



The Growing Market for Green

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**Pest Management
Supply Co., 1980-
1995: Reaches \$500K/yr.
in IPM supply sales**

GEMPLER'S

**1995-1998: to \$1.6
million**





The IPM Institute
of North America, Inc.

Harnessing marketplace power to improve health, environment and economics

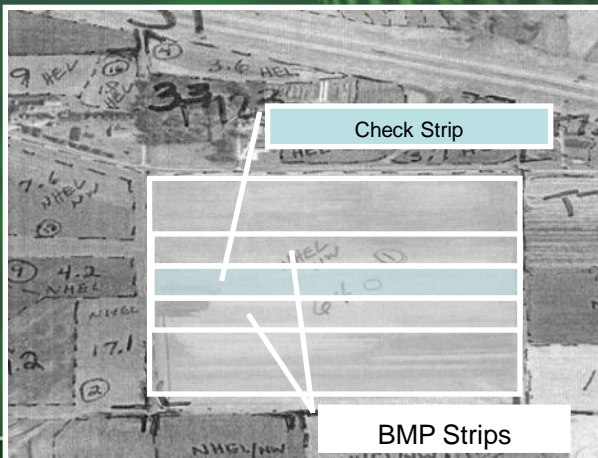
Sixth International IPM Symposium
Portland OR, March 24-25, 2009



