



OUR WATER – OUR WORLD

Marin County Stormwater Pollution Prevention Program Our Water Our World Retail Partners Final Report

July 2022- June 2023

Contract #32300582 for Plant Harmony, prepared by Suzanne Bontempo

Program overview:

The 'Our Water Our World' (OWOW) program is a public outreach program designed to reduce the use of pesticides by using a point of purchase program that educates and encourages retail nurseries, hardware stores, and home improvement stores that sell pesticides, to provide less-toxic, eco-friendly products for their customers. In addition, the OWOW program provides Integrated Pest Management (IPM) educational Fact Sheets for the public. The reduction of pesticide usage or the use of less toxic products around the home can lead to a reduction of pollutants in our local creeks, as well as a healthier environment for the public.

MCSTOPPP currently sponsors the Our Water Our World retail partnership program in 16 retail businesses throughout Marin County.

1) Building Supply	Point Reyes Station
2) Chase Ace	San Rafael
3) CNL Nursery	Mill Valley
4) Fairfax Lumber	Fairfax
5) Fairfax Backyard Farmer	Fairfax
6) Goodman's Building Supply	Mill Valley
7) The Home Depot	San Rafael
8) Jackson's Hardware	San Rafael
9) Marin Ace	San Rafael
10) Pini Hardware	Novato
11) Sloat Garden Center	E. Blithdale, Mill Valley
12) Sloat Garden Center	Kentfield
13) Sloat Garden Center	Miller Ave, Mill Valley
14) Sloat Garden Center	Novato
15) Summer Winds Nursery	Novato
16) Toby's Feed Barn	Point Reyes Station

Contract Deliverables

Summary of Tasks Completed for this Contract:

- Each retailer received at least 2 store maintenance and mentoring visits, and several received up to 6 store maintenance and mentoring visits. A total of 58 store visits were provided.
- Engaged with no less than a total of 73 customers during these store visits.
- OWOW shelf talker tags are placed to identify eco-friendly products at these retailers.
- Stock the OWOW rack with the 17 fact sheet topics, including topics in Spanish.

- The OWOW fact sheet QR Code poster is accessible to shoppers to use.
- Provided an OWOW training for the associates at 9 retailers training a total of 56 associates.
- Provided 6 in-person public outreach events, engaging with no less than 217 people.
- Provided 2 webinars, 106 attended in total, and these webinar recording have received a combined 179 views.
- Fairfax Backyard Farmer is closing on August 31, 2023

OWOW tasks throughout the year

Store Set-up:

Each retailer received new shelf talker tags to identify the eco-pesticides available for consumers to purchase. The Home Depot Stores physically remerchandise their products each winter. As for the other retailers, they might remerchandise and/or add new eco-products to the retail shelves for sale.

CNL nursery, Toby's, Fairfax Ace and the Fairfax Backyard Farmer do not have shelftalker tags. CNL, Toby's and Fairfax Farmer only sells eco-pesticide, and have requested no tags, the shelves at Fairfax Ace are problematic. I am still trying new approaches for placing the shelf tags at the Fairfax Ace. Thankfully they primarily sell eco-friendly products, however the OWOW shelf tags need to be placed.



New Shelf talker tags at the Home Depot, San Rafael

Retail Store Mentoring and Maintenance Visits:

A total number of 58 program store mentoring and maintenance visits were provided for the year.

- Building Supply: 3 visits
- Chase Ace: 4 visits
- CNL Nursery: 4 visits
- Fairfax Lumber: 3 visits
- Fairfax Backyard Farmer: 2 visits
- Goodman's Building Supply: 6 visits

- The Home Depot: 7 visits
- Jackson's Hardware: 5 visits
- Marin Ace: 6 visits
- Pini Hardware: 4 visits
- Sloat, E. Blithdale: 6 visits
- Sloat, Kentfield: 6 visits
- Sloat, Miller Ave: 6 visits
- Sloat, Novato: 5 visits
- Summer Winds: 5 visits
- Toby's Feed Barn: 3 visits

