Annie reminds Advocates to distribute the Summer Newsletter from UCIPM
- Annie communicated with the Advocates re: Zika Virus updates, reminders to post local mosquito and vector control OWOW sheets at stores.
- Communications with Brandy Swisher from Fresno Metropolitan and Flood District regarding OWOW OSH stores in Fresno County  
8/8,2/19,2/20,2/22,2/23,2/25,3/9,3/20,3/21,4/9,4/23,4/25

#### **September:**

- 9/1 Krissa Glasgow and Annie had conference call and planning meeting for 2017/2018.
- 9/1 Request from Karey at UCIPM that continuing education for IPM Advocates class be moved to November 10. Annie contacted Advocates.
- 9/13 Notification to Advocates that Mosquito Dunks and Mosquito Bits are back on shelves at OSH. Annie made sure Advocates highlighted the change to their stores.
- 9/14 Sent Advocates Western Plant Diagnostic Center newsletter regarding discovery of new tree pathogens found in Washington state.
- 9/21 Annie follows up on Organoid claim of being “bee safe” with Nita, Bill Quarels, and the manufacturer.

- 9/22 Sent Advocates letter from Ron Jarvis to Advocates regrading his thanks and support
- 9/26 CASQA Conference presentation on OWOW Sacramento
- Notified Advocates of increases at OSH and Home Depots also spoke individually to Advocates about new graphics changes coming for OSH.

**October:**

- **L&L Trade Show October 4,5,6<sup>th</sup>, 2017; Reno**

Annie, and Advocate Suzanne Bontempo worked setting up the booth and going to meetings meeting with manufacturers and sales representatives. They were able to see what new less toxic products are coming to market and worked to get samples to use at their outreach events next spring. They met with over 1,600 attendees over the two-day show.
- Annie was one of four speakers showcased at the trade show. Her topic was “**Cutting Gardens**” and she met with a small sized group of nurseries. Debi Tidd created the power point for Annie’s presentation that was very well received by all. The talk focused on adding in flowers into the landscape that can attract beneficial insects but also add an additional benefit of having cut flowers for your home.
- OWOW was given a free booth and a free one-page ad for the show magazine. In addition, Annie wrote an article on “Cutting Gardens” a new trend in gardening to attract beneficial insects but to also have the benefit of cut flowers for the home. Photos and magazine article sent
- Annie and Suzanne met with OWOW retail buyers and the manufacturers to discuss the new products for 2018. They helped guide many stores to look at a weed steamer that retails for around \$250.00. They also helped customers look at new herbicides that are less toxic. photos sent
- Annie worked with Debi Tidd after the show to go over new products and their integration into the power point presentations for 2018.
- Annie began to research new products for the Master List and By Pest Lists for the OWOW 2018 Program communicating with Dr. Bill Quarels from BIRC and Dr. Nita Davidson from DPR for feedback on toxicity. She communicated with him on 8/4, 9/6,11/15,12/3,12/7,1/21,1/24,1/29,1/30,1/31,2/1,3/1,3/2,4/9,4/16.
- Annie communicated with Advocates sending updates on new products and articles on pests. She encouraged them to be looking for new less toxic products coming into their stores soon. Advocates contacted Annie and sent photos of products as they saw them appear in the field.
- Communications with Andrea at OSH regarding scheduling meeting to see new products for their stores at a test run at corporate offices 10/24-10/28

**November:**

- 11/04/17 Annie worked with Advocates to make sure dormant spray endcaps were being built and they distributed a fall and winter check list plus a dormant spray hand out created by Debi Tidd.
- 11/08/17 Annie met Andrea and Francesca at corporate offices at OSH to see the trial layout of products for the coming year. Annie gave her feedback and suggestions for additions and deletions. She is going to see the final layout at a store in January.

- 11/9,11/13 Communications with Andrea regarding recap of meeting, sending new suggested product additions, contacting certain manufacturers regarding labeling.
- IPM Advocates continuing education day hosted by UCIPM Davis 11/16. Annie and 8 Advocates, and Nita Davidson from DPR attended a day long seminar that focused on weeds, arachnophobia, and a pest identification walk in the field.
- 11/9 sent out communication for December meeting at Annie's home.
- 11/21 Communication to Advocates that they would be receiving hard copies to their personal addresses of BIRC'S publications Common Sense Quarterly and The IPM Practitioner compliments of Annie.
- 11/29 Annie sent out laminated copies of the Rat and Mouse Exclusion sheet to all Advocates and requested they post them and take photos of the sheet at their stores and send those photos to her. Photo sent
- 11/29 Annie called Krissa to check in and find out when the annual support letter from Ron would be arriving.

