

# Our Water Our World

CASQA Conference  
September 26, 2017

Annie Joseph



# The Our Water Our World Program

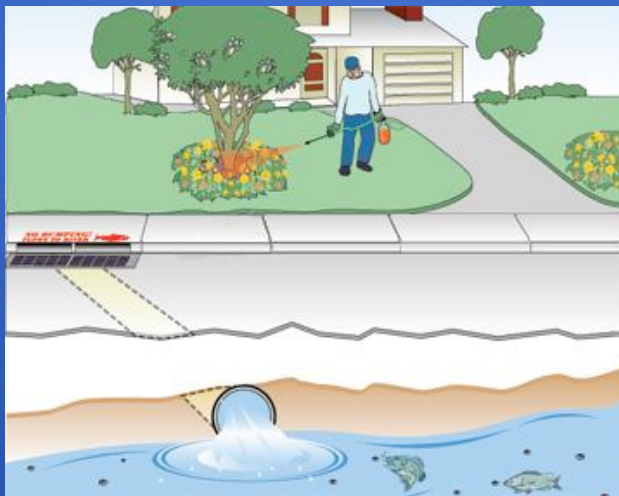
A collaboration among regional and local water pollution prevention agencies in the greater San Francisco Bay Area. We are now in over 240 stores in over 19 counties



# Program Goals

Raise awareness of the connection between pesticide use and water quality

Provide information to the public at the point-of-purchase about Integrated Pest Management techniques and less-toxic alternatives.



# Meeting Permit Requirements

## Public Outreach Events

Participate in and/or host events such as fairs, shows, workshops to reach a broad spectrum of the community with both general and specific stormwater runoff pollution prevention messages.

## Public Outreach to PCOs & Residents

Conduct outreach to consumers at point of purchase including participation in the Our Water Our World Program. Outreach to residents who use or contract for structural or landscape pest control.



# Our Water Our World Program Basics: Labeling Less-Toxic Products

- A complete re-labeling each year when stores receive new products
- Add labels for new products, re-located products, worn labels
- Update and revise list of less-toxic products



# Our Water Our World Program Basics: Labeling Less-Toxic Products



# Fact Sheets and Fact Sheet Racks

Re-filling racks on a continuing basis



# Newly Designed Fact Sheets

EFFECTIVE ECO-FRIENDLY PEST CONTROL • LESS-TOXIC PRODUCTS

## CONTROLLING ANTS IN YOUR HOME

### CONTROL ANTS IN YOUR HOME WITH THESE ECO-FRIENDLY PRODUCTS

Baits containing borates	Amdro Kills Ants Ant Killer (liquid ant bait), KM Ant Pro ant bait delivery system, Tero Ant Killer II Liquid Ant Bait Station (pre-filled bait stations), Victor Liquid Ant Killing System
Containerized baits containing hydramethylnon	Amdro Kills Ants Ant Killing Bait (bait stations), Combat Source Kill 4 Ant Bait Stations (use only in enclosed bait stations)
Dessicating dust containing diatomaceous earth (DE)	Concern Diatomaceous Earth Crawling Insect Killer, Safer Brand Ant and Crawling Insect Killer—Diatomaceous Earth Powder, Safer Brand Diatomaceous Earth, St. Gabriel Organics Diatomaceous Earth Insect Dust
Applicator for diatomaceous earth (DE)	Pest Pistol
Plant-based insect repellents	Ecosmart Ant and Roach Killer, Orange Guard
Hose attachment	Bug Blaster
Sticky barrier	Stikem Special pest glue, Tree Tanglefoot Insect Barrier

Argentine ants are frequent invaders in California homes. They are tiny (1/8 inch), and they come inside first a few at a time (the "scouts"), and then in long lines, following scent trails to a food source.

#### A QUICK FIX FOR AN ANT EMERGENCY

If you deal with ants when they first come inside, a few simple steps can take care of the problem.

