



IPM Institute Newsletter: IPM in the Marketplace

Contents

I. First Five IPM STAR School Systems Certified

II. From the Field: Innovative Marketing Efforts Create Demand for Certified Farmers

III. IPM Institute Teams Up with University of Florida and the Woody Ornamentals Industry on IPM Assessment Tool

IV. Awards to Honor Best at Integrated Pest Management: 2004 Gold Medal IPM Partner Award Finalists Announced

V. About the IPM Institute and IPM in the Marketplace

I. First Five IPM STAR School Systems Certified

What's it like to be under an IPM microscope? Since the start of the year, fourteen school systems have placed themselves in just that position by volunteering to participate in the new IPM STAR certification program.

Goals for the program include determining where each school system stands on the IPM continuum, identifying opportunities for improvement, and recognizing those school systems that meet a high, measurable standard for IPM performance. Certification must be renewed every three years, so the program works to help ensure IPM continuity through staff changes, budget cuts or other potential threats.

The certification process includes an on-site evaluation by an IPM professional. The evaluator interviews relevant staff, including the IPM coordinator, buildings and grounds maintenance leads and any outside firms providing pest control and landscape maintenance services. The interviewer records information on the history of the IPM program, staff training and experience, conformance to state regulations, pesticide applicator licensing, posting and notification policies and other details. Pesticide application records and pest sighting logs are also examined to determine the extent of pest problems and justification for pesticide applications.

The evaluator then inspects pesticide storage facilities, application equipment, and representative school facilities. Pest-prone areas including kitchens, food storage, mechanical rooms, locker rooms and custodial closets are singled out for special attention. "The idea is to spot check facilities, not to conduct an exhaustive inspection," reports Dr. Thomas Green, IPM Institute president and lead evaluator. "If we find unresolved pest problems, we may recommend that a comprehensive inspection be done of all school facilities by a qualified professional, to identify and make recommendations to correct pest-conducive conditions."

Within four weeks after the on-site visit, the school system receives a set of interim reports, including the scored evaluation, a pest control product hazard analysis, a descriptive profile of the system's IPM program, and a cover letter with recommendations.

"The pest control product evaluation is very unique," says Green. "We list each product, including chemical pesticides, traps and attractants, and note if the product includes hazards such as acute toxicity, carcinogenicity, developmental or reproductive toxicity, groundwater contamination potential for products used outdoors, or physical hazards such as dust or aerosol formulations. We use recognized authorities including US EPA, the state of California, and the International Agency for Research on Cancer to identify hazards for each product and active ingredient. School administrators are often unaware of these potential hazards or of less hazardous options we suggest in our recommendations."

The school system then has an opportunity to review the reports for accuracy and to provide an update on any changes or improvements that have occurred since the audit. In every case, the school has made immediate improvements in response to the audit or interim reports, and improved their score accordingly, before the final reports are issued and the certification is granted.

Deficiencies that have been corrected as a result of the audit process include removal of unauthorized pesticides from custodial closets or other locations, discontinuing calendar-based pesticide applications to athletic fields and transitioning to less hazardous pest control options. For example, pelleted rodenticides can be replaced with bait-block formulations used in enclosed, tamper resistant bait stations. Bait blocks are much less likely to be moved by rodents to areas where school children might come in contact with the active ingredient.

The certification audit was developed from the *IPM Standards for Schools*, a compendium of more than 250 IPM practices and 750 resources for schools and childcare facilities. The *IPM Standards* and the new audit form are available for downloading at www.ipminstitute.org.

To date, public school systems in New York City; Newton, Massachusetts; Kyrene, Arizona; Anne Arundel County, Maryland; and Pittsburgh, Pennsylvania have successfully completed the evaluation and been awarded the certification. An additional six school systems are in progress, with another three scheduled for evaluations later this summer. Funding for the first ten school systems was provided by a grant from the US EPA Pesticide Environmental Stewardship Program and the National Foundation for IPM Education.

School IPM programs operated by Extension specialists at Auburn University, University of Arizona, Washington State University and Cornell are currently using elements of the *IPM Standards* or the IPM STAR program in school systems in their states.