### December

- **12/4 Call with Krissa regarding product addition suggestions for 2018.**
- December 7, 2016 Annie worked with Krissa on the plan for the 2017 OWOW campaign in their stores. She also requested the annual introduction support letter from Ron
- **December 11, 2017 IPM Advocates Meeting Annie's Home**
- Annie arranged a product knowledge and procedural meeting with the new and the seasoned IPM Advocates at her home on December. There they discussed new products coming to OSH, the new OSH graphics, Home Depot and independent nursery new products. She also had samples of the new products coming to market and focused on new herbicides and how they work. She also spent a lot of time going over the new graphics for OSH and the importance of us having a high profile with the roll out.
- They also discussed focusing on less toxic options for weed management and the heightened concern with glyphosate.
- The Advocates were also encouraged to continue their focus on the topics of concern Zika virus, the continued spread of the Asian Citrus Psyllid, the new pest the Ligurian leafhopper, rat and mouse exclusion and less toxic weed management.
- **Seven of the Ten Advocates were able to attend.**
- 12/15 Sent out communication on groundbreaking discovery of new pheromone traps for Asian Citrus Psyllid.
- 12/17 Annie completed and sent Krissa product suggestions list
- 12/22 Firmed up store meeting for February 13<sup>th</sup>.
- 12/26 Sent Krissa list of HD stores in Calif that are OWOW stores.
- Annie continued to work with Debi Tidd on the products lists for Home Depot and OSH visiting the stores to see if the new products had arrived and products that had been deleted.

### January

- 1/2 Annie sent communication for regarding OSH Graphics roll out to Advocates.
- 1/12 Annie sent annual letter of support from Ron Jarvis for OWOW training and outreach in the HD stores for 2018.
- 1/16 Annie and Debi meet Andrea at an OSH in Cupertino to view the new graphics

Andrea is with marketing team and Debi and Annie can examine new products and take photos of new graphics. They plan to circle back with Andrea to discuss labeling. Photos sent

- 1/21,1/22 Annie sends out photos of new signage to Advocates
- 1/23 Annie sends Advocates the list of new products that are beginning to appear on Home Depot shelves and for them to make sure to label with OWOW tags.
- Annie sends out note to Advocates to make sure the Sluggo is getting on the shelves and tagged with OWOW shelf talkers in the Home Depot stores.

## February

- **2/1 Annie finalized details of store tour with Krissa scheduled for 2/1**
- **2/2 Annie sent photo of possible new Natural shelf label showing up at some Home Depots. She requests Advocates communicate with her if they see it in their stores.**
- 2/5 Annie and Debi go to OSH headquarters to meet with Andrea to discuss new graphics role out and how our product lists can mesh with their new way of listing products. They also discussed ways of supporting their stores to make sure that the shelf talkers go on the correct products.
- 2/9 Annie gathers information on new products in the Home Depot set. She also lets Advocates know about the possible outreach dates for OSH spring 2018 and requested commitment of dates be sent back soon.
- 2/8 Annie and Debi work on Home Depot OWOW Program Summary document and sent to Krissa to review and send out to the field to district managers. Geoff sent out program support for training and events letter from Ron Jarvis to agencies and Advocates to take into Home Depot stores.
- 2/9 Krissa sent communication summary copy document that she sent out to district managers.
- 2/13 Annie and Debi meet with Krissa Glasgow and Mark at Home Depot in Emeryville and spend time touring the store and conducting a brainstorming meeting for continued partnership. Krissa asks "What can we do for Our Water Our World you do so much for us!" photos sent
- 2/14 Annie sent out photo of large end cap of Natural Products at Home Depot in Elk Grove she requested feedback from Advocates to see if their stores are following suit and if they can get end caps set up for their stores also.
- 2/20 Annie communicates with Andrea regarding tabling dates, so she can organize support from Advocates and public agencies.
- 2/21 Krissa sends Annie list of Home Depot's organic controls (products)for Annie to review
- 2/26 Annie requests letter of support from Andrea for our training and outreach events.
- Debi sent out all updated materials for the Advocates to add to their training folders. She also sent power points to Annie for final review which showcased all the current less toxic products the stores were carrying.
- **Nor Cal Landscape and Nursery Spring Trade Show February 15,2018**  
Annie set up the day before and met with manufacturers and sales representatives who were setting up booths. There were also landscape industry professionals who were included this year in the show.  
Advocates Suzanne Bontempo and Steve Zien attended and helped at the booth the day of the show. It was very well attended, and they contacted over 1,800 attendees. Annie

was able to spend a lot of time with Four Winds Citrus Growers who gave her the most current information on the Asian Citrus Psyllid and Citrus Leaf Miner that she could share with all the Advocates and they could in turn get to the stores.

