



Our Water • Our World

NEWS

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Partnership Program

The *Our Water, Our World* Promotion of Less-Toxic Pest Control is an active partnership between Bay Area water pollution prevention agencies and pesticide retailers, aiming to reduce water pollution caused by pesticides in local creeks, San Francisco Bay, and the Delta. The program relies on knowledgeable hardware store and nursery employees, in-store promotion of less-toxic products, and program-provided public education materials to spread the word about effective alternatives to products known to cause pollution.

Our Water, Our World offers "Tier 1" and "Tier 2" options for store participation

Program sponsors continue to believe that training a significant number of employees from stores in the promotion is the key to success for both stores and customers. From experience, however, we understand that not all stores that support the program will take advantage of the free training we provide. So in 2001, stores may choose to join the program in either Tier 1 or Tier 2.

Tier 1 stores will follow the "minimum requirements for participation" in the *Our Water, Our World* program, including:

- Making sure a significant proportion of employees receive training
- Supporting the promotion in the store for at least two months, including all of either April or May. This includes consistent use of shelf talkers as well as program-supplied posters or banners.
- Making program fact sheets available to the public, and displaying them in a prominent location near the pest control product aisles if possible

Sponsoring agencies will refer members of the public to Tier 1 stores as sources of recommended products and information about less-toxic pest control. Tier 1 stores will be actively promoted by agencies in local and

What's New for 2001

Next spring, the *Our Water, Our World* promotion will kick off its third year in stores in eight Bay Area counties. Responding to previous years' experience and comments from participating stores, sponsoring water quality agencies are introducing a number of new program elements:

- New "Problem Pesticides" fact sheet
- Redesigned shelf talkers (that won't fall off the shelves!)
- Fact sheets in Spanish: Ants, Fleas, Yellowjackets, Problem Pesticides, Safe Use and Disposal
- Program videos for store employees
- Tier 1/Tier 2 participation options for stores (see details below)
- Scheduled trainings to include information on new products, concerns about pyrethroids/PBO, and recent EPA actions on chlorpyrifos (Dursban) and diazinon
- (and once again) CEUs for California Certified Nursery Professionals who attend training

regional advertising and public outreach campaigns.

Stores that do not meet the minimum criteria for participation, but wish to receive program literature for distribution to customers will be included in

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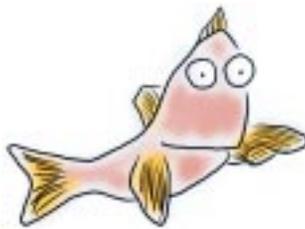
New Materials for 2001

We've been listening! The *Our Water, Our World* program is introducing a number of new and improved materials for the upcoming season.

Those floppy shelf talkers that spent at least part of last season drifting across the floor will be replaced with a new design that will fit into the channel at the front of many stores' shelving, and tape neatly to wooden shelf-fronts. They may be attached with a clip if stores prefer that they hang out from the shelves. The new shelf talkers have a white space where the program rep or store manager can write in the name of the recommended product. Thanks to Paul Zeitman of Blossom True Value Hardware in Mountain View for the great idea!

A new fact sheet on "Problem Pesticides" explains recent EPA actions on chlorpyrifos/Dursban and diazinon (see story, p. 3) and provides some background on why water pollution prevention agencies initiated the *Our Water, Our World* promotion.

Helpful handouts for store employees explain the promotion and how to use the shelf talkers and fact sheets to answer customers' pest control questions. Each store will receive plenty of these to post, leave in a break room, and/or provide to new employees through the season.



Resources for Integrated Pest Management Information

Free *Our Water, Our World* videos: A series of three FREE videos approximately 15 minutes each. Packed with information on less toxic pest control and tips on selling less-toxic products. Excellent review of program training info; ideal for new hires. Produced by Central Contra Costa Sanitary District for *Our Water, Our World* stores. Call your agency rep for copies. (Note: These videos are not a substitute for attendance at live trainings, required for Tier 1 participation!)

