



OUR WATER – OUR WORLD

Marin County Stormwater Pollution Prevention Program Our Water Our World

Store Partnership Program Report

July 2023 - June 2024

Contract# 32400563 for Plant Harmony
prepared by Suzanne Bontempo

Program overview

Our Water Our World (OWOW) is a public outreach program designed to reduce the use of toxic pesticides and to reduce pesticide pollution in urban run-off. OWOW uses a point-of-purchase approach 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. Promoting the use of less toxic products around the home and garden can lead to a reduction of pollutants in our local creeks and waterways, as well as a healthier environment for the public.

The OWOW program meets the National Pollutant Discharge Elimination System (NPDES) stormwater permit requirements that require municipalities to have a program in place to educate the public on IPM.

MCSTOPPP currently sponsors the Our Water Our World retail partnership program in 15 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) Goodman's Building Supply	Mill Valley
6) The Home Depot	San Rafael
7) Jackson's Hardware	San Rafael
8) Marin Ace	San Rafael
9) Pini Hardware	Novato
10) Sloat Garden Center	E. Blithdale, Mill Valley
11) Sloat Garden Center	Kentfield
12) Sloat Garden Center	Miller Ave, Mill Valley
13) Sloat Garden Center	Novato
14) Summer Winds Nursery	Novato
15) 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 7 store maintenance and mentoring visits. A total of 82 store visits were provided.
- Engaged with no less than a total of 50 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 8 retailers training a total of 49 associates.
- Provided 9 in-person public outreach events, engaging with no less than 168 people.
- Provided 2 webinars, 65 attended in total, and these webinar recording have received a combined 469 views.
- Provided 2 radio interviews reaching thousands of local Bay Area listeners

OWOW tasks throughout the year

Store Set-up:

OWOW shelf talker tags are placed throughout the year to identify the eco-friendly products at each retail partner. Throughout the year tattered shelf tags are replaced for new tags. The activity at the Home Depot Stores is the highest, so the shelf tags need monthly attention. The activity at the other retailers is rather stable, not moving products or remerchandising often so the shelf tags stay in place for longer durations.

CNL nursery, Toby's, and Fairfax Ace do not have shelftalker tags. CNL and Toby's 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.



New shelf talker tags at Goodman's and SummerWinds

Thankfully they primarily sell eco-friendly products. I am still trying different solutions to this problem. So far nothing has been successful.

Fact sheets:

OWOW fact sheets are made available at each retailer in print form and/or digital form accessed with the QR code signage. 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. The OWOW fact sheet rack is in the pesticide aisle at all fifteen retailers. In addition, OWOW QR Code posters and signage is make accessible for the public to scan the fact sheets.

This is the current list of fact sheets 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



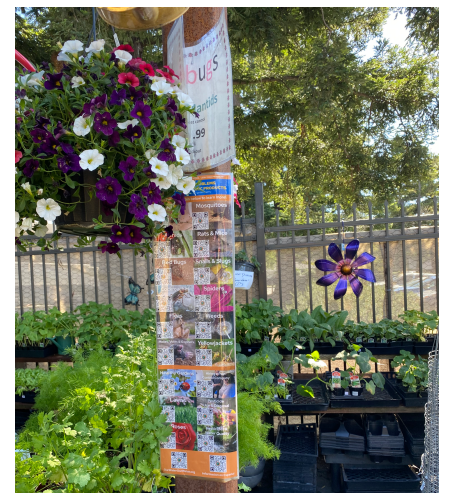
OWOW fact sheet rack at Jackson's

QR codes for digital fact sheets:

The QR codes for each fact sheet have been developed as a poster and/or as signage to place on display on or near the OWOW rack and/or in the pesticide aisle for consumers to access with ease.

Retail Store Mentoring and Maintenance Visits:

A total number of 82 program store mentoring and maintenance visits were provided for the year.



QR code poster in the nursery at Marin Ace

- Building Supply: 3 visits
- Chase Ace: 5 visits
- CNL Nursery: 5 visits
- Fairfax Lumber: 4 visits
- Goodman's Building Supply: 4 visits
- The Home Depot: 7 visits
- Jackson's Hardware: 6 visits
- Marin Ace: 7 visits
- Pini Hardware: 7 visits
- Sloat, E. Blithdale: 7 visits
- Sloat, Kentfield: 7 visits
- Sloat, Miller Ave: 7 visits
- Sloat, Novato: 6 visits
- Summer Winds: 5 visits
- Toby's Feed Barn: 2 visits



Mentoring the managers at the Sloat Kentfield

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
- Answer associate pest and product questions
- 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 ants, aphids, spiders, 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 (photo on right).