1. Find what ants are after (usually leftover food) and where they are entering the room (usually through a crack in the wall). Mark the spot so you can find it again. If you can't find an entry point, see Step 4.
2. Spray lines of ants with soapy water and wipe up with a sponge, and clean up any food or spills.
3. Next, block entry points temporarily with a smear of petroleum jelly or a piece of tape.
4. If you can't find an entry point, clean up the ants (Step 2). Place a bait station in an out-of-the-way spot on the line the ants have been following. Remember to remove the bait station when the line of ants has disappeared so you don't attract more ants into the house. (See *Tips for Using Ant Baits*.)

While they can be pests, ants are helpful creatures, especially outside. Ants kill and eat many pest insects, help to aerate soil, and recycle animal and vegetable material. This is good news, because it's probably not possible to eliminate ants from their outdoor habitat. The best way to manage an ant invasion is to keep them outside.

#### KEEP ANTS AWAY

- Store food in the refrigerator, or in containers that seal tightly.
- Keep things clean and dry, and fix leaking faucets and pipes (ants come in to find water as well as food).



Choose eco-friendly products for your home and garden. Look for this symbol before you buy.

- Weather-strip doors and windows.
- Put pet dishes in a soapy moat—partially fill a wide, shallow container with soapy water and place pet bowls in the water.
- Use silicone caulk to permanently close holes in walls, cracks along moldings and baseboards, and gaps around pipes and ducts to keep ants outside.

Use a hand duster, such as Pest Pistol, to apply desiccating dust such as diatomaceous earth (DE) in wall openings and cracks before sealing. DE kills insects by absorbing their outer waxy coating, causing dehydration and death. It has little toxicity to humans or pets but inhaling it can cause respiratory problems, so wear a dust mask and goggles when applying.



#### OUTDOORS

- Follow indoor ant trails back to the spot where ants come in from outside, and place enclosed bait stations there.
- Caulk cracks where ants are entering the house.
- Ants are attracted to the "honeydew" that aphids and other insects make. Use sticky barriers around the trunk of a tree or bush to keep ants away while you deal with the source of the honeydew. Prune any branches that touch walls, fences, or the ground so ants cannot get around the barrier.



#### ANTS IN YOUR PLANTS?

If ants are nesting in a potted houseplant, move it outdoors. Water it thoroughly and place the pot in a bucket filled with water that comes an inch below the rim of the pot. Use a stick to make a bridge for ants to get out of the pot and the bucket without getting in the water. The ants will soon begin carrying their white-colored young to safety. When no more ants emerge, drain the pot and return it to the house.

#### TIPS FOR USING ANT BAITS

Baits use a minimum of insecticide and confine it to a very small area. Ants carry small quantities of bait back to the nest to share with their fellows, which can reduce the local ant population.

- Use baits with active ingredients borate or hydramethylnon. Bait stations with hydramethylnon should be enclosed.
- Argentine ants change their food preferences frequently. If one bait is not working, try another type. Wait at least a day to see if ants take the bait.
- Do not spray insecticide around the bait; it will repel the ants.
- Baits may take several weeks to kill the ants. At first you may see more ants coming to the bait, but after a few days to a week you should see many fewer ants.
- When ants are gone, remove the bait so you don't attract more ants. Return enclosed bait stations to the original box to save and use again. Put the box inside a plastic bag, seal it with a twist-tie, and store away from children and pets.



WWW.OURWATEROURWORLD.ORG

Common home and garden pesticides are found in stormwater runoff, treated wastewater, and in local waterways, sometimes at levels that can harm sensitive aquatic life. Our Water Our World is a joint effort by water pollution prevention agencies, participating retail stores, and pesticide distributors and manufacturers—working together to reduce the risks associated with pesticide use.

Our Water Our World fact sheets and store displays educate residents about less-toxic pest management. For the rest of the series of fact sheets, visit [www. OurWaterOurWorld.org](http://www.OurWaterOurWorld.org). Look for the *Less Toxic - Eco-friendly* tag next to less-toxic products in participating stores and nurseries. See the *Pesticides and Water Pollution* fact sheet for information on active ingredients in common pesticides that may cause water quality problems.