In the process of completing these initial certifications, the Institute is training new evaluators around the country, including Extension staff. "Our goal is to end up with a certification program that schools adopt as an effective means of continuing education," reports Green. "We will have trained evaluators in every state who can use the process as a tool in their work with school systems, both to encourage continual improvement and to recognize and reward those who are working extremely hard, often very much behind the scenes, to reduce both pest and pesticide risks in schools."

Once the process is successfully completed, IPM players emerge from under the microscope and into the spotlight. The certification is typically awarded with presentation of the certificate and "perpetual" plaque at a press conference, board meeting or other event to maximize public exposure to IPM.

Look for the program to expand to pest management and landscape service companies soon. An IPM STAR audit for pest management professional services has already been tested with five companies, and will be launched in the fall of 2004.

II. From the Field: Innovative Marketing Efforts Create Demand for Certified Farmers

Scott Exo, executive director for Food Alliance does, in his words, "what everybody else doesn't do." And these days, that includes exploring techniques to earn more money for certified farmers.

Since Exo was promoted to director of this Portland-based sustainable label last December, he has focused on bringing more benefits to farmers by building market-side relationships with both likely and unlikely partners. Exo moved to the director position after four years with the Food Alliance as Northwest Regional Director.

These new relationships include traditional partnerships between ecolabels and grocers, as well as innovative approaches to food service providers, restaurants and fast food chains.

Currently, Exo works with smaller grocery stores and chains to help them differentiate their businesses from larger chains. "One of the things that's happening in the grocery industry is that there's a looming fear of very large grocery chains threatening smaller independents," Exo says. "The Food Alliance helps smaller stores separate themselves from large chains by offering sustainably, regionally grown food."

Today about 70 stores in the Northwest actively promote Food Alliance certified products, and hundreds of others carry products with the Food Alliance label. However, Exo says sales of Food Alliance products to food service providers and restaurants are starting to eclipse sales in grocery stores.

Food Alliance has recently developed key relationships with Bon Appétit and Aramark, companies that provide food for corporate dining halls and college campuses in the Northwest. Food Alliance Midwest, the Minneapolis-based Food Alliance affiliate, works with Sodexo Campus Services, a food service provider for universities, as well as several Midwestern distributors, including Roots & Fruits, Malat Produce, J&J Distributing, and Russ Davis Wholesale.

Exo explains that these partnerships with food service providers have allowed larger producers to benefit from their Food Alliance certification. "Relationships with food service companies have opened up a whole new level of demand to medium and large family producers who can't take advantage of specialty CSAs and farmers markets."

In addition to increasing demand for sustainably grown food products, Exo says food service companies benefit by being able to easily and honestly answer questions about the quality of their product. On college campuses, Exo reports many students are pleased to see their food service providers using sustainably and regionally grown food.

"College is the first time students go off and formulate their own values about food and food choices and start questioning and relating parts of their academic experience to those food choices," says Exo.

Exo is also working to strengthen partnerships between Food Alliance and some 35 partner restaurants in the Pacific Northwest. Exo says these partnerships were started in the Portland metro area a few years ago. "Restaurants sign up and agree to source certified products and figure out ways within their marketing to communicate to their customers." Many of the restaurants involved have also come up with creative ways to show their support for sustainable agriculture including hosting fund-raising events for Food Alliance.

Food Alliance recently teamed up with fast food chain Burgerville to offer Food Alliance-certified fast food. Exo explains, "Burgervilles serves burgers and fries, but their brand is very much about local and regionally grown products including berry shakes and Walla Walla onion rings in season."

Exo approached Burgerville about using local and regional products that also meet environmental and social sustainability criteria. Burgerville soon became a restaurant partner using Food Alliance certified beef. Exo says their partnership created a lot of positive media, and Burgerville's revenue increased dramatically over a three-month period.

According to Exo, Food Alliance and the 39 Burgerville restaurants hope to expand the number of certified products in the future. "I do see this as a new trend. We're laying plans to expand the restaurant program to Seattle, and I think the Midwest will replicate the program within the next year."

Since Food Alliance started in 1994, new marketing techniques have changed the way they work. “We are a bit more market savvy. We have more market relationships. We can introduce people who have product to people who want product.”

Food Alliance currently has about 200 certified growers who certify a wide variety of products from tree fruits to row crops to dairy and meats. TFA surveys indicate growers appreciate the access to new markets and usually see an increase in market share due to the label.