Agriculture



Communities

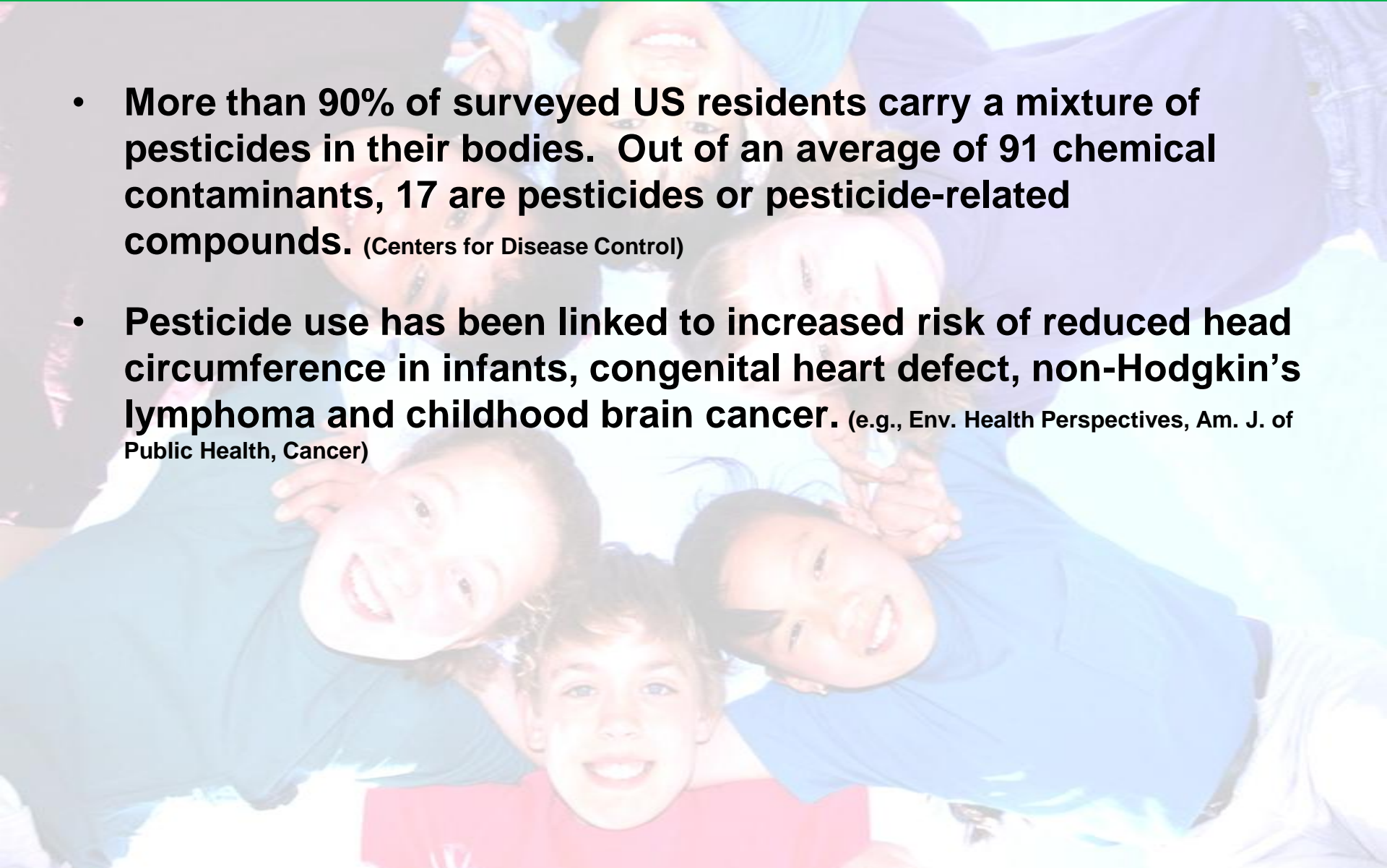


- 2009 International IPM Excellence Award
- 2008, 2005, 2004 EPA Pesticide Environmental Stewardship National Champion
- 2005 EPA Children's Health Recognition Award
- 2003 EPA Region V Recognition Award

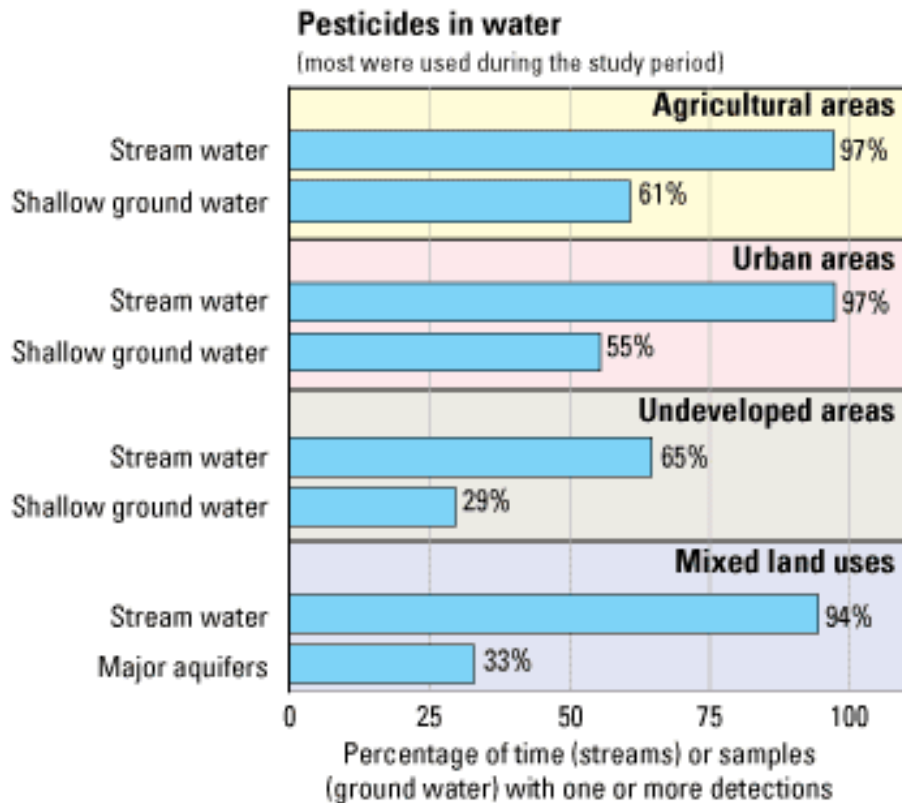


Why Bother?

- **More than 90% of surveyed US residents carry a mixture of pesticides in their bodies. Out of an average of 91 chemical contaminants, 17 are pesticides or pesticide-related compounds.** (Centers for Disease Control)
- **Pesticide use has been linked to increased risk of reduced head circumference in infants, congenital heart defect, non-Hodgkin's lymphoma and childhood brain cancer.** (e.g., *Env. Health Perspectives*, *Am. J. of Public Health*, *Cancer*)