She also got introduced to a few people from the CDFA by Don Dillon JR. from Four Winds Citrus he told them that OWOW Advocates had been very instrumental in getting the information to the stores and the public who shops at the stores.

They displayed the banner for the Inspect and Detect Citrus Psyllid campaign this year.

The attendance, 2,000 plus attendees, and many landscape professionals flocked to our booth to get information to share with their customers about less toxic pest management.

They also were happy to see all the stores that carry the less toxic products. Photos sent

- Annie consults with Debi Tidd regarding update of pest calendars
- Annie continued to work on the Master Product Lists checking with manufacturers on product availability and pests covered.

### March

- Annie consults with Debi regarding final power points, product list and Debi sends out to Advocates.
- 3/1 Annie sent out Western IPM Center newsletter link regarding the great news that a new bedbug website
- 3/2 Annie and Geoff conference call with OSH regarding partnering in outreach.
- 3/6 Annie discusses with Andrea how to redesign our fact sheet rack signage to match OSH'S new theme
- 3/19 Annie sends out idea for displaying new OSH shelf talkers on the literature rack header card.
- 3/20 Annie requests that Geoff our logo be sent to graphics department at OSH for redesign of the header card. She also sends synopsis of OWOW public relations department at OSH. Includes trainings, literature rack, outreach photos.
- 3/20 Work to connect Brandy Swisher from Fresno Flood District and OSH for a special promotion to highlight their new graphics campaign.
- 3/27 Catch up call with Krissa regarding store activities this spring.
- 3/30 Work on aligning OWOW and OSH product lists for OSH headquarters.
- 3/30 Annie is contacted by Mark from Home Depot's Environmental Sustainability Department because he wants to feature OWOW in their sustainability report highlighting the fact sheet racks, shelf talkers, pocket guides, training, mentoring, and outreach.

### April

- 4/2,4/8 Annie works with Mark sending him photos of store shots of OWOW in Home Depot.
- 4/2 Annie sends Krissa photo of Natural end cap and inquires if this is a new end cap or a test run. Krissa believes it's a test run for certain areas this year.
- 4/4 Annie, Debi, and Suzanne give presentation to BAPPG on OWOW in Oakland.
- New interested partner agencies, City of Petaluma and Sonoma Water Agency, reach out for partnership with OWOW during the meeting.
- 4/8 Krissa requests information from Annie regarding new labeling instructions for neonicotinoid pesticides. Annie contacts Nita Davidson at DPR and guided to Russell Darling at the EPA who oversees neonicotinoids

- 4/10,4/16 Annie contacts Robert Tillotson Sonoma County Water Agency who wants to sponsor OWOW in Sonoma.
- 4/12 Annie is contacted by Robert Wilson from the City of Petaluma Public Works who wants to sponsor OWOW in OSH and Freidman Home Improvement.
- 4/10 Annie gives feedback on header signage for OSH.
- 4/16 Annie sent out alert for National Mosquito Awareness Week and that the Advocates prominently display our mosquito fact sheets, local mosquito and vector control sheets at all outreach events and trainings.
- 4/9,4/10 Communication with Andrea about tabling events
- 4/16 Annie sends Advocates the distribution map of invasive mosquito populations that can spread Zika virus in California.
- 4/16,4/18, 4/19,4/24,4/25 fact sheet revisions proofing and product review
- 4/17 IPM Summit Annie makes presentation of OWOW and Mosquito IPM success story UC Davis. Advocates Steve Zien, Suzanne Bontempo, Debi Tidd attend.
- 4/23 Annie contacts Krissa to clarify new labeling instructions for neonicotinoids

### May

- Annie request Advocates to distribute UCIPM Spring Retail Newsletter
- 5/3,5/4 Annie helps Angela Spain from the City of Chico locate rack supply companies for Home Depot Chico.
- 5/8 Annie requests OSH product list be revised by Debi.
- 5/8 Annie is contacted by L&L Dealer Show to sign up for booth and to speak at October 2018 show.
- 5/8 Annie sent out updates for May/June outreach and trainings to make stores and customers not only aware of mosquitoes but of ticks and Lyme's disease. She also highlights additional opportunities for less toxic products and weed management options.
- 5/15 Annie is contacted by Central Garden and Pet to sign up for August Dealer Show.

