

Woody Ornamentals IPM Project

Issue: IPM practices can significantly reduce pest management costs, increase marketability of woody ornamentals, reduce the potential for claims of environmental damage, and label Florida products as premium (<http://eco-labels.org>).

Objectives: Increase the number of woody ornamental producers voluntarily using reduced risk practices and products by creating a credible IPM certification program that gives recognition in the marketplace for woody ornamentals produced using IPM practices.

Status: Chronology of a 2-year project funded by EPA on November 25, 2002 and ending on July 31, 2004 (\$33,225.00, ca \$7,000 remains).

- ✓ January 15, 2002- Timothee Sallin, Cherry Lake Tree Farm, contacted Norm Leppla about IPM labeling that might apply to woody ornamentals. Norm Leppla prepared an options paper (see report at <http://ipm.ifas.ufl.edu>) and discussions held at Cherry Lake Tree Farm.
- ✓ March 25, 2002- Norm Leppla met with Tom Green, President, IPM Institute of North America (www.ipminstitute.org).
- ✓ April 30, 2002- Conference call was conducted to determine direction for an EPA grant proposal, Pesticide Environmental Stewardship Program.
- ✓ July 23, 2002- A grant proposal was submitted to EPA, "Increasing Adoption of Reduced Risk Practices in the Production of Woody Ornamentals."
- ✓ August 14, 2002- A Briefing Book was prepared for the Woody Ornamentals Workgroup (grant proposal, minutes of meetings, presentations, IPM practices, crop profile, registered insecticides, etc.).
- ✓ August 29, 2002- The 1st workgroup meeting was held at Cherry Lake Tree Farm for orientation and direction.
- ✓ November 6, 2002- Attended international "Conference on Eco-labels and the Greening of the Food Market" at Tufts University (<http://nutrition.tufts.edu/conferences/ecolabels/order.html>).
- ✓ November 12, 2002- The project documents were updated and posted on the IPM Institute of North America website.
- ✓ November 21, 2002- The 2nd workgroup meeting was held at Cherry Lake Tree Farm for determining pest management practices for woody ornamentals.

- ✓ March 25, 2003- The third workgroup meeting was held at FNGA Headquarters for guidance, inventorying and ranking IPM practices, and evaluating markets.
- ✓ May 1, 2003- Timothee Sallin and the project were invited to develop a BMPs Trend, including IPM, for the FNATS trade show in September, as part of FNGA and Ornamental Outlook presentation on four "New Trends" in the industry.
- ✓ May 14, 2003- The 4th meeting of workgroup was postponed on advice from Ben Bolusky (Executive Vice President, FNGA) until a meeting could be conducted with key members of the FNGA Woody Ornamental Plant Committee.
- ✓ June 25, 2003- Barbra Larson (IPM Florida) met with Merry Mott (FNGA Director of Communications & Landscape Certifications) about adding IPM training to the FNGA "Florida Certified Industry Professional" program.
- ✓ July 1, 2003- Dan Sonke prepared and submitted a report to FNGA for FNATS, "BMPs, Marketing Opportunities and Market Protection," containing marketing opportunities, liability issues, forestalling regulations, and IPM/BMP recommendations for the industry.
- ✓ August 6, 2003- Norm Leppla met with Ben Bolusky and key members of the FNGA Woody Ornamental Plant Committee at FNGA Headquarters to discuss priorities and expectations for the EPA woody ornamentals project.
- ✓ September 25, 2003- FNGA in collaboration with Disney Productions will feature part of the EPA woody ornamentals project as one of four New Trends for the industry.
- ✓ October 1, 2003- Ornamental outlook will publish a special issue on "New Trends" that will include an article with information provided by the EPA woody ornamentals project on IPM and BMPs for woody ornamentals.