

EcoWise Certified

Structural IPM Certification
in the
San Francisco Bay Area

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EcoWise Certified

We certify

- an IPM Service within a company or branch office
- individuals with higher level licenses



EcoWise Certified History

2002 — Explored barriers to adopting IPM with Pest Control Operators (PCOs)

- Formed a stakeholder group
 - large and varied membership
 - continues to advise us to this day



EcoWise Certified History, cont.

- **Barriers are**
 - Customers don't get it
 - PCOs lack skill in using IPM
 - Techs are inadequately trained
 - Unclear if IPM is profitable with residential customers
 - California's pest control advertising regulations make it extremely difficult to advertise IPM



EcoWise Certified History, cont.

2003 through 2005

- Wrote structural IPM certification standards
- Selected 2 pilot companies
- Conducted 20 hrs of technical training
16 hours of marketing training
- Tried to get the pilot companies to add IPM services (not standardized or certified)



EcoWise Certified History, cont.

2004 to Present

- Got agreement on Standards
- Designed the certification process
- Worked on an approved pesticide list
- Implemented the program January 2006



On Being an IPM Certification Pioneer...





Tensions & Controversy among Stakeholders stem from

- **Distrust between environmentalists and PCOs**
- **Differing views of IPM**
- **Desire to tightly restrict what PCOs can do**



The 2 most problematic issues

- Whether or not to have an approved pesticide list
- How much paper work/scrutiny to require

