

# PESTICIDE ENVIRONMENTAL STEWARDSHIP PROGRAM

## STRATEGY SUBMISSION FORM

**Organization:** EcoSure Pest Control

### **Describe Your Organization's Five-Year Goals Related to Pesticide Risk**

**Reduction:** (Where do you want your organization to be in five years as it relates to the major pest/pesticide issues facing your industry?)

At EcoSure, we recognize the need to reduce any negative impact we may have on our environment. As we focus on providing effective quality services we want to integrate products, treatment methods and any other practices that will eliminate excessive chemical use and reduce our carbon footprint altogether. We believe our workforce will always need to be educated and trained in providing a more environmentally responsible service, however we hope to make a special effort over the course of the next 5 years to eliminate pesticide risk. We've already learned so much as we have begun to take greener approaches to our daily operations, but also know there is much more to be learned as new products and technology develop.

From its conception, EcoSure has mandated that all of its branches leave as small a carbon footprint as possible. We realize that this encompasses a broad range of changes, and not just issues related to pesticide use. We know that purchasing more fuel efficient vehicles and keeping them well maintained will reduce emissions. Something simple as checking tire pressure and keeping it accurate can improve fuel efficiency. In our offices we are continually finding ways to reduce paper usage and rely on other methods of communication and record keeping. Having customers pay at the time of service eliminates the use of paper needed to bill them. We will push to increase collection percentages at the time of service to reduce even more paper use. Staying up-to-date and looking for the best methods will be a regular endeavor as we create a company culture with a higher standard. As we strive to reduce more risks to our environment we hope to inspire others in the industry to do the same and become a model for them as they adopt the standards we have already implemented and will implement over the next five years.

**What do you envision doing (broadly) to try to resolve your major issues?** Address whether practical, acceptable solutions are available for the major pest, pesticide, or sustainability issues facing your organization.

Right now there are some ways we can incorporate greener products into our program but the most significant changes we can make involve the amount of chemical usage and other day-to-day processes. As a business, EcoSure, cannot ignore the bottom line. In our current efforts to go green we have looked at many of the available greener products and treatments. Many of these alternatives can be a costly and provide a less efficient means to guarantee control. We hope that one day our entire approved product list will be entirely "green." In the meantime, immediate action will involve smaller changes to all parts of the operations. Through educating, using more IPM methods, monitoring chemical usage, and maintaining equipment, we