“There’s more demand than ever,” reports Exo. “Now’s a great time for growers to get certified.”

One of the main challenges Food Alliance currently faces is sourcing enough product to meet the recent explosion in demand. Exo says limited staff and time make it difficult to get enough qualified growers on the roster.

Interested growers in the Pacific Northwest should contact Heather Saam at nwcert@foodalliance.org. Interested Midwest growers should contact Ray Kirsch, Certification Coordinator of Food Alliance Midwest, at ray@foodalliance.org. For more information on Food Alliance, visit <http://www.foodalliance.org>.

III. IPM Institute Teams Up with University of Florida and the Woody Ornamentals Industry on IPM Assessment Tool

How can woody ornamentals producers assess their IPM performance? A recently completed two-year project achieved its goal of creating a grower self-assessment to encourage reduced risk practices.

Many IPM practices are available to producers of trees, shrubs and other woody perennials to improve product quality, optimize input use, and minimize impacts on human health and the environment. Until now, however, there has not been a ready way for producers to measure the number of IPM techniques they have put in place versus those available to them.

The new assessment includes more than fifty IPM practices addressing knowledge and training, monitoring and inspection, action thresholds, and long-term, preventative solutions to pest problems. Each practice is ranked for importance, including “must haves,” and low, moderate and high priorities. The ranking prioritizes those practices with the greatest potential to reduce risks. Also included are two dozen nutrient and irrigation “Best Management Practices,” designed to improve performance and reduce impacts.

The IPM assessment for woody ornamentals was created by a diverse workgroup of Florida producers, buyers, University of Florida researchers and extension staff, along with representatives from the IPM Institute. The workgroup reviewed environmental issues facing the industry, examined existing assessment models for other crops, collected IPM resources for woody ornamentals from multiple states, brainstormed a list of available IPM practices and reworked the list multiple times for clarity, do-ability and potential for reducing risks. Listening sessions with grower groups from around the state were used to identify grower needs and refine the tool to make it most useful.

Ongoing work includes development of a certification program based on the assessment which will be made available on a voluntary basis to producers by the IPM Institute. The industry, consumers, IPM Florida and additional University of Florida and IFAS faculty members will continue in advisory roles. This certification will provide credible marketplace recognition to Florida woody ornamentals that meet a high standard for IPM.

IPM certification can provide a host of potential benefits, including ongoing grower education, price premiums, access to new markets, preservation of existing markets, enhanced neighbor and community relations and reduced liability through improved management of potential hazards.

This new product joins a growing list of crop and region-specific IPM measurement tools created for grower self-assessment and for certification purposes. You'll find links to many of these tools and programs at www.ipminstitute.org/links.htm. A link to the new woody ornamentals assessment will be added this summer.

The project was funded by the [US EPA Pesticide Environmental Stewardship Program](#). The IPM tool will be available on the web soon, for any producer to use to evaluate their operation.

IV. Awards to Honor Best at Integrated Pest Management: 2004 Gold Medal IPM Partner Award Finalists Announced

Atlanta, July 14, 2004 – Orkin Commercial Services, one of the largest providers of commercial pest management services in North America, is honoring top practitioners of Integrated Pest Management (IPM). The company today announced its first-ever Gold Medal IPM Partner Awards – co-presented by The IPM Institute of North America and *Today's Facility Manager* magazine – and the nine facilities selected as finalists for the award.

IPM is an approach to pest management that stresses all available methods of control, with an emphasis on minimizing pesticide use. It has slowly become the standard in commercial pest control over the past few decades, as environmental and food-safety concerns have shifted the pest management industry away from pesticide sprays.

The Gold Medal IPM Partner Awards honor companies that have shown the greatest dedication to making IPM work at their sites, through vigilant sanitation, thorough pest documentation, prompt adherence to structural pest-management recommendations and even staff participation in IPM training sessions.

“We often tell our commercial customers that Integrated Pest Management works best if it is a true partnership between their staff and ours,” says Orkin President and Chief Operating Officer Glen Rollins. “Our new awards program is a way for us to show our appreciation to the facilities we serve that have gone the extra mile to make their IPM programs successful.”