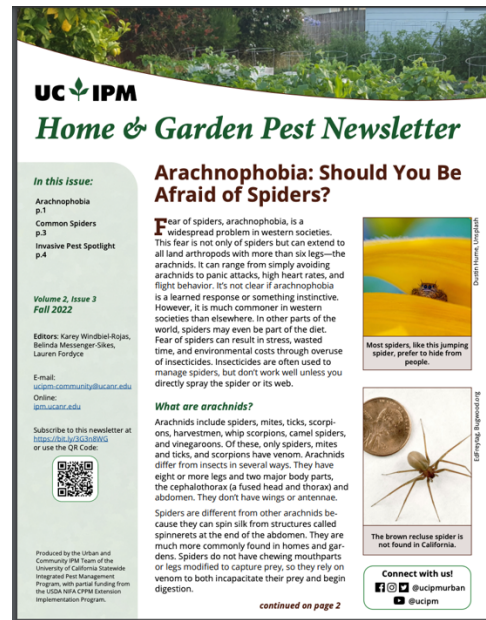
Store mentoring and maintenance activities throughout the year:

- Replenish fact sheets
- Update shelf talkers on new products
- Ask associates if they are hearing of any new or unusual pest problems from their customers
- Focus on the pest of the month calendar
- Bring the quarterly UCIPM Retail Newsletter to each retailer
- Remind associates about the resource on the OWOW & UCIPM website
- Demonstrate how to use the UCIPM website for pest problem assistance
- Demonstrate how to access fact sheets through the QR code poster
- Guide customers to less-toxic solutions in the aisle
- Mentor buyer and manager at each retailer about new eco-friendly product on the market
- Mentor associates about the current pest problems and IPM strategies for the pests
- Mentor associates on how less toxic active ingredients work
- Follow up with emails and phone calls on pest questions from associates, as well as customers

I provided each store with support around assorted seasonal pest, such as aphids, earwigs, and gophers, along with leaf and plant diseases, especially peach leaf curl this year due to the extended rainy season. Weeds, rats & mice were also highlighted with many customers coming in the stores with these pests.

I continue to provide each retailer with more resources for pest prevention by keeping plants healthy, how to efficiently water plants that reduces water usage, and the benefits of planting regionally appropriate plant material.

In the fall I provided each retailer with the BASMAA handouts for keeping rainwater on sight. In the spring I provided each with how to keep gardens healthy through times of drought. I provided each with the CA Pest Alert 'Keep the Spotted Lanternfly out of CA' to post, & the quarterly UC IPM Retailer Newsletter.



UCIPM quarterly newsletters provided the associates at all stores.

Fact sheets:

OWOW fact sheets are made available at each retailer in print form and/or digital form. These fact sheets provide the basic information for less-toxic pest management based off the information found on the UCIPM website. The OWOW fact sheets provide user friendly, easy to understand tools and techniques for pest management.

This is the current list of fact sheet available:

- Controlling **Ants** in Your Home
- Controlling **Aphids** in Your Garden
- Keep **Bed Bugs** Out of Your Home
- Keep **Cockroaches** Out of Your Home
- Keep **Fleas** Off Your Pests and Out of Your Home
- Planting a **Healthy Garden**
- Tips for a Beautiful, **Healthy Lawn**
- Protect Your Garden from **Moles, Voles and Gophers**
- Controlling **Mosquitoes** Around Your Home
- Hiring a **Pest Control Company**
- Keep **Rats and Mice** Out of Your Home
- Growing Beautiful **Roses**
- **Snails and Slugs** in Your Garden
- **Spiders** – The Helpful Hunters
- Pesticide **Use and Disposal**
- Controlling **Weeds** in Your Garden
- Controlling **Yellowjackets** Around Your Home



OWOW Fact Sheet Rack with QR Code poster on display at the Home Depot, San Rafael

QR Code signage for digital fact sheets

With the intention of keeping the OWOW program relevant, I developed trackable QR code signage of the fact sheets. This helps to engage customers throughout the nursery. I currently have the QR code signage for Roses, Healthy Gardens, and the 10 Most Wanted brochure placed in just the nurseries. I also created a sign that directs people to the OWOW & UCIPM websites. This is available in both English and Spanish.