New CD-ROM from University of California Statewide IPM Project: *The UC Guide to Solving Garden and Landscape Problems*, released in March 2000, is a comprehensive, interactive garden problem solver. Helps distinguish between pests and beneficial insects; identifies more than 600 common pests as well as pests and diseases specific to more than 100 plants. With 4800

color photographs. Mac and Windows. ISBN 1-879906-47-3. Available from:

UC Division of Agriculture and Natural Resources

(800) 994-8849

http://www.ipm.ucdavis.edu/IPMPROJECT/ADS/cd_solvinggarden.html

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Tier 2. Employees who wish to attend program-sponsored training are welcome. However, agencies will not include these stores in local or regional advertising, or refer customers to them for information.

Schedule for Training and Display Set-Up

This year's trainings will be scheduled in late January through early March, so that agency reps can begin setting up store displays and placing shelf talkers in early March. Stores will not qualify for Tier 1 until a significant proportion of employees have attended training. Call your local rep for more information, or to suggest training topics.

Sign Up for 2001!

If your local agency representative has not called about your store's participation in the 2001 promotion and upcoming opportunities for employee training, call (510) 622-2326. Leave a message including the name of your store and your city, and we'll get right back to you.

Our Water, Our World News is produced by the regional coordinating committee of water quality agencies sponsoring the *Our Water, Our World* promotion of less-toxic pest control. All material in this newsletter is available for use by participating stores; contact Janet Cox, roosters@batnet.com for electronic text and graphics. Suggestions for future newsletter topics are welcome. Email Janet or contact your local agency representative (see box above). If you need more copies, call your rep!

Alameda Countywide Clean Water Program	(510)	670-5543
Central Contra Costa Sanitary District	(925)	229-7361
Fairfield-Suisun Urban Runoff Management Program	(707)	429-8930
Marin County Stormwater Pollution Prevention Program	(415)	499-6528
City and County of San Francisco	(415)	695-7363
San Mateo Countywide Stormwater Pollution Prevention Program	(650)	599-1514
Santa Clara Valley Urban Runoff Pollution Prevention Program	(800)	794-2482
Union Sanitary District / City of Fremont	(510)	790-0100
City of Vacaville	(707)	469-6405
Vallejo Sanitation and Flood Control District	(707)	644-8949

EPA Acts on Diazinon, Chlorpyrifos (Dursban)

In the past several months, the U.S. Environmental Protection Agency (EPA) has moved to limit many residential uses and retail sale of two popular broad-spectrum organophosphate pesticides, chlorpyrifos (Dursban) and diazinon. The agency's announcements come as part of their "worst-first" pesticide review and reregistration process, which is scheduled to evaluate carbamates and pyrethroids next.

In fact, detection of harmful levels of diazinon and chlorpyrifos in local creeks and San Francisco Bay (and in stormwater runoff and wastewater treatment plant discharges) spurred local water quality agencies to develop the *Our Water, Our World* project in 1996. Organophosphates are broad-spectrum pesticides, related to nerve gas.

They act by compromising the nervous systems of exposed organisms.

Chlorpyrifos (Dursban)

EPA estimates that between 20 million and 24 million pounds of chlorpyrifos (active ingredient) are used in the U.S. each year. Products containing chlorpyrifos are sold and used as granules, dust, aerosol and non-aerosol sprays, foggers, flea collars, and termite treatments.

In June 2000, EPA announced an agreement with pesticide manufacturers that will remove most products containing chlorpyrifos from retail sale and most residential and professional uses by the end of 2001. (Containerized baits will remain on the market.) EPA's action was based on relatively new scien-

tific information which indicates that chlorpyrifos is more toxic to infants, children, and women than was previously understood.

The Regional Water Quality Control Plant (Palo Alto) and Marin County Stormwater Pollution Prevention Program worked with stores in their areas to remove Dursban products from sale far ahead of the EPA deadline. The agencies paid hazardous waste disposal costs for stores that were willing to write off the cost of the pesticides. Agencies also alerted the press, and several television and newspaper news stories reminded the public that *Our Water, Our World* stores are making extra efforts to help the environment.

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"Replacement pesticides" — The Next Best Thing?

Studies show that the most commonly used pesticides are the ones most likely to cause water quality problems. This is why physical barriers, soaps and oils, biological controls (introduction of pest predators or pest-targeting microbes), and cultural controls (good housekeeping and gardening practices) are always preferable to chemical pesticides. In situations where a pesticide is necessary, however, the best products for the environment are *less toxic* and *less persistent*.