Pest control strategies and methods described in this publication are consistent with integrated pest management (IPM) concepts, and are based on scientific studies and tests in actual home and garden settings. Use suggested products according to label directions and dispose of unwanted or leftover pesticide at a household hazardous waste collection facility or event. For more information on pesticide disposal, visit [www.epa.gov](http://www.epa.gov). No endorsement of specific brand name products is intended, nor is criticism implied of similar products that are not mentioned.

For more information, contact:

Bio-Integral Resource Center (BIRC), 510.524.2567, [www.birc.org](http://www.birc.org)  
University of California Cooperative Extension Master Gardeners in your area  
University of California IPM website, [www.ipm.ucdavis.edu](http://www.ipm.ucdavis.edu)

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Winter 2015



# Beyond the Basics

## Addressing Water Conservation Concerns

In response to store requests, we developed handouts, trainings, and outreach materials to promote all the basic OWOW information through the lens of “being water-wise.”



### OUR WATER — OUR WORLD

#### Ten Tips for Water-Wise Gardening

In most of California, we enjoy a Mediterranean climate found in only 2% of the world's land mass. This climate gives us mild, wet winters and hot, dry summers. But droughts are part of our natural weather cycle, and when winter rains are minimal our water becomes even more precious. Over half of our residential water is used on landscapes, so conserving water in the garden can have a huge impact on our water supplies. You don't need to give up a beautiful, lush landscape when you create a water-wise garden. Here are some tips for creating a healthy, inviting garden requiring minimal resources and less effort and expense.

1. **Go With the Low Flow** - Use soaker hoses for irrigation, or invest in a drip system that can cut water use by as much as 90%. Consider installing a “smart controller” for your irrigation system that can save water by helping to calculate your water requirements and adjusting to changes in water needs. Be sure to check regularly for leaks.
2. **Irrigate Early** - Watering early in the morning when temperatures are cooler and there is less wind will minimize evaporation. This also discourages pests like snails and fungal diseases like black spot that need wet foliage at night.
3. **Go Deep** - Water less often and more deeply. This encourages deeper root systems that can better tolerate dry periods.
4. **Get in the Zone** - Group plants with similar water needs together to make watering easier and more efficient. Place pots and thirsty plants near the house where you can keep an eye on them, and use native or Mediterranean plants farther away where they may need very little water once established.



### OUR WATER — OUR WORLD

#### Protecting Landscapes During a Drought

Droughts can be part of our natural weather cycles. But when drought conditions persist for long periods of time, it can significantly impact plant health in a number of ways. Lack of water limits a plant's ability to produce food, and stressed plants can release chemicals that can attract pests. Excessive heat can accelerate the reproduction time of pests. But there are a number of strategies that can help protect plants during extensive drought conditions.

##### How Plants React During a Drought

When a plant is stressed from lack of moisture, it closes the pores (stomata) in its leaves to reduce water loss. As a result, the plant does not absorb the carbon dioxide it needs for photosynthesis. The lack of water also limits the plants ability to move food and essential minerals around. Both these factors limit the plants ability to grow and develop, so plants may show stunted growth, chlorotic leaves, leaf drop, a thinning crown, or poor shoot growth. It may take trees and large shrubs a couple of years to recover following a severe drought.

##### Pests and Diseases

During fall and winter, rain can help wash insect pests like mites and aphids from plants, and cool temperatures keep pests from reproducing. But during a drought, warm temperatures can accelerate pest reproduction rates and the pests can quickly outnumber the populations of beneficial insects that prey on them.


When plants are water-stressed they produce fewer defensive compounds, which makes them more susceptible to pests. Some plants may even begin to emit chemicals, such as ethanol and alpha-pinene, which can actually attract pests like borers and bark beetles. Some insect pests, such as spider mites and whitefly, flourish in dry, dusty conditions and their populations may increase during a drought. Nutrients may be more concentrated in water-deficient plants, providing a substantial food source for these pests.

Some plant diseases, such as canker diseases, usually affect older or drought-stressed trees and shrubs. But fungal diseases that usually live on dead wood can invade living tissues when plants are moisture stressed, causing dieback in younger plants.