In the spring, as irrigation systems start to turn on, I provide the Marin Water schedule as a helpful resource. I also distributed the 'Good Bug Tub' and 'CA Plants for Native Bees' handouts, which were both popular.

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 49 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
9/21/2023	Sloat, E Blithdale	10
10/24/23	Marin Ace	10
1/20/24	Sloat, Novato	1
2/27/24	Sloat, Kentfield	6
3/13/24	Sloat, E Blithdale	4
4/4/24	Home Depot	8
5/08/24	Jackson's	4
5/22/24	Sloat, Miller Ave	4
	Total associates trained:	49

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.
- How to access OWOW and UCIPM eco-friendly pest management for the Spanish speaking audience by using the QR code.



Learning how to use the QR codes at Sloat E Blithdale



Training the team at Jackson's

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



Training the team at Goodman's

- 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'.



Learning how to access the OWOW & UCIPM websites in Spanish at the Marin Ace



Training associates at the Home Depot

OWOW trainings at Sloat Garden Centers

It was recently brought to my attention again that every new employee at Sloat, as a part of their new-hire training, is required to watch an OWOW training VHS tape from the late 1980s. I have seen this video and it provides an introduction to the OWOW program, pesticides and water quality, choosing pesticides in an retail environment, how to read a pesticide label, and safe disposal. Though the content is older, it still promotes the current OWOW message.

The assistant manager at the Sloat, Kentfield shares:

'The OWOW program helps us provide better information to our guests and regular pest updates for our team. We are all in full support of the OWOW program. Thank you'



Training associates at the Sloat E Blithdale



Training associates at the Sloat Miller Ave



Training associates at the Sloat Kentfield

Program Training Assessment

Compilation of Training Feedback 2023-24 contract year

OWOW training classes are well received by the associates, and managers share that this component of the OWOW program is incredibly valuable. They appreciate the practical information and up-to-date IPM education I provide. Through IPM, I share the importance of proper pest identification, to address the cause of the problem and to look towards pesticides as the last line of defense, not the first. I also highlight the importance of 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.

Summary of Store Training Pre-Training Surveys

A total of 49 associates trained and 45 pre-training surveys were returned.

Here are the results of those surveys:

1) Are you familiar with the OWOW program?
a) Yes: 38% b) No: 62%
2) When does urban runoff occur?
a) When a sprinkler is broken & excess water is running into the street: 7% b) During & after a rain event: c) From watering or irrigation overflows: d) All of the above: 93% e) I'm not sure:
3) Which of these pollutants can be carried into the waterways with urban runoff?
a) Motor oil & solvents: b) Pet waste, debris & litter: c) Pesticides & synthetic fertilizers: 7% d) Household cleaning agents: 2% e) All of the above: 91% f) I'm not sure:
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: 13% b) The nearest creek, river, bay, or ocean: 58% c) I'm not sure: 29%
5) Are pesticides removed at the wastewater treatment facility?
a) Yes: 11% b) No: 47% c) I'm not sure: 42%
6) What is the best way to dispose of unused household hazardous waste, including pesticides & fertilizers?
a) Bury them in the garden: 4% b) Dump them into the trash: c) Pour them down the sink or flush down toilet: d) Take them to the local HHW facility: 96% e) I'm not sure:
7) Do you know where your local HHW facility is located?
a) Yes, I do know: 53% b) No, I don't know: 47%
8) Do your customers ask for eco-friendly solutions & less-toxic products that are safer for the environment?
a) Yes: 40% b) No: c) Sometimes: 60% d) Did not answer:
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: 4% b) Homemade, D.I.Y. remedies & cures: 2% c) IPM (Integrated Pest Management) Principles: 62% d) I'm not sure: 32%

Summary of End of Training Post Survey

A total of 49 associates trained and 45 post-training surveys were returned.

Here are the results of those surveys:

1) Are you familiar with the OWOW program
a) Yes: 100% b) No:
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: 98% c) I'm not sure: 2%
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: 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: 100%
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: c) IPM (Integrated Pest Management) Principles: 100%

Summary of End of Training Evaluation Form

1) You feel comfortable using the OWOW resources available in this store?
a) Yes: 98% b) No: 2%
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: 24% b) More information about seasonal pest problems and how to manage less toxically: 38% c) More OWOW training & product knowledge classes: 38%

Would you like to sign up to receive emails providing information about seasonal pest updates and educational event?

19 associates agreed to sign up to receive more information throughout the year – this is **42%** of those who attended the training and submitted their survey

What was the most useful thing you learned today?