The finalists were selected from an elite group that employs Orkin's most rigorous service offering, called Gold Medal Protection, which features heavy emphasis on quality assurance and documentation.

“By accepting nominations from this top tier group, we are focusing on the ‘best of the best,’” says Rollins.

The 2004 Gold Medal IPM Partner Award finalists are:

- **The Cheesecake Factory** (Agoura Hills, Calif.) – Cheesecake-production facility for The Cheesecake Factory restaurants.
- **Inland Paperboard and Packaging** (Marion, Ohio) – Manufacturing facility for packaging, cartons and sales/marketing displays.
- **Monsanto Company** (Chesterfield, Mo.) – Production facility for bio-engineered agricultural seed.
- **NFI Interactive Logistics** (Bolingbrook, Ill.) – Distribution center for Trader Joe's, an organic grocery store chain.
- **Phoenix Ice Cream** (Phoenix, Ariz.) – Ice cream manufacturing plant.
- **Safeway Milk** (Denver, Colo.) – Milk-processing plant for the Safeway grocery chain's private-label milk.

- **Sara Lee Coffee & Tea** (Suffolk, Va.) – Global supplier of coffee, tea and coffee-making systems.
- **Saratoga Specialties** (Elmhurst, Ill.) – Spice and ingredient manufacturer.
- **Tree of Life** (Bloomington, Ind.) – The largest natural and specialty food distributor in North America.

“For these sensitive facilities, an IPM program that reduces the need for pesticides is critical to quality assurance,” says Dr. Thomas Green, President of the IPM Institute of North America, Inc. “All of the finalists practice IPM at a very high level and they all should be proud.”

Judges for the 2004 Gold Medal IPM Partner Awards include:

- Austin Frishman, Ph.D., B.C.E., Founder and President of AMF Pest Management Services, Inc.;
- Thomas A. Green, Ph.D., President of the IPM Institute of North America, Inc.;
- Frank Meek, B.C.E., Technical Director, Orkin, Inc.;
- Heidi Schwartz, Editor-in-Chief and Co-Publisher of *Today's Facility Manager* magazine, read by more than 50,000 facility executives; and
- Zia Siddiqi, Ph.D., B.C.E., Director of Quality Assurance, Orkin, Inc.

Award winners will be announced in September, and Orkin will conduct award presentations on-site at the winning facilities. Case studies on each of the winners will be posted on Orkin Commercial Services' new Web site, Orkin.com/commercial.

“Facility managers are an innovative group of professionals who consider IPM an important issue,” said Heidi Schwartz, Editor-in-Chief of *Today's Facility Manager*. “The 2004 Gold Medal IPM Awards applaud the profession and its uncanny ability to resolve even the most challenging facility issues.”

About Orkin

Founded in 1901, Atlanta-based Orkin, Inc. is an industry leader in essential pest control services and protection against termite damage, rodents and insects in North America. With more than 400 locations, Orkin's almost 8,000 employees in the United States and Canada serve approximately 1.7 million customers. Orkin is a wholly owned subsidiary of Rollins, Inc., which is traded on the New York Stock Exchange (ROL). Learn more about Orkin by visiting www.orkin.com and www.rollins.com.

Media Contact:

Randall Kirsch, (404) 724-2516, rkirsch@jacksonspalding.com

V. About the IPM Institute and IPM Institute News

The IPM Institute of North America, Inc. is a 501(c)(3) tax-exempt, non-profit organization formed in 1998 to promote and support marketplace recognition for goods and service providers who meet high standards for IPM. Consumer support for IPM provides a powerful incentive for increasing IPM adoption in agriculture and communities!

The IPM Institute provides services to ecolabel programs including IPM research, standards development, program management and inspector training and certification. The Institute operates certification programs for IPM professionals, schools and other organizations and IPM products and services.

IPM in the Marketplace is produced and distributed periodically with support from IPM Institute members. For editorial comments or questions, or to unsubscribe, contact us at [**info@ipminstitute.org**](mailto:info@ipminstitute.org).

Content may be reproduced and/or distributed for non-commercial purposes with attribution to the IPM Institute. To join the IPM Institute, visit our Web site or e-mail the Institute at [**info@ipminstitute.org**](mailto:info@ipminstitute.org).