OWOW Retailer Trainings

The OWOW trainings are designed to educate the associates about storm water runoff, where the local HHW facility is located, their role in reducing problem pesticide usage, the principles of IPM, how to read a pesticide label, the less toxic pesticides their store sells, proper usage of these pesticides, current pest problems and less toxic solutions for these problems for their customer. These trainings also provide suggested alternatives to their customers to manager their gardens sustainably with the intent to reduce the toxic pesticides and fertilizers that so easily can get into the waterways.

A total of 9 training events were provided with 56 associates received the training. Each associate received a training folder stocked with reference materials, pest problem solving for the common seasonal pests they are asked about, OWOW Fact Sheets, Pest Identification key, and UCIPM Pest Notes for some of the current pest problems. Pre & Post Training Surveys were provided to each attendee.

Date	Store	Number Trained
10/26/22	Marin Ace	9
12/9/22	Sloat, Novato	3
1/6/23	The Home Depot	5
2/16/23	Sloat, Miller Ave	2
3/2/23	Sloat, E Blithdale	14
5/11/23	Goodman's	4
5/31/23	Chase Ace	9
6/21/23	Sloat, Kentfield	5
6/21/23	SummerWinds, Novato	5
	Total associates trained:	56

Topics covered in the training:

- An OWOW partnership program overview
- Pesticides that are water pollutants of concern
- Where to dispose of local HHW
- 'How less-toxic products' work
- How to read a pesticide label
- IPM principles & techniques
- Beneficial Insect Identification
- Water Conservation
- Benefits of Compost
- Benefits of Mulch

- Water-wise plant choices for our area
- Pests highlighted: Aphids, ants, powdery mildew, citrus leaf miner, earwigs, fleas, gophers, rats & mice, snails & slugs, spider mites, whitefly, fungal diseases, codling moth, rose care without problem pesticides and how to address the many customer habits, such as how over fertilizing can increase pest populations. Also, the importance of adding compost to the soil and protecting the soil with a layer of mulch.
- Invasive pests: Asian Citrus Psyllid
- 'Keep Spotted Lantern Fly Out of CA' brochure.
- OWOW website, UC IPM website
- How to use the OWOW materials, including how to access fact sheets by using the QR code.

Resources provided to each OWOW training attendee includes:

- The Mac's Field Guide Good Garden Bugs of California
- Monthly Pest Calendar
- How to Apply Beneficial Nematode
- 'How Less Toxic Products Work' handout
- Home Depot less toxic product list for the Home Depot Store training
- List of websites, books, and catalogs on a resource sheet
- Sheet Mulching instructions
- The CA DPR's 'How to read a pesticide label' handout
- Information on pest problem solving for the following pests: spider mites, lifecycle of grubs, whiteflies, spider mites, citrus leaf miner, codling moth, keeping rodent out of the home and reducing their activity in the garden, Asian Citrus Psyllid, and the UCIPM Quick tips for Mealybugs & Powdery Mildew
- '10 Most Wanted Bugs for Your Garden' brochure
- OWOW pocket guides
- Marin-Sonoma Vector Control Program
- Yard Smart Marin brochure
- A one sheet informational handout on 'Protecting Landscapes in a Drought' and '10 Tips for Water-wise Gardening'.



Training associates at the Sloat Garden Centers

Compilation of Training Feedback 2022-23 contract year

The training classes are well received by the associates, they see the value and appreciate the up-to-date IPM education I provide to them. I continued to focus my attention on how to guide their customers through the importance of keeping rainwater on site, adding compost to the soil, feeding plants organically, protecting the soil with mulch, and how to water to grow healthy plants, because when we grow healthy plants, they are more resilient and less likely to be affected by pest issues.

Program Training Assessment

Summary of Store Training Pre-Training Surveys

A total of 56 associates trained and 53 pre-training surveys were returned.

