



IPM STAR & Other Emerging Community IPM Certification Opportunities

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www.ipminstitute.org

US EPA Pesticide Environmental Stewardship Program, National Champion, 2004, 2005
US EPA Office of Children's Health, Recognition Award, 2005

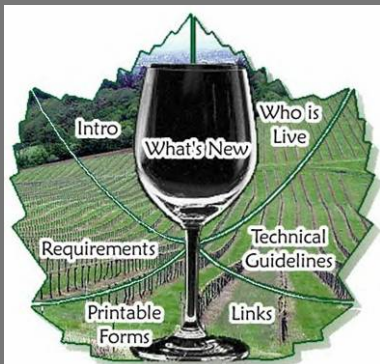
- **Eco-Label Explosion!**
- **Emerging IPM certification opportunities in the community arena**
- **IPM STAR**



IPM Eco-label Explosion!



- Organic, growing at 20% per year, \$12 BILLION in 2004
- Other food and fiber ecolabels: Northeast Eco Apples, Rainforest Alliance, Hood River IFP, Cornell University, Wegmans Food Markets, Low-Input Viticulture, CERTIMEX, Cornell, Rutgers, Univ. of Hawaii, World Wildlife Fund Canada, Canada apple IFP
- > \$ 1 BILLION/year. Find more than 20 IPM eco-label links at www.ipminstitute.org/links.htm
- See www.eco-labels.org



*What about Community
(Urban) IPM?*



- **New England IPM Registry**
 - IPM training, exam, individual certificate, account records review, business credential
 - > 80 individuals, 35 company locations
 - www.nepma.org/
- **Associate Certified Entomologist**
 - 7 years experience, exam
 - (Board Certified Entomologist is for college educated)
 - individual certificate, decal, logo use
 - www.entsoc.org/certification/ace/



Landscape Management

- **Grassroots Healthy Lawn Program**
 - www.ghlp.org
- **Organic Land Care Standards**
 - www.organiclandcare.net
 - www.organiclandcare.org
- **Santa Barbara Green Gardener Program**
 - www.greengardener.org
- **City of Portland, San Francisco Bay area, Audubon International, Florida Yards & Gardens**



NORTHEAST ORGANIC FARMING ASSOCIATION
CONNECTICUT & MASSACHUSETTS CHAPTERS



Landscape Management

- Is there a demand for a “natural” lawn care service?
- Philip Catron, Naturalawn
 - 50,000 customers, 73 locations
 - \$24 million annual sales
 - 12% net rev growth '04, 14% in '05
- Structural?
 - Orkin Gold Medal IPM



IPM STAR for Schools and Childcare Facilities



- Born from *IPM Standards for Schools*, an on-line compendium of >250 IPM practices for schools, developed with more than 40 IPM professionals nationwide
- On-site, professional 48-element evaluation, e.g., IPM policy, training, exclusion, sanitation, pesticides as last resort, choose least-toxic options
- Detailed, prioritized recommendations in “interim reports”

Least-toxic?

- **No cholinesterase inhibitors**
- **No carcinogens**
- **No developmental, reproductive toxins**
- **No danger, warning labels**
- ***Unless proven need, i.e., effective, lesser risk option is not available***



The IPM Institute of North America, in partnership with the
U.S. Environmental Protection Agency
Pesticide Environmental Stewardship Program,
certifies that the

YOUR SCHOOL HERE

is an

**IPM STAR CERTIFIED
SCHOOL SYSTEM**

exceeding a

Rigorous Standard

for

Integrated Pest Management

YOUR SCHOOL'S

exemplary performance in
reducing pest and pesticide risks
to health and the environment
has been verified by an
independent, third-party audit.



2004-2006

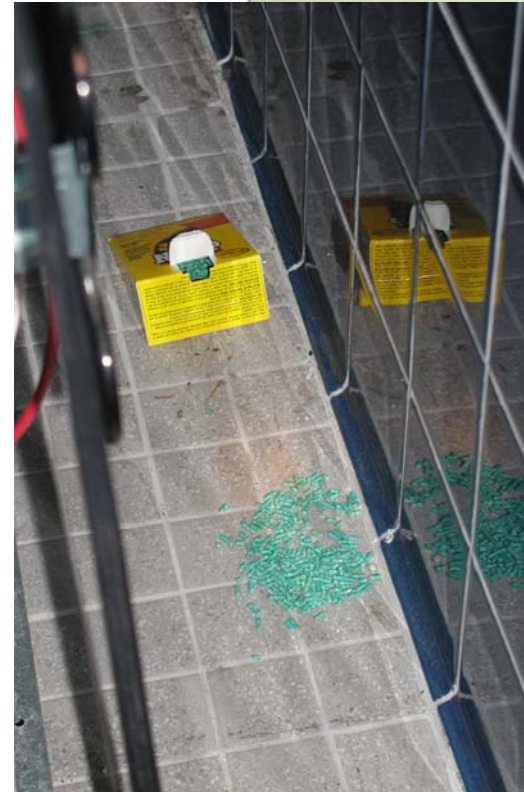


MARSHALL C. MOORE

PEST FREE
KIDS PLACE
Moore Child
Development
Center
*Committed
to Kids*
Nation's First Star Certification

OUTCOMES?

- 23 school systems or childcare facilities evaluated to date, impacting > 2 million kids! Pittsburgh, Milwaukee...
- 16 certified to date, 7 in progress
- Four ended use of pesticides with “Danger” or “Warning” signal words,
- Nine discontinued use of pesticides containing neurotoxins
- 13 eliminated pesticides containing possible, probable, likely, or known carcinogens and/or reproductive or developmental toxins



OUTCOMES (continued)

- Three school systems had discontinued or unregistered pesticides – including DDT!
- Only three spray-applied pesticides to exposed interior or exterior surfaces. Nearly all spray-applied or broadcast herbicides on athletic fields or other exterior sites.
- Seven stored pesticides in unsecured locations.
- Five had unchecked pest problems in at least one of the facilities inspected, three involving mice, one cockroaches, one termites.



IPM STAR for PMPs, Landscape Services



- **On-site audit by an IPM professional, inspect pesticide storage, account records, visit two accounts**
- **Verify IPM practice: Minimum requirements must be met, 80% on scored practices; service or business**
- **Meet all legal requirements for licensing, posting, notification, safety; meet all advertised claims**
- **Inspection, exclusion, sanitation are primary strategies: site assessment first, pest problems are accurately diagnosed, pest conducive conditions identified and corrected**



- **Staff know key pest biology, behavior, identification**
- **Proper PPE, pesticide storage, container disposal**
- **In business \geq 3 three years**
- **Written guaranty to customers**



- Similar “least-toxic” pesticide criteria to IPM STAR for Schools, with exceptions
- Detailed recommendations for improvement
- Three year on-site inspection cycle, annual certification renewal
- **Status**
 - *PMPs: 2005 pilot, certified two companies*
 - *graduating class expected June 2006*
 - *Landscape management evaluation in draft form, includes design, installation and maintenance. 2006 pilot.*



Thank you!