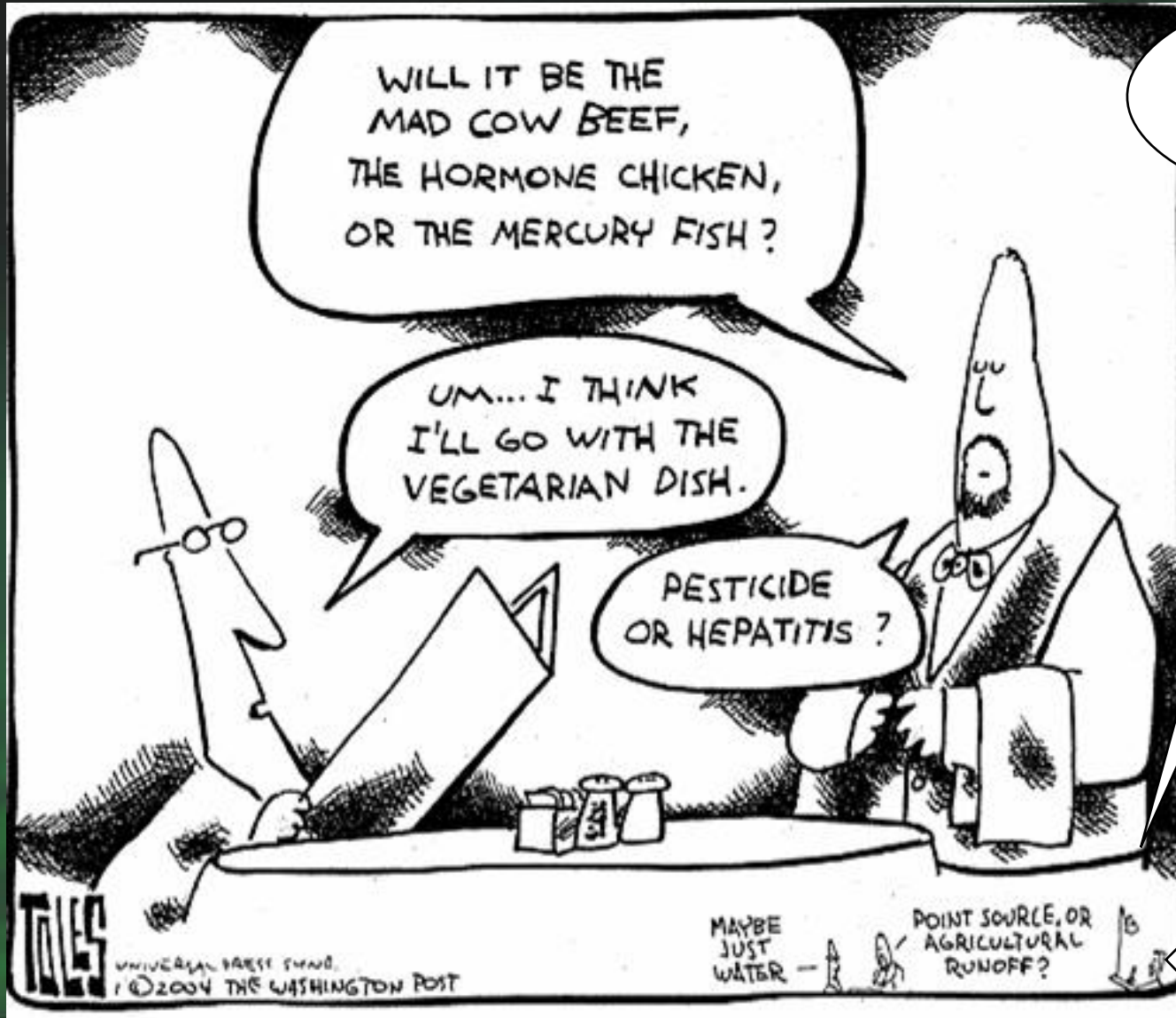


Water Pollution



- In its largest national survey, USGS found pesticides above levels of concern in 87% of urban monitoring sites.
- Chorpyrifos and diazinon have been replaced with pyrethroids which are now being found in urban creek sediments at levels of concern. (Environ Sci Technol)
“The dominant sources of these pyrethroids are structural pest control by professional applicators and/or homeowner use of insecticides...”

Marketplace: What will YOU have?



Are pesticide users the only ones with work to do? Heck no!

Asthma!
Malaria
Hanta Virus
Emerald Ash Borer
Sudden Oak Death
Resistance
Bed Bugs
Lyme Disease

How about a world without pesticides?
Not a chance.

Progress! Use and toxicity down

- World pesticide use in 2001 (5 billion lbs. of active ingredient) down 998 million lbs. from 1985.

- Kiely et al. 2004

- Conventional pesticide sales down 3% per year between 1999 and 2006.