Here are the results of those surveys:

1) Are you familiar with the OWOW program?
a) Yes: 43% b) No: 57%
2) When does urban runoff occur?
a) When a sprinkler is broken & excess water is running into the street: 2% b) During & after a rain event: 2% c) From watering or irrigation overflows: 2% d) All of the above: 92% e) I'm not sure: 2%
3) Which of these pollutants can be carried into the waterways with urban runoff?
a) Motor oil & solvents: 1% b) Pet waste, debris & litter: c) Pesticides & synthetic fertilizers: 1% d) Household cleaning agents: e) All of the above: 96% f) I'm not sure: 2%
4) Storm drains, including the storm drains in parking lots & loading docks, flow directly to:
a) The sanitary sewer that goes to the wastewater treatment facility: 14% b) The nearest creek, river, bay, or ocean: 60% c) I'm not sure: 26%
5) Are pesticides removed at the wastewater treatment facility?
a) Yes: 9% b) No: 38% c) I'm not sure: 53%
6) What is the best way to dispose of unused household hazardous waste, including pesticides & fertilizers?
a) Bury them in the garden: 8% b) Dump them into the trash: 2% c) Pour them down the sink or flush down toilet: d) Take them to the local HHW facility: 88% e) I'm not sure: 2%
7) Do you know where your local HHW facility is located?
a) Yes, I do know: 51% b) No, I don't know: 49%
8) Do your customers ask for eco-friendly solutions & less-toxic products that are safer for the environment?
a) Yes: 49% b) No: 4% c) Sometimes: 43% d) Did not answer: 4%
9) What is the highly effective, science-based strategy for controlling pests in the home/garden that also helps to protect our waterways from toxic pesticide pollutants?
a) Synthetic pesticide program: 2% b) Homemade, D.I.Y. remedies & cures: 8% c) IPM (Integrated Pest Management) Principles: 66% d) I'm not sure: 25%

Summary of End of Training Post Survey

A total of 56 associates trained and 53 post-training surveys were returned.

Here are the results of those surveys:

1) Are you familiar with the OWOW program
a) Yes: 98% b) No: 2%
2) When does urban runoff occur?
a) When a sprinkler is broken & excess water is running into the street: b) During & after a rain event: c) From watering or irrigation overflows: d) All of the above: 100%
3) Which of these pollutants can be carried into the waterways with urban runoff?
a) Motor oil & solvents: b) Pest waste, debris & litter: c) Pesticides & synthetic fertilizers: d) Household cleaning agents: e) All of the above: 100%
4) Storm drains, including the storm drains in parking lots & loading docks, flow directly to:
a) The sanitary sewer that goes to the wastewater treatment facility: b) The nearest creek, river, bay, or ocean: 100%
5) Are pesticides removed at the wastewater treatment facility?
a) Yes: b) No: 100% c) I'm not sure:
6) What is the best way to dispose of unused household hazardous waste, including pesticides & fertilizers?
a) Bury them in the garden: b) Dump them into the trash: c) Pour them down the sink or flush down toilet: d) Take them to the local HHW facility: 100%
7) Do you know where your local HHW facility is located?
a) Yes, I know, named correctly: 100% b) No, I don't know:
8) How can you identify products that are less toxic for pest management in your store?
a) The OWOW shelf labels that identify eco-friendly products: 2% b) The OWOW pest management fact sheets c) The OWOW website at www.ourwaterourworld.org d) Talking with an OWOW IPM Advocate: e) All of the above: 98%
9) What is the highly effective, science-based strategy for controlling pests in the home/garden that also helps to protect our waterways from toxic pesticide pollutants?
a) Synthetic pesticide program: b) Homemade, D.I.Y. remedies & cures: 2% c) IPM (Integrated Pest Management) Principles: 98%

Summary of End of Training Evaluation Form

1) You feel comfortable using the OWOW resources available in this store?
a) Yes: 100% b) No:
2) You understand a less toxic solution for at least one pest problem discussed today.
a) Yes: 100% b) No:
3) What type of support can the OWOW IPM Advocate provide you more of?
a) More print & online resources for less toxic pest management: 10% b) More information about seasonal pest problems and how to manage less toxically: 27% c) More OWOW training & product knowledge classes: 63%

Would you like to sign up to receive emails providing information about seasonal pest updates and educational event?
25 associates agreed to sign up to receive more information throughout the year – this is 47% of those who attended the training and submitted their survey

What was the most useful thing you learned today?