- 'Learning about the lifecycle of yellowjackets and timing of management action.'
- 'Learning about less-toxic pest control.'
- 'Everything was helpful, I learned a lot.'
- 'Learning about IPM'
- 'Learning about the active ingredients, how to apply, and limits of use'
- 'Best practices for using pesticides and the different modes of action'
- 'Learning about IPM and the tools we sell that will manage/prevent pests.'
- 'How to identify less-toxic product with OWOW materials'
- 'Learning about pyrethroids and other problem pesticides and how they pollute the water'

Additional comments:

- 'Great class!'
- 'We love you! You are amazing!'
- 'Great information! Always good to have you share your knowledge'
- 'I like how you explain the products'
- 'Perfect balance between hard facts and practical advice'
- 'Thank you, great class'

Public education & outreach:

Provided 14 outreach events:

- 9 in-person public outreach events, engaging with no less than 168 people

TECHNICAL TRAINING ORGANIC FIELD MANAGEMENT

Organically maintained lawns and fields are:

- more resilient
- more drought-tolerant
- more resistant to pest infestations than chemically maintained natural turf
- safer, cooler, and less expensive than artificial turf



Chip Osborne, the nation's top organic turf expert, will cover:

- Developing & maintaining healthy soil
- Choosing the right grass
- Fertilization, soil amendment, & the importance of soil testing
- Best practices for irrigation, mowing, aeration, & over-seeding
- Pesticide use & IPM
- Addressing specific pest problems without chemical pesticides
- Soil biology testing and analysis

**Thurs., Sept. 28, 2023
8:30 am - 4:30 pm**

Petaluma Community Center
320 North McDowell Blvd, Petaluma

Lunch will be provided 

 Scan the code to register.
Or go to www.NonToxicSchools.org

Thanks to our sponsors, this seminar is offered at a highly-discounted rate of \$40.
 CE Credits applied for Scholarships available


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- 2 webinars, 65 attended in total, and these webinar recording have received a combined 469 views as of July 1st, 2024.
- 2 radio interviews promoting the OWOW program throughout Marin County

Date	Location	Number of people engaged with
9/27/23	Organic Turf Conference, Novato	30
10/17/23	Inverness Public Library – Fall Garden Prep and Pest Management	16
10/23/23	KWMR ‘In the Coastal Garden’	1600 +
10/28/23	CNL Tabling	23
11/11/23	Webinar with Sloat: Preparing Garden for Winter	30 attended, 77 views
1/20/24	Sloat, E Blithdale, Tabling	18
1/20/24	Sloat, Novato, Tabling	16
1/21/24	Sloat, Kentfield, Tabling	6 (heavy rains & football playoff)
2/20/24	Sloat Vendor Night, Tabling	125
3/2/24	KSFO, Garden Program	1000s
3/16/24	Webinar with Sloat: Vermiculture	35 attended, 392 views
3/23/24	CNL Tabling	26
4/10/24	Fairfax Public Library – Organic Food Gardening	16
5/29/24	Fairfax Public Library - Gardening for Pollinators	17

Public Tabling Events:

The outreach tabling events consisted of assisting people either in the aisle or near 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
- Managing deer and other wildlife
- Flying insects; flies, mosquitoes, yellowjackets, fungus gnats



Tabling at the Sloat Novato

- 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
- Right Plant, Right Place
- Attracting beneficial bugs and pollinators

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.



Tabling at the CNL

Public OWOW Programs:

Each of the gardening programs I provided an introduction to OWOW, to MCSTOPPP, and urban runoff, impacts of pesticides and synthetic fertilizers on our local waterways. I provide information on how to reduce pesticide usage by increasing the health of the environment, either in the home or in the garden. A dynamic questions and answer session follows each, where I answer the questions of those who have attended. Each in-person program is tailored to the hosting venue.

Though the attendance at both were fair, the feedback from attendees was very positive, and a few noted that they were unaware of those direct connections with pollutants getting into the waterways through runoff. I also shared information about the Yard Smart Marin website.

Radio Programs:

I joined 2 local radio garden shows where I was asked to talk about what the OWOW program is, less-toxic pest management for the seasonal pests, and upcoming events which were being held in Marin. Though it is not possible to know exactly how many listeners heard me, each radio station assured me that there were well over 1000 listeners during each show.

Public Webinar Events:

In partnership with Sloat, I provided 2 educational webinars:

- **11/11/23: ‘Preparing the Garden for Winter’ – 30 attended**, 65 registered, and 77 have viewed this recording as of July 1st, 2024.
- **3/16/24: ‘Vermiculture’ – 35 attended**, 52 registered, and 392 have viewed this recording as of July 1st, 2024.

