

.....

FNAT Fresh Ideas Committee -
BMP's

**Best Management
Practices**



*Marketing Opportunities and Market
Protection*



•
•
•
•
•
•
•
•

Best Management Practices

Marketing Opportunities and Market Protection

Marketing Opportunities

Plants produced using IPM/BMPs are generally of higher quality and can fetch top dollar.

A market for environmentally friendly ornamental plants exists and is growing. Growers in the U.S. and Europe are developing labels that are easily identified and preferred by environmentally oriented consumers who may pay premium prices for 'value added' products.

- Using thresholds can maintain or improve crop quality while reducing the frequency of pesticide applications. Less frequent applications: help maintain pesticide efficacy by reducing the development of pesticide resistance, reduce disruptions of cultural practices that occur during applications and reentry intervals, may improve plant growth and quality by minimizing phytotoxicity, increase profit by reducing costs of pesticide purchases, application labor, and regulatory compliance. UC Pest Management Guidelines: Floriculture And Ornamental Nurseries Establishing Treatment Thresholds (<http://www.ipm.ucdavis.edu/PMG/r280390211.html>)
- Crops documented as grown using IPM, particularly food crops, are gaining greater acceptance in the marketplace as alternatives that command a higher price, similar to organic crops. (Leppla)
- IPM labeling can become a value added indicator of quality in the marketplace, particularly when it is location based. A recent example is the Wisconsin Eco-potato Project that produces "Healthy Grown" potatoes according to the grower's "Protected Harvest" IPM and BMP standards. Wisconsin growers are remaining competitive by promoting a value added product that is grown using reduced-risk pesticides, biological controls, and BMPs. Flower growers in the U.S. and Europe are similarly developing labels that are easily identified and preferred by environmentally oriented consumers. (Leppla)
- Entire Florida landscapes, such as golf courses, schools, subdivisions, and municipalities, are becoming eco-labeled by independent organizations, including Audubon International and the IPM Institute of North America. (Leppla)
- Environmental communities demand landscape plants that are grown and maintained using IPM practices and will pay a premium. (Leppla)
- IPM labeling can become a value added indicator of quality in the marketplace, particularly when it is location based. A recent example is the Wisconsin Eco-potato Project that produces "Healthy Grown" potatoes according to the grower's "Protected Harvest" IPM and BMP standards. Wisconsin growers are remaining competitive by promoting a value added product that is grown using reduced-risk pesticides, biological controls, and BMPs. Flower growers in the U.S. and Europe are similarly developing labels that are easily identified and preferred by environmentally oriented consumers. (Leppla)

Liability Issues

BMPs can carry the weight of law in protecting a landowner who can show he/she is following BMPs. That is, compliance with BMPs can protect ornamental plant producers accused of polluting.

IPM/BMPs protect nursery employees and their employers by preventing problems caused by misuse of fertilizers and pesticides.

- IPM and BMPs can help to protect growers from liability associated with the use of agrochemicals. Recordkeeping and audits assure that IPM and BMPs are being practiced. Participation in IPM and BMP programs is voluntary and affordable, since clientele determine the standards and costs. (Leppla)
- IPM and BMPs can help to protect growers from liability associated with the use of agrochemicals. Recordkeeping and audits assure that IPM and BMPs are being practiced. Participation in IPM and BMP programs is voluntary and affordable, since clientele determine the standards and costs. (Leppla)
- Most BMPs carry the weight of law in terms of protection of a landowner who can show he is following BMPs. (Laurie Trenholm. The Green Industries' BMP Group and Manual. PPT presentation. <http://hort.ifas.ufl.edu/fyn/train.htm> [online 24 June 2003])

Forestalling Regulations

BMPs may be endorsed by state agencies as an alternative to more regulations. Widespread voluntary adoption of BMPs may prevent restrictive laws from being produced.

Interstate transport of plants can be greatly facilitated by documented compliance with BMPs. Proposed accreditation programs could even eliminate brokers, allowing participating growers to ship direct.

- Ornamental plant producers are experiencing increasingly expensive pesticides and regulatory controls on their use, worker protection laws that limit re-entry into crops at critical times, and other changes that can reduce profit margins. IPM and BMPs reduces the cost of producing ornamental crops by maintaining pests at acceptable levels with minimal inputs. IPM is based on pest prevention, scouting and accurate pest identification, action thresholds, preservation and augmentation of natural controls, and application of the least damaging pesticides. (Leppla)
- Widespread voluntary adoption of BMPs may prevent ordinances from being produced. (Laurie Trenholm. The Green Industries' BMP Group and Manual. PPT presentation. <http://hort.ifas.ufl.edu/fyn/train.htm> [online 24 June 2003])

•
•
•
•
•
•
•

IPM/BMPs as a resource for the industry

Growers who use IPM/BMPs utilize fertilizers and chemical pesticides more effectively, reducing waste, producing healthier plants, and often saving them money!

- Using thresholds can maintain or improve crop quality while reducing the frequency of pesticide applications. Less frequent applications: help maintain pesticide efficacy by reducing the development of pesticide resistance, reduce disruptions of cultural practices that occur during applications and reentry intervals, may improve plant growth and quality by minimizing phytotoxicity, increase profit by reducing costs of pesticide purchases, application labor, and regulatory compliance. (UC Pest Management Guidelines: Floriculture And Ornamental Nurseries Establishing Treatment Thresholds [<http://www.ipm.ucdavis.edu/PMG/r280390211.html>])
- By integrating careful selection of pesticides (using insecticidal soap, for example) with the use of additional predators (lacewing larvae and ladybugs) to control aphid populations, several nursery growers in Manatee County succeeded in reducing miticide applications by 87 to 92 percent on croton and eliminating them completely on areca palms.

Extra “Wow” Information

42% of Florida ornamental growers scout for pests on a regular basis.

71% percent of Florida nursery growers say that they choose pesticides least toxic to the environment.

51% percent of Florida nursery growers choose pesticides least toxic to beneficials. Thirty percent also adjusted pesticide applications to protect beneficials, 69 percent used spot treatments of pesticides, and 39 percent reported using biopesticides (6).

75% of Florida nursery growers alternate pesticides to avoid the development of resistance in pest populations.

Approximately 15% of Florida nurseries recycle or reuse 75% or more of their runoff water, and about 18% recycle over half. (Larson Vasquez and Nesheim)

15% of Florida nursery firms use biological control agents to control certain pests. (Hodges et al.)

Many areas of the state are running low on freshwater supplies. Water conservation is one of the most crucial issues facing Florida in the future, and applying BMPs will help to conserve our precious fresh water supply. (Florida Department of Environmental Protection. 2002. Florida Green Industries: Best Management Practices for Protection of Water Resources in Florida.)

The Southern Nursery Association, in collaboration with regional research universities and the Environmental Protection Agency, published "Best Management Practices, Guide for Producing Container-Grown Plants" which outlines important environmental considerations of container nurseries (see references). BMPs include:

- selection and proper handling of container substrate components
- proper water source selection
- proper irrigation design and management
- runoff water collection and recycling

- Integrated Pest Management (IPM)
- proper pesticide use and storage
- proper nutrient selection and application
- nutrient monitoring

(Best Management Practices, Guide for Producing Container-Grown Plants by Tom Yeager, Donna Fare, Charles Gilliam, Alex Niemiera, Ted Bilderback, and Ken Tilt, 1997. Southern Nurserymen's Association.)