- 'Reviewing the active ingredients of each product, & how they work.'*
- 'Everything, especially learning about the tools we sell that prevent pests.'*
- 'Alternatives to pesticides'*
- 'How eco-friendly pesticides work'*
- 'Keeping rats and mice out by sealing holes.'*
- 'Product information'*
- 'Learning about pest management without pesticides and how many of the eco-pesticides work.'*
- 'Learning how products work, cultural controls to prevent pests.'*
- 'Which products area safe for the waterways and which ones are not.'*

Additional comments:

- 'Thank you, Suzanne! Great class.'*
- 'Perfect lesson on toxic products.'*
- '(Suzanne is) Very friendly and the class was informative. The information was explained extremely well while keeping our attention.'*
- 'I will schedule more trainings for new employees.'*
- 'I was extremely impressed with the entire presentation.'*

Public education & outreach:

Eight OWOW outreach events were provided; 6 in-person public outreach events, engaging with no less than 217 people and 2 webinars, 106 attended in total, and these webinar recording have received a combined 179 views.

Date	Location	Number of people engaged with
11/19/22	Marin Ace, Tabling	25

12/6/22	Sinaloa, Class Presentation	21
1/7/23	Webinar: Retain the Rain	95
2/15/23	Sloat Vendor Night, Tabling	100
3/1/23	Webinar: Spring Pests	11
4/22/23	Sinaloa Creek Clean up, Tabling	30
5/6/23	The Home Depot, Tabling	23
6/7/23	Goodman's, Tabling	18

Public Tabling Events:

The outreach tabling events consisted of assisting people either in the aisle at the retailer, answering their pest & gardening questions, and guiding each to a less toxic solution. This engagement educates the consumer and guiding each towards less toxic pesticides and products. The encouraging shift is seeing that most of the people are asking for alternatives to the problem pesticides.

Topics discussed include:

- Managing rats and mice, both indoors and outdoors
- Flying insects; flies, mosquitoes, yellowjackets, fungus gnats
- Gophers and moles in the garden
- Crawling insects in the home, and around the perimeter
- Fungus gnats in houseplants
- Weeds in the garden, showing the different tools such as mulch, as well as the eco-herbicides.
- Fruit Tree care, Citrus care, Rose Care, Veggie Garden care
- Aphids, and other common garden pests
- Plant diseases; powdery mildew, peach leaf curl, black spot, rust
- Best fertilizers to feed plants.
- How to water



Tabling at the Marin Ace, San Rafael

Each person received a corresponding OWOW fact sheet when available, OWOW & UCIPM website information, the '10 Most Wanted Good Bugs' brochure, and the 'Healthy Gardens' fact sheet.

Sinaloa School:

In partnership with Non-Toxic Schools, I provided the first part of my program for the environmental student's club. I provided a classroom presentation on stormwater runoff and how it relates to the creek that flows through the Sinaloa School campus. Eighteen students and three teachers joined the class. I had the students fill out an OWOW questionnaire. The teachers who attended provided positive

feedback, that the class was well organized and presented well.

The second part of this class was an Earth Day Creek Clean Up event. Several agencies came together to provide creek education to the families who attended. I discuss the different ways the creek is vulnerable to pollution and how the students can support the health of the creek. This was a successful partnership; one I hope to join again in 2024.

Public Webinar Events:

In partnership with Sloat, I provided 2 educational webinars:

- **1/7: ‘Retain the Rain’ – 95 attended**, 131 registered, and 102 have viewed this recording as of July 2023.
- **3/1: ‘Eco-friendly Spring Pest Management’ – 11 attended**, 56 registered, and 77 have viewed this recording as of July 2023.

Each registrant received an email from me that included a program outline, and a ‘Helpful Gardening Resource’ page. This was created to help the guest with writing notes and help them pay attention without needing to scramble to note each website references throughout the program.

