

*Environmental Marketing to Improve
Product Stewardship*



*Pesticide Program Dialog Committee
May 25, 2004*

*Paula Bodey
The Scotts Company*





Environmental Marketing to Improve Product Stewardship

Consumers do change their behavior for the benefit of the environment when they understand the impact of their actions.

- Pollution
- Recycling
- Oil disposal
- Forest fires



Environmental Marketing to Improve Product Stewardship

Consumers do not understand many EPA-mandated environmental label instructions.

- ❑ *"Do not apply when weather conditions favor drift from target areas."*
- ❑ *"Drift or runoff may adversely affect non-target plants."*
- ❑ *"Do not contaminate water when disposing of equipment washwaters."*



Environmental Marketing to Improve Product Stewardship

Our goal is for the consumer to select the right product, and to read, understand, and follow label directions.

- Technical information that does not instruct a behavior discourages the consumer from reading the entire label.



Environmental Marketing to Improve Product Stewardship

- Calls to Scotts helpline (800,000+/year) tell us *“Do Not”* instructions are not as reliable in promoting environmental stewardship as positive statements.
 - *“Do not contaminate water when disposing of equipment washwaters.”*
 - VS.
 - *“Rinse spreader over a patch of healthy turf so that the runoff does not flow to a curb, gutter, or stream.”*



Environmental Marketing to Improve Product Stewardship

We expect the most positive environmental impact will be achieved by addressing environmental issues using consumer language.

- Get the reader's attention
- Convey that their actions make a difference
- Explain the actions that should be followed



Environmental Marketing to Improve Product Stewardship

Water Resources – Help Keep Your World Safe



Sweep up any product from hard surfaces

Keep clippings & leaves off streets or sidewalks

When finished, return excess product to bag and rinse spreader over lawn



Environmental Marketing to Improve Product Stewardship

Join **Scotts** and Be a Good Neighbor to the Environment



Always follow directions

Sweep up any product from hard surfaces



Keep clippings & leaves off streets or sidewalks

When finished, return excess product to bag and rinse spreader over lawn





Environmental Marketing to Improve Product Stewardship

Next steps to facilitate stewardship statements on product labels:

- ❑ EPA guidance is necessary, and can be developed through a stakeholder work group.
 - OR
- ❑ Registrants could be given the opportunity to seek approval of environmental claims from a policy level within EPA to avoid conservative denials at the label review level.