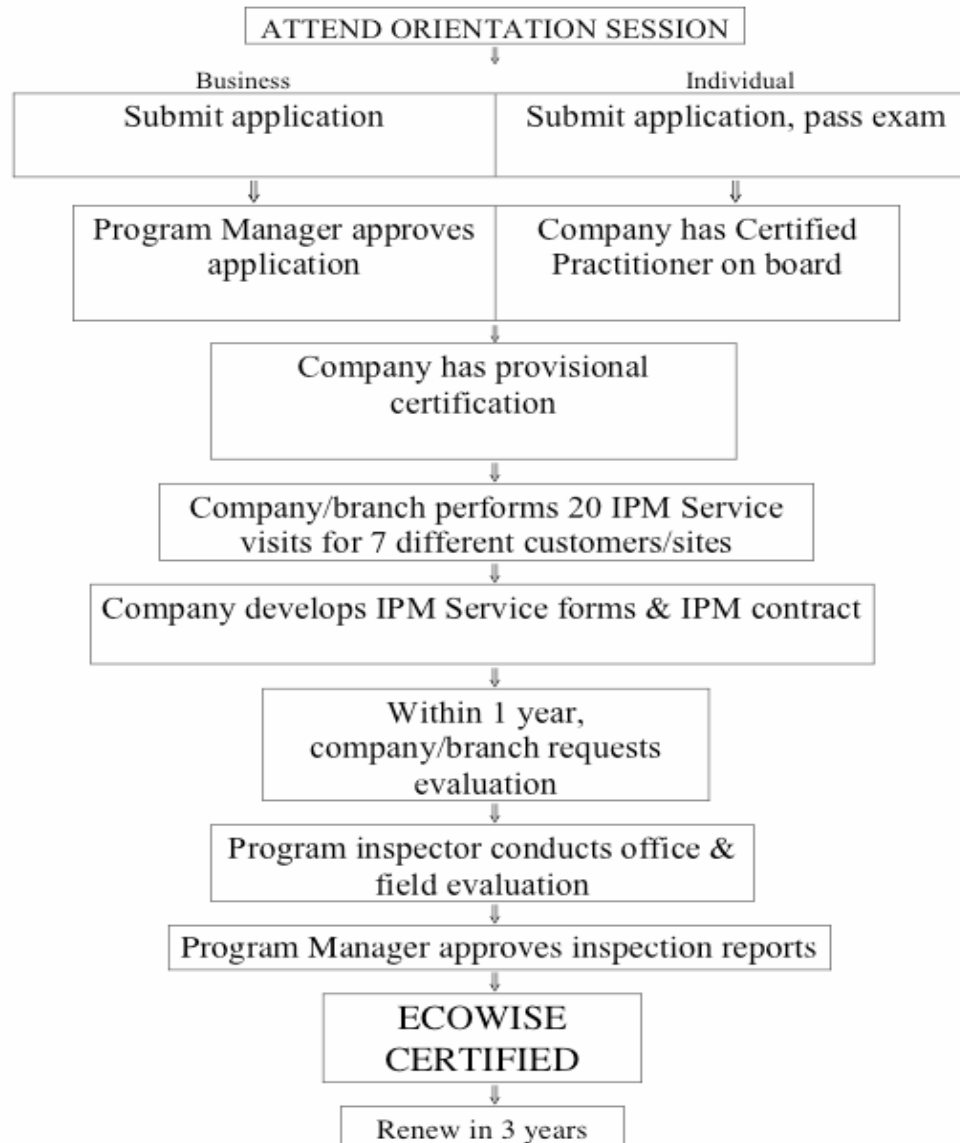


Elements of the EcoWise Certification

- Detailed written Standards
- Exam for Certified IPM Practitioner
- Office evaluation of service records
- Field evaluation of a customer site
- Re-evaluation every 3 years



CERTIFICATION PROCESS



Elements of the EcoWise Certification, cont.

- **The Standards define an IPM service**
 - **Certified Practitioner does initial inspection**
 - **Makes IPM plan**
 - **Must oversee implementation of plan**



Elements of the EcoWise Certification, cont.

- **The Standards define how a pesticide can be used**
 - According to need, not by schedule
 - If not on the list, must get customer approval and notify Program Manager



Outreach Activities

- Talking to PCOs
- Alerting public agencies
- Listing certified companies on website
- Advertising in target outlets



Program Launch

- **54 PCOs from 23 companies attended January kickoff**
- **9 PCOs attended 1st Orientation in March**
- **12 PCOs signed up for April Orientation**



Challenges

- **Advertising within the law**
- **Finding money to sustain program**
- **Trade association is actively not supporting the program**





But we'll be blazing the trail together...



EcoWise Certified IPM Service

(These elements are written into the *Standards*)

- **Get background information from customer**
- **Certified Practitioner conducts site visit**
 - ✓ Inspects
 - ✓ IDs pest, conducive conditions
 - ✓ Notes pest proofing/sanitation needed



EcoWise Certified IPM Service, cont.

- **Certified Practitioner discusses with customer:**
 - ✓ Inspection findings
 - ✓ Tolerance level
 - ✓ Options for management, recommendations
 - ✓ Possible outcomes of treatments
 - ✓ Length of time for control
 - ✓ Price



EcoWise Certified IPM Service, cont.

- **Certified Practitioner discusses the partnership necessary to solve the pest problem**



EcoWise Certified IPM Service, cont.

- **Certified Practitioner develops a site-specific IPM Plan that integrates a number of treatment strategies**



EcoWise Certified IPM Service, cont.

- **Certified Practitioner implements the IPM Plan or directly oversees its implementation**



EcoWise Certified IPM Service, cont.

TREATMENT STRATEGIES

Primary strategies:

- ✓ Sanitation
- ✓ Harborage reduction
- ✓ Physical, mechanical, cultural & biological controls



EcoWise Certified IPM Service, cont.

Secondary treatment strategies:

- ✓ Pesticides on the Program Materials List
 - Applied according to *Standards*
Section 102
- ✓ Pesticides not on the Program Materials List
 - Get customer signature
 - Send Deviation Form to Program Manager



EcoWise Certified IPM Service, cont.

Pesticide Application Standard (Section 102)

- According to the label and the law
- According to need, not by schedule
- Risk is minimized



Pesticide Application Standard, cont.

Risk is minimized:

- Only as a directed treatment to voids or inaccessible areas
- As a spot treatment
- Contained in a bait station



Pesticide Application Standard, cont.

Risk is minimized:

- As a crack & crevice treatment
- As a bait (solid, paste, gel, granule)
- No fogging where people live or work
- No perimeter treatments around structures



EcoWise Certified IPM Service, cont.

Feedback Loop 

- **Monitor, evaluate, and fine-tune the treatment process**



Special Circumstances

For on-going accounts:

- Monitor periodically (as appropriate to site)
- Certified Practitioner must visit site at least once a year



Special Circumstances

Switching a customer from a EcoWise Certified Service to a non-certified service:

- Obtain written acknowledgement from customer
- Describe reasons for change
- Send Discontinuation Form to Program Manager



EcoWise Certified Program

Definition of IPM

IPM is a science-based strategy and decision-making process that provides effective, long-term pest control while emphasizing pest prevention and the use of non-chemical pest management practices.



At its core, IPM includes the following activities:

- Inspection, monitoring and recordkeeping
- Forming a partnership with the customer
- Choosing a mix of strategies appropriate to the site that minimize hazards to humans & the environment
- Using reduced-risk chemical controls when non-chemical methods are insufficient to solve the problem in an effective and affordable manner