Webinars from the 2020-22 fiscal years are still receiving views:

- **1/9/21: ‘Winter Garden Essentials’ – 190 views, 20 more than last reported.**
 - 345 attended, this webinar was in partnership with Sloat Garden Center
- **1/16/21: ‘Compost & Soil Health Basics’ – 278 views, 19 more than last reported.**
 - 190 attended, this webinar was in partnership with Sloat Garden Center
- **2/6/21: ‘Fertilizing Basics’ – 273 views, 55 more than last reported.**
 - 135 attended, this webinar was in partnership with Sloat Garden Center
- **2/13/21: ‘Keeping Rats & Mice Out’ – 471 views, 36 more than last reported.**
 - 168 attended, this webinar was in partnership with Yard Smart Marin & the UC Marin Master Gardeners
- **2/27: ‘How to Manage Weeds Safely & Effectively’ – 259 views, 85 more than last reported.**
 - 80 attended, this webinar was in partnership with Yard Smart Marin & the UC Marin Master Gardeners
- **3/6/21: ‘Waterwise Gardening 101’ – 151 views, 17 more than last reported.**
 - 155 attended, this webinar was in partnership with Sloat Garden Center
- **3/13/21: ‘Bring in the Beneficials’ – 212 views, 39 more than last reported.**
 - 82 attended, this webinar was in partnership with Yard Smart Marin & the UC Marin Master Gardeners
- **3/20/21: ‘Grow Your Own Organic Veggies’ – 111 views, 22 more than last reported.**
 - 126 attended, this webinar was in partnership with Sloat Garden Center
- **4/17/21: ‘Learn to Identify Beneficial Insects’ – 139 views, 13 more views than last reported.**
 - 114 attended, this webinar was in partnership with Sloat Garden Center
- **5/1/21: ‘Eco-friendly Pest & Disease Management’ – 94 views, 10 more than last reported.**
 - 149 attended, this webinar was in partnership with Sloat Garden Center
- **6/2/21: ‘Protecting the Garden During Drought’ – 141 views, 19 more than last reported.**

- 194 attended, this webinar was in partnership with Sloat Garden Center
- **9/18/21: 'Fall is for Planting' – 94 views throughout the 22-23 year.**
 - 149 attended, this webinar was in partnership with Sloat Garden Center
- **1/12/22: 'Bring in the Pollinators' – 111 views throughout the 22-23 year.**
 - 65 attended, this webinar was in partnership with Yard Smart Marin & the UC Marin Master Gardeners
- **2/2/22: 'Eco-friendly Rose Care' – 165 views throughout the 22-23 year.**
 - 85 attended, this webinar was in partnership with Sloat Garden Center
- **3/2/23: 'Eco-friendly Management of Gophers, Moles & Voles' – 207 views throughout the 22-23 year.**
 - 135 attended, this webinar was in partnership with Sloat Garden Center
- **3/16/23: 'Organic Houseplant Care' – 65 views throughout the 22-23 year.**
 - 112 attended, this webinar was in partnership with Sloat Garden Center

As of July 10th, 2023, these webinars have received a total of 1156 views.

OWOW's Retail Influence

Eco-friendly Pesticide Increases

Throughout the 2022-23 fiscal year, all retailers continue to increase the number of eco-friendly pesticides as they decrease their problem pesticide inventory for the alternatives.

- The Home Depots has increased the eco-friendly pesticide selection by 7% and have increased the number of eco-friendly pesticide facings by 5%.
- Marin Ace has increased the eco-friendly pesticide selection by 3% with the same increase for number of eco-friendly pesticide facings.
- Pini Ace continues to sell through problem pesticides only to replace with eco-friendly alternatives. I currently do not have a percentage to report.
- Sloat Garden Centers currently only sell 4 non-eco-friendly products at each location. They are selling through these products with the intention of only selling eco-friendly products. Over the 11 years I've been working with the Sloats, this is approximately* 80% increase of eco-friendly product selection.

**Approximately since each store sells a slightly different product selection.*

Each of the retails have witnessed an increase in sales with the eco-friendly alternative pesticides. This is a significant increase in response to the consumer demand.