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 2020-23 fiscal years are still receiving views:

- **1/9/21: ‘Winter Garden Essentials’ – 208 views, 18 more than last reported.**
 - 345 attended, this webinar was in partnership with Sloat Garden Center
- **1/16/21: ‘Compost & Soil Health Basics’ – 287 views, 9 more than last reported.**
 - 190 attended, this webinar was in partnership with Sloat Garden Center
- **2/6/21: ‘Fertilizing Basics’ – 360 views, 87 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’ – 164 views, 13 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’ – 122 views, 11 more than last reported.**
 - 126 attended, this webinar was in partnership with Sloat Garden Center
- **4/17/21: ‘Learn to Identify Beneficial Insects’ – 159 views, 20 more views than last reported.**
 - 114 attended, this webinar was in partnership with Sloat Garden Center
- **5/1/21: ‘Eco-friendly Pest & Disease Management’ – 111 views, 17 more than last reported.**
 - 149 attended, this webinar was in partnership with Sloat Garden Center
- **6/2/21: ‘Protecting the Garden During Drought’ – 155 views, 14 more than last reported.**
 - 194 attended, this webinar was in partnership with Sloat Garden Center
- **9/18/21: ‘Fall is for Planting’ – 97 views, 3 more than last reported.**
 - 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
- **3/2/22: ‘Eco-friendly Management of Gophers, Moles & Voles’ – 269 views, 62 more views since last recorded.**
 - 135 attended, this webinar was in partnership with Sloat Garden Center

- **3/16/22: ‘Organic Houseplant Care’ – 75 views, 10 more than last reported.**
 - 112 attended, this webinar was in partnership with Sloat Garden Center
- **1/7/23: ‘Retain the Rain’ – 142 views, 18 more views since last recorded.**
 - 95 attended, this webinar was in partnership with Sloat Garden Center
- **3/1/23: ‘Eco-friendly Spring Pest Management’ – 115 views, 18 more than last recorded.**
 - 11 attended, this webinar was in partnership with Sloat Garden Center

As of July 1st, 2024, these webinars have received a total of 1616 views.

OWOW posts for social media:

This contract year I provided 3 bilingual IPM tips were provided throughout the contract year:

- What is OWOW?
- What is IPM?
- Look for shelf talkers and make a difference

OWOW’s Retail Influence

OWOW Program Evaluation

Fact Sheets Displayed:

- All 15 retailer have a fact sheet rack and/or fact sheet QR code signage on display for their customers to reference.
- 55% noted: The print copies of fact sheet are very helpful; people reference them.
- 70% noted: The QR code with digital access to the fact sheets was more effective.
- 70% noted: Both print and digital facts sheets are preferred.

Shelf Taker Tags:

- 100% of the retailers who have the shelf tags noted that the shelf talker tags are very effective, they really help us identify the eco-friendly products we sell.

OWOW Retailer Trainings:

- 100% 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 noted that they appreciate then OWOW can join an event they host, however they haven't had the time to schedule events as often as they would like to.
- Finding new audiences to share the OWOW message has been my focus. Though the attendance has been lower than I'd like, the library has been a great addition for reaching new audiences.

Overall challenge for the year:

Providing OWOW services has been steady. The retailers appreciate the educational support and know that it helps their employees assist their customers. The main challenge is that many of the retailers are understaffed or short staffed, so scheduling the trainings is not easy and attendance is lower than in past years. I am still pleased that I was able to schedule as many as I did.

As for outreach, I joined a variety of venues promoting the OWOW message. I am joining when and where I can, as often as I can. The Marin UC Master Gardeners have invited me to provide classes in the fall. The Belvedere-Tiburon Library has requested an OWOW program in the fall, and the Fairfax library has requested more programs in the 2024-25 year. The Rotary Club is still interested in having OWOW join an event. I am currently looking for new organizations who would benefit from an OWOW program and am looking forward to joining several in-person outreach opportunities throughout Marin County in the coming contract year.

Providing OWOW Services Beyond the Retailer

Professional Events

BFG Marketplace EXPO, Reno Event Center

October 10th – 12th, 2023

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 was invited to provide an OWOW presentation on Wednesday of this event.

Over the 3 days of this show, we spoke with hundreds of retailers.

During this event, I scheduled meeting with the buyers from Prickett's, met with the buyer from Friedman's and Western Farm Center.

NorCal Landscape & Nursery Show, San Mateo Event Center

February 8th, 2024

Happy to join this landscape and nursery professional show. 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 over 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.

Closing comments:

Each of these retailers have been great to work with. The department supervisor and garden team see the value that OWOW program brings to this store and appreciates the attention I provide to them and their customers. All the associates that I meet with are open to learning about the new eco-products they sell, tips for less toxic pest management, and how to better support their customers. Eco-friendly products are trending, and consumers know that they have new choices in favor of not contaminating the environment or waterways.

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.