As garden department buyers are no doubt aware, however pesticide manufacturers are moving quickly to fill the anticipated gaps left by the phase-outs of Dursban and diazinon products—with other broad-spectrum pesticides. *Pyrethrins* and *pyrethroids* are often being sold by

manufacturers as the alternatives-of-choice in many situations.

Pyrethrins are often labeled "natural" pesticides. They are made from *pyrethrum*, derived from the dried flowers or extracted oils of plants in the chrysanthemum family. Pyrethrins are "neurotoxins," causing temporary nerve damage in target pests so that they fall off the plant and become easier prey for birds or beneficial insects. Pyrethrins break down quickly in sunlight, and also in the presence of enzymes in insects' bodies.

Until they break down, pyrethrins are toxic to birds, fish, and beneficial insects. If less toxic alternatives are not effective, we suggest recommending pyrethrins to your customers as a last resort. Remind customers to apply them only

where they will not run off to a street, gutter, or storm drain. Check the label to make sure piperonyl butoxide (PBO) has not been added to the pyrethrum or pyrethrins.

Pyrethroids are synthetic pyrethrins, formulated to be more toxic and slower to degrade. (Common names for pyrethroid products include *permethrin*, *cypermethrin*, *cyfluthrin*, and other *-thrins*.) Many pyrethroids actually kill their target pests, as well as birds and fish in the area. (The label may say "more effective.") Some are "endocrine disruptors," possibly damaging the reproductive system. Pyrethroids are cheaper to manu-

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Diazinon

Diazinon is a major urban pollution problem. It is one of the most commonly found pesticides in air, rain, and fog, with the highest concentrations near major cities.

Of 13 million pounds of diazinon applied each year in the U.S. in more than 450 registered products, more than half is purchased retail and applied by residents to control pests in and around the home. Lawn fertilizer mixtures and pet flea collars are included in this total.

Diazinon is especially risky for people who mix or apply it, and for children who go onto a lawn before

spray pesticide has had time to dry (2 hours). It is extremely toxic to birds; a single granule or treated corn seed will kill a small bird. Mammals, honeybees, and other beneficial insects are also susceptible.

Under terms of an agreement with pesticide manufacturers released in December 2000, residential outdoor and indoor uses and sales will be phased out by the end of 2004. Environmental agencies are urging EPA to speed up that timetable, since alternatives are available.

No products containing chlorpyrifos (Dursban) or diazinon are included in the *Our Water, Our World* recommended products list!

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facture than pyrethrins. As public understanding of the problems with diazinon and chlorpyrifos grows, pesticide manufacturers are promoting pyrethroids vigorously.

Piperonyl butoxide (PBO) is a synergist, added to both pyrethrins and pyrethroids to make them last longer before they degrade. Water quality agencies believe that pesticides with PBO added pose a real and significant threat to the health of marine and freshwater ecosystems.

Water quality agencies recommend against using pyrethroids, or any product with PBO added, until more data is available.

Customers are asking. . .

Q. *What will I use now that I know Dursban and diazinon aren't safe for my family, pets, and the environment? Can you show me a less-toxic pesticide that will work as well?*

A. One of the things that make “broad-spectrum” pesticides like Dursban and diazinon so harmful is that they *are* “broad-spectrum”—they kill everything. For effective less-toxic pest control, you need to identify the pest that’s causing a problem and treat only that pest with the least-toxic effective strategy or product. There are lots of benefits to this approach: a healthier home and an ecologically balanced garden where less pest control will be necessary in the future—and a clear conscience since you’re not contributing to water pollution. (The *Our Water, Our World* pest-specific fact sheets should serve you well when you get this common question. Recommended less-toxic products are listed on the back of each one.)

Q. *What should I do with diazinon and chlorpyrifos that I don't want to use, knowing what I know now?*

A. “Here’s a fact sheet that answers your question!” (*Safe Use and Disposal of Pesticides*, a real winner.)

Remind customers that if they have any unwanted or leftover pesticides:

- DO NOT pour them in ANY drain inside or outside the house
- DO NOT put pesticides in the trash
- Instead, take them to a household hazardous waste collection facility or event. Call the local phone number listed on the back of the *Safe Use and Disposal of Pesticides* fact sheet or 1-800-CLEANUP for times and locations in your community.

(Unfortunately, disposal information on many pesticide labels does not apply in California, where state regulations prohibit disposing of pesticides in the trash.)