OWOW Program Evaluation

Fact Sheets Displayed:

- All 16 retailer have a fact sheet rack and/or fact sheet QR code signage on display for their customers to reference.

- 45% noted: The print copies of fact sheet are somewhat affective; people reference them sometimes.
- 45% noted: The fact sheets are very helpful, and people reference them often.
- 10% noted: They are not very effective and people rarely if ever reference the information.
- 50% noted: The QR code with digital access to the fact sheets was more effective.
- 50% noted: Both print and digital facts sheets are preferred.

Shelf Taker Tags:

- 81% of the retailers noted that the shelf talker tags are very effective, they really help us identify the eco-friendly products we sell.
- 19% noted that they were somewhat effective, that they primarily or only sell eco-friendly pesticides and that their customers are only looking for eco-friendly solutions.

OWOW Retailer Trainings:

- 75% of the retailers noted that the OWOW trainings are very valuable, feel that they are an important addition to staff enrichment and would like them more often when possible.

OWOW Outreach Events:

- Several of the retailer have requested OWOW join an in-person outreach customer event. I have all requested scheduled for the 23-24 contract year.

Overall challenge for the year:

Though I was able to schedule a training and an outreach event each month, it was especially difficult this contract year. The main challenge was that after the decline of December's Covid-19 variant, there were several requests for in-person events. In addition, due to the long rainy season, retailers were waiting to schedule OWOW trainings. These two factors significantly impacted the usual rhythm of scheduling OWOW services.

The next disappointment is the attendance of webinars dropped significantly. It is completely understandable why people have zoom fatigue. However, I am impressed by the number of views the abundant library of recorded webinars continues to receive. Truly amazing!

I am encouraged by the successful events at Sinaloa School, Novato, by meeting the program coordinator for the Intergenerational Garden, Marin City, the Rotary Club, San Rafael, and by the feedback retailers shared with invitations to join their upcoming events. I am looking forward to joining several in-person outreach opportunities throughout Marin County.

Providing OWOW Services Beyond the Retailer

Professional Events

BFG Marketplace EXPO, Reno Event Center
October 4th – 6th, 2022

Formerly the L&L Distributor Show, OWOW was invited to join this in-person garden industry retailer event. Joining this event gives OWOW the opportunity to spread the clean water message, meet with pesticide vendors to learn about the eco-friendly products they sell, to see new products entering the marketplace, and to meet with the retail buyers to assist them with eco-friendly alternatives for them to sell at their business. I provided an OWOW presentation on Wednesday and Thursday of this event. Over the 3 days of this show, we spoke with hundreds of retailers.



Northern California Home & Landscape EXPO, Sacramento Cal Expo Center
February 3rd – 5th, 2023

This is the first year OWOW was invited to join this in-person consumer public event. Joining this event gave us the opportunity to expand the OWOW message to a larger public audience. It was a dynamic show, reaching hundreds of people, distributing hundreds of fact sheets and information guiding people to the OWOW & UCIPM websites. I provided an OWOW presentation on Saturday and Sunday of this event.



NorCal Landscape & Nursery Show, San Mateo Event Center
February 9th, 2023

Happy to join this landscape and nursery professional show in-person after a 3-year pause. This show is for landscape workers, city parks workers, landscape designer, professional gardeners and any other in the professional garden industry. During this one-day show we speak with close to 200 professionals, sharing with them the OWOW message, information and education around less-toxic pest management, and distribute fact sheets and OWOW website information to all who visit our booth. I provided an OWOW presentation at this event.



Closing comments:

Each of the retailers have been great to work with. Each of the associates are very open to learning about the OWOW program partnership, the new eco-products they sell, tips for less toxic pest management, and how to better support their customers. Each year the ecofriendly product interest seems to increase, with more awareness for less toxic choices requested by the consumer.

In close, I'd like to thank you for the opportunity to provide OWOW services on behalf of MCSTOPPP. I very much appreciate being able to reduce pesticide pollutants by sharing IPM knowledge, by offering support around stressful pest problems, and by being available to guide folks to less toxic, sustainable pest & gardening solutions.

Thank you so much for allowing me to contract with you.

With great appreciation,

Suzanne Bontempo