- Crop Life, 2007

- Organophosphate pesticide use declined from 130.6 million to 72.8 million kg between 1982 and 2001.

- US General Accountability Office, 2001

- California, 1996-2006: reproductive toxicity down by 46%, ACH-inhibiting down by 55%.

- California DPR, 2007



Impacts down!

- ***Bald eagle nesting pairs increase from 417 to 5,748 after DDT ban.***
- *Fish & Wildlife Service, 2003*
- ***Organic diet significantly lowers organophosphates in kids urine.***
- *Environmental Health Perspectives, 2005*



It's all about sustainability!

Sustainability

Meeting our needs
without
compromising the
ability of future
generations to
meet their needs

- *Brundtland Commission 1987*



Marketplace Milestones: 2008

- 75% of top US companies now report sustainability info.
- SC Johnson to list all product ingredients.
- P&G to reduce enviro footprint by 10% for \$50 billion in products by 2012.
- Wal*Mart, Sysco, Sodexo, others - will optimize supply chains - including pesticide use in and around processing, distribution and retail facilities.
- Cub Foods announce green store, needs 50% less irrigation.

2008 Continued

Wal*Mart Sustainability Effort

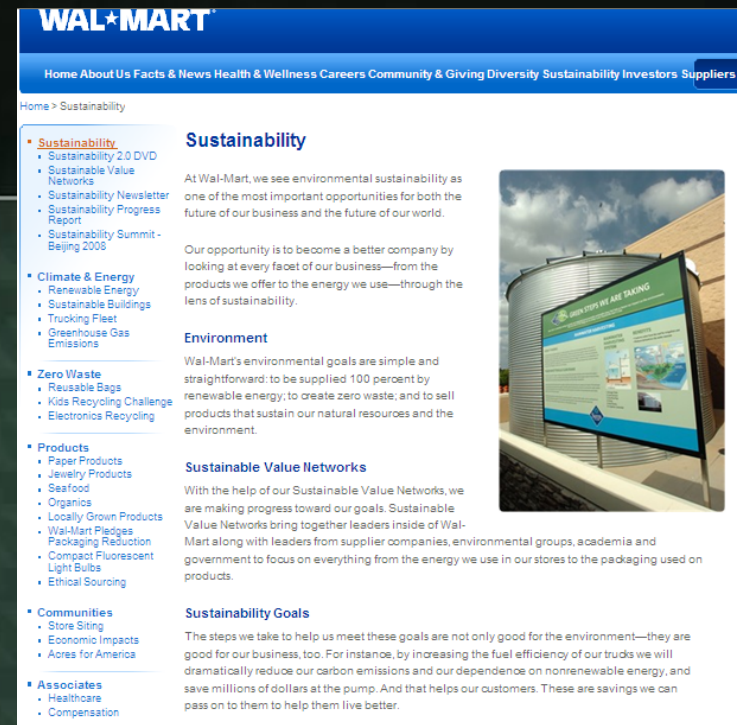
100% renewable energy, zero waste, enviro-friendly products

2008 Report: Pilot in 46 distribution centers for structural pest control:

- *25,337 fewer gallons of pesticides*
- *3.1 tons of rodenticide eliminated*

Scotts Miracle Gro

- *\$33 million in costs due to recalls of illegal product; net income loss of \$11 million on \$3 billion in sales.*
- *70% of sales through Wal*Mart, Lowes, Home Depot*



WAL*MART

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Sustainability

- **Sustainability**
 - Sustainability 2.0 DVD
 - Sustainable Value Networks
 - Sustainability Newsletter
 - Sustainability Progress Report
 - Sustainability Summit - Beginning 2008
- **Climate & Energy**
 - Renewable Energy
 - Sustainable Buildings
 - Trucking Fleet
 - Greenhouse Gas Emissions
- **Zero Waste**
 - Reusable Bags
 - Kids Recycling Challenge
 - Electronics Recycling
- **Products**
 - Paper Products
 - Jewelry Products
 - Seafood
 - Organics
 - Locally Grown Products
 - Wal-Mart Pledges
 - Packaging Reduction
 - Compact Fluorescent Light Bulbs
 - Ethical Sourcing
- **Communities**
 - Store Siting
 - Economic Impacts
 - Acres for America
- **Associates**
 - Healthcare
 - Compensation

Sustainability

At Wal-Mart, we see environmental sustainability as one of the most important opportunities for both the future of our business and the future of our world.