### June

- **6/11 Krissa sends request to Annie to review her summary of OWOW for Home Depot's annual Sustainability Report.**
  - **6/14 Annie connects Geoff to Margo to sign up for Nor Cal Spring Trade Show for 2019.**
  - **6/23 Geoff and Annie touch bases about new letters of agreement for 2018 for Advocates.**
- |   |              |
|---|--------------|
| • <b>Final Number of OWOW Store Trainings in Fiscal Year 2017/2018</b>  | <b>124</b>   |
| • <b>Final number of employees trained at OWOW stores 2017/2018</b>   | <b>1,038</b> |
| • <b>Number of Tabling events at stores</b>   | <b>113</b>   |
| • <b>Number of customers contacted by Advocates at tabling events at stores</b>   | <b>7,001</b> |
| • <b>Increases over last year in trainees by 2%, tablings by 6% and customers reached at tablings by 6%.</b>  |              |
| • <b>Home Depot wrote a letter of thanks and support for the OWOW program in early September which Geoff sent to agencies.</b>  |              |
| • <b>Home Depot wrote a different letter about the OWOW program in December, so agencies and Advocates would have ease setting up the stores for 2018 which Geoff sent out to all agencies and Advocates.</b> |              |

- **Scott's Miracle Grow Nature's Care pesticides increased in sales on average 5% in Home Depot in 2018 due in part to Advocates efforts.**
- **Annie along with the IPM Advocates helped to get Sluggo, the iron phosphate bait, relisted late last year. This year they made sure the product was on the shelf and in a new spot on the shelf at eye or chest level. Partly because of those efforts the IPM Advocates were responsible for an increase in sales of 30% over the last year it was listed!**
- **Home Depot continues to increase their less toxic product offerings by 5-10% over the last year.**
- **OWOW supported all the special events possible per OSH request in 2017/2018.**
- **OSH less toxic products increased in units sold by 4% over last year's numbers sold.**

With the publication of a study from the (IRAC) The International Agency for Research and Cancer) an arm of the WHO (World Health Organization), many of the stores were requesting more information on less-toxic alternatives for weed management.

Advocates spend time encouraging the trainees to utilize weed prevention techniques such as weed fabric, competitive planting and sheet mulching. We also highly encouraged mechanical means to weed such as hand pulling, using weed steamers, and weed flammers. They spend time going over the products that each store carried that were alternatives to toxic herbicides.

They witnessed a change in behavior after for the support for weed control alternatives. Many store employees were assisting customers and guiding them to take a more active part in weed management rather than spraying with glyphosate. Many recommendations came for using mechanical means such as weeding tools, steamers and flammers. Recommendations increased for putting more emphasis on weed prevention with picking weeds when they are young before they set seed. Products that were less-toxic for weed management also increased in recommendations.

#### **Behavior changes at special events:**

#### **Behavior changes with customers at tabling and outreach events:**

An additional focus of concern for customers was finding a replacement for glyphosate, the active ingredient in Roundup, a commonly used herbicide. We noticed behavior changes in customers because of this concern. They were much more willing to not purchase toxic herbicides, to actively be a part of using less-toxic products, and to take a more active role in weed reduction techniques. This included hand pulling, using tools such as hoes, flammers, weed steamers, mulches, weed fabric and to do competitive planting to reduce weed germination. Their main concerns were unnecessary exposures to pets, children and the environment. The shelf space dedicated to less-toxic options for weeds also saw a dramatic increase in 2018.

The other area where we saw behavior change was the customer's willingness to do more rat and mouse exclusion to their homes and more trapping rather than using toxic baits. We attached our Rat and Mouse Exclusion sheet to the rodenticide shelves so customers could have an outline of the steps they need to take to reduce the revolving door of rodent invasion. The stores also ramped up their selections of less-toxic baits,

variety of traps, rat and mouse repellents, and physical barriers.

**Store behavior changes:**

Many floor displays of electronic rat and mouse traps appeared in our regional larger chain stores such as Home Depot and OSH. These appeared because of the effectiveness and rapid sales of these traps.

OSH expanded their rat and mouse section two-fold, and created a whole new design with their graphics that echoed IPM. This was a major change for a large regional chain. They also modeled new shelf talkers after OWOW shelf talkers that labeled their organic and natural products. Our Advocates made sure that customers and associates were aware of the new graphics that supported our longtime messaging. photos sent

**Thanks so much for the opportunity to work with OWOW this past year!**

**Annie**