# Seasonal Materials and Reminders

Stores are provided with seasonal pest information to:

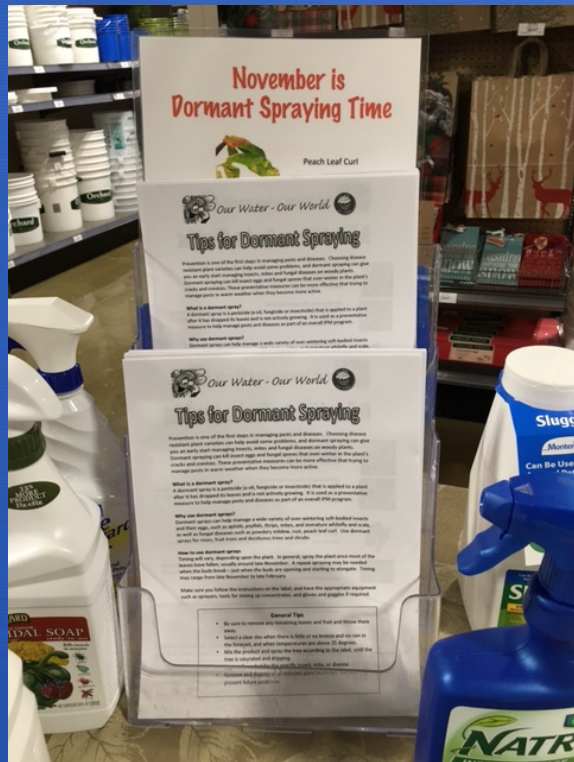
- Target specific pests
- Avoid broad-spectrum pesticides
- Keep pesticides from being applied when they are not effective



Our Water Our World  
2017 Monthly Pest-At-A Glance Calendar

Month	Pest/Disease	Notes	Resources	Products to Highlight
January	Dormant spray for diseases/over-wintering insects	Remove/dispose of infected plant material	OWOW Dormant Spray handout	Bonide Copper Fungicide Bonide All-Seasons Oil Monterey Liqui-cop Bonide All Seasons Oil
February	Rose Care	Mulch to prevent fungal diseases & conserve water	OWOW Rose Fact Sheet	Bonide All Seasons Oil Neem oil
March	Snail/Slug Codling Moth	Water early morning to prevent wet foliage at night Monitor for codling moth	OWOW Snail & Slug Fact Sheet	Sluggo/Iron phosphate baits Copper Tape Monterey Garden Insect Codling Moth Trap
April	Aphids	Look for ladybugs & other beneficials that eat aphids	OWOW Aphid Fact Sheet	Soaps and oils
May	Grubs	Buy beneficial nematodes on-line to manage young grubs	OWOW Grub Handout	Beneficial Nematodes
June	Mosquitoes	Check for standing water/screen windows	OWOW Mosquito Fact Sheet	Mosquito Dunks, Plunks and Bits
July	Yellowjackets	Set traps at perimeter of yard, not near seating areas	OWOW Yellowjacket Fact Sheet	Yellowjacket traps/lures
August	Fleas & Flies	Fleas: remove pet waste & fallen fruit Fleas: use nematodes in outside breeding areas	OWOW Flea Fact Sheet	Fly Traps, Fly Tape Nematodes
September	Ants Citrus Leafminer	Use caulk to seal entries Manage aphids to discourage ants Monitor for citrus leafminer	OWOW Ant Fact Sheet	Amdro & Terro ant baits Citrus leafminer traps Captain Jack's for citrus leafminer
October	Rats/Mice	Pick up fallen fruit/nuts Seal entries with foam	OWOW Rats and Mice Fact Sheet	Rat/Mouse Traps
November	Dormant Spray	Use when roses and fruit trees have lost their leaves	OWOW Rose Fact Sheet	Bonide All Seasons Oil Bonide Copper Fungicide Monterey Liqui-cop
December	Bed Bugs	Use a monitoring tool to detect bed bugs	Bed Bugs Quick Tips	Bed bug traps for monitoring

# Seasonal Materials and Reminders



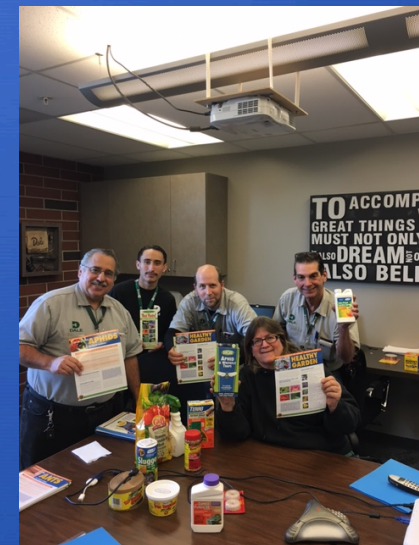
Dormant Spraying



Fall/Winter Garden Checklist

# Training Store Staff

- Trainings include identifying pests, less-toxic products, how products work, water quality issues and tips for working with customers
- Often tailored to the seasonal and invasive pests
- Staff are continually trained in-aisle during each visit
- During the 2016 – 2017 fiscal year, we completed 124 formal store trainings with 1017 employees trained. A 16% increase over last year.



# Mentoring Visits

- Work with staff to answer questions and introduce new products
- Work with customers in-aisle to help with product choices during outreach and store visits
- Provide on-going information about invasive pests



# Outreach to the Public

- Tablings and classes in stores to promote the OWOW program and less-toxic products
- During the 2016 – 2017 fiscal year we provided 107 tablings and store special events, reaching over 6,577 customers. A 30% increase over last year.



# Work with Stores on End Caps to Highlight Less-Toxic Products

We continue to work with stores to design and label end caps that reflect seasonal pests and diseases and new product lines.



# Partnering with Pesticide Manufacturers

- Work to coordinate outreach dates
- Partner with OWOW message
- Promote program throughout season
- Create relationships with store staff



# Partnering with Pesticide Manufacturers

- Work to support all less toxic products
- Create team atmosphere
- Highlight teamwork to management



# Invasive Pests Mosquitoes & Zika Virus : Fight the Bite



OUR WATER – OUR WORLD

## FIGHT THE BITE

Services Provided by Alameda County  
Mosquito and Vector Control Districts



### Alameda County Mosquito Abatement District

23187 Connecticut Street, Hayward, CA 94545  
510-783-7744/www.mosquitoes.org

- Trained technicians will make on-site visits to determine mosquito breeding problems and offer management strategies.
- Mosquitofish are available for delivery or pick up from the District office.
- Homeowners can request an inspection of standing water, such as neglected swimming pools.
- Entomologists can help with insect identification.

### Alameda County Vector Control Services District

1131 Harbor Bay Pkwy #166, Alameda, CA 94502  
510-567-6800/www.acvcsd.org

- Vectors: On-site inspections to identify potential insect, arachnid and animal vectors (including ticks and rats).
- Rodents: On-site visits by trained staff to evaluate and help solve rodent problems.
- Wildlife: Home inspections and advice on preventing problems with wildlife and 'pest-proofing' homes.

Information on mosquito and vector  
control services



Fight the Bite handouts in racks

# OWOW Invasive Materials Display : ECO Landscape Conference and Nor Cal Spring Trade Show 2017

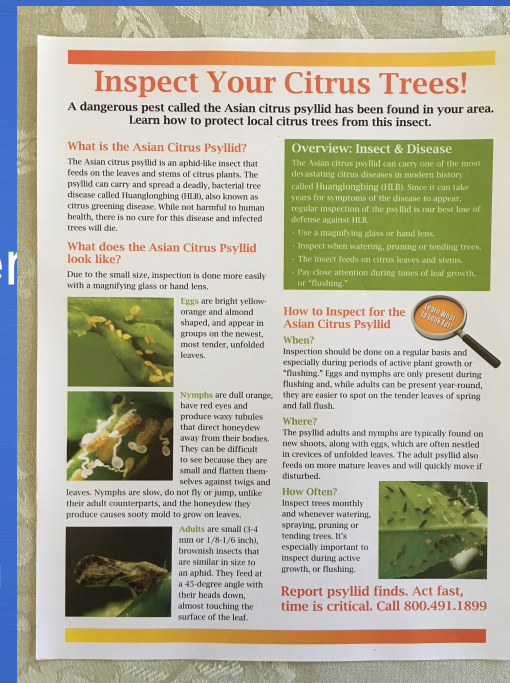


# Partnering with Growers & CDFA to Combat Asian Citrus Psyllid



# Partnering with CPDPP

- Work with coordinator to receive & ship materials
- Shipped and distributed over 15,000 bookmarks and fliers
- Provided ongoing education to ensure Inspect, Detect, Report message.



# Invasive Pest : Asian Citrus Psyllid Materials Displayed



Information in Citrus Tree Area



Information in Citrus Section

# Invasive Pest: Asian Citrus Psyllid Materials Displayed



Information posted near register



Information in Citrus Fertilizer Section

# Working at a Decision-Making Level to Create Change

Working with Buyers, Manufacturers, and Distributors at Trade Shows



Central Garden Trade Show



Nor-Cal Trade Show

# Working at a Decision-Making Level to Create Change

## Working with Buyers and Distributors at Trade Shows



L&L Trade Show



Mike Fusion, VP L&L and  
Traci, OSH VP Merchandising

# Working at a Decision-Making Level to Create Change

## Trade Show Presentations to Spread Message



Diagnosing Plant Problems  
Increasing Sales of Less-Toxic Products



This year the Our Water Our World Program helped its partner stores meet the challenges of the drought head on with a proactive approach by creating a set of guidelines for monitoring for plant stress and strategies for protecting landscapes.

Our Water Our World IPM Advocate and Master Educator Debi Tidd created a hand out that would reach far and wide not only included in training folders, literature racks, and outreach events, but in nursery newsletters, garden club blogs, and online news forums.

It has become so popular that we would like to share it with you in hopes you will use it in your stores.



**Droughts can be part of our natural weather cycles.** But when drought conditions persist for long periods of time, it can significantly impact plant health in a number of ways. Lack of water limits a plant's ability to produce food, and stressed plants can release chemicals that can attract pests. Excessive heat can accelerate the reproduction time of pests. But there are a number of strategies that can help

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Some plant diseases, such as canker diseases, usually affect older or drought-stressed trees and shrubs. But fungal diseases that usually live on dead wood can invade living tissues when plants are moisture stressed, causing dieback in younger plants.

### **Drought Stressed Trees**

There are many factors that impact a tree's ability to survive a drought, such as the length of the drought, the plant species, and how well the soil holds water and nutrients. Other environmental stresses may impact the plant as well, such as competing with turf for water, heat from pavement and

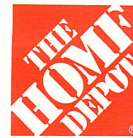
# Building Bridges with Pesticide Manufacturers

- Work with Manufacturer to get Sluggo re-listed
- Work with retailer to show value of product.
- Work with employees to move through channels to voice need.
- Work with public to move through channels to voice need.
- Successfully re-listed June 2017.



# Fruits of Building Bridges

- Anticipated the problems to avoid unnecessary pesticide applications
- Worked with Mosquito and Vector Control Departments & CPDPP
- Modified all training of employees on the invasive pests
- Trained employees on services offered by Mosquito and Vector Departments & Agriculture Departments
- Worked to highlight role of employees
- Worked to make public aware of invasives and proper channels for reporting
- When applicable highlighted less toxic actions.



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

Store Support Center

received  
8/6/17

July 28, 2017

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. Rainfall in the area increased gardening activity, but with that rainfall came additional pest concerns, so Annie Joseph and her team of IPM Advocates have been an important resource this selling season.

Annie and team have worked closely with our associates this year to raise awareness about the Asian Citrus Psyllid potential to spread the deadly Huanglonging disease to citrus trees, as well as two invasive species of mosquitoes that can spread Zika Virus. The Advocates have made sure our associates are well versed in these pests, as well as services offered by local agricultural departments and local Mosquito and Vector Control Agencies. Our associates then shared this valuable information with our customers.

The team's engagement, commitment, and IPM expertise continues to make them an essential partner for our Lawn & Garden business.

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

A handwritten signature in blue ink that reads "Ron".

Ron Jarvis  
Vice President Sustainability/SER