Our opportunity is to become a better company by looking at every facet of our business—from the products we offer to the energy we use—through the lens of sustainability.

Environment


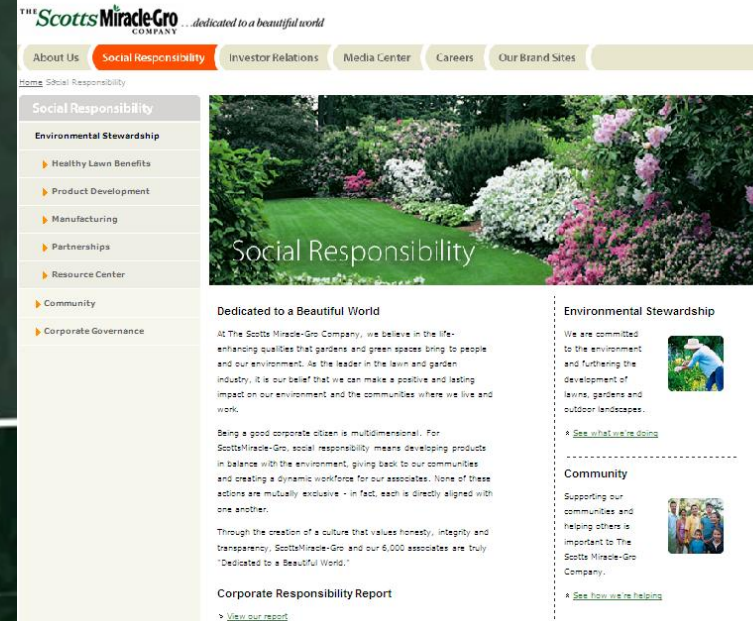
Wal-Mart's environmental goals are simple and straightforward: to be supplied 100 percent by renewable energy; to create zero waste; and to sell products that sustain our natural resources and the environment.

Sustainable Value Networks

With the help of our Sustainable Value Networks, we are making progress toward our goals. Sustainable Value Networks bring together leaders inside of Wal-Mart along with leaders from supplier companies, environmental groups, academia and government to focus on everything from the energy we use in our stores to the packaging used on products.

Sustainability Goals

The steps we take to help us meet these goals are not only good for the environment—they are good for our business, too. For instance, by increasing the fuel efficiency of our trucks we will dramatically reduce our carbon emissions and our dependence on nonrenewable energy, and save millions of dollars at the pump. And that helps our customers. These are savings we can pass on to them to help them live better.

THE Scotts Miracle-Gro COMPANY ...dedicated to a beautiful world

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Home Social Responsibility

Social Responsibility

- ▶ Environmental Stewardship
 - ▶ Healthy Lawn Benefits
 - ▶ Product Development
 - ▶ Manufacturing
 - ▶ Partnerships
 - ▶ Resource Center
- ▶ Community
- ▶ Corporate Governance

Social Responsibility

Dedicated to a Beautiful World

At The Scotts Miracle-Gro Company, we believe in the life-enhancing qualities that gardens and green spaces bring to people and our environment. As the leader in the lawn and garden industry, it is our belief that we can make a positive and lasting impact on our environment and the communities where we live and work.

Being a good corporate citizen is multidimensional. For Scotts Miracle-Gro, social responsibility means developing products in balance with the environment, giving back to our communities and creating a dynamic workforce for our associates. None of these actions are mutually exclusive - in fact, each is directly aligned with one another.

Through the creation of a culture that values honesty, integrity and transparency, Scotts Miracle-Gro and our 6,000 associates are truly "Dedicated to a Beautiful World."

Corporate Responsibility Report

[View our report](#)

Environmental Stewardship




We are committed to the environment and furthering the development of lawns, gardens and outdoor landscapes.

[See what we're doing](#)

Community

Supporting our communities and helping others is important to The Scotts Miracle-Gro Company.

[See how we're helping](#)

Regulatory: 2008

- **Of 200 most populous counties in the US, 39 now have green building laws or regs, up from only 8 in 2003.**
 - **61% of counties have laws that apply only to county government buildings.**
 - **33%: commercial buildings.**
 - **36%: multifamily housing developments.**
 - **33%: single-family residential construction.**
 - **American Institute of Architects study**



**How can you meet the
growing need for green?**



Back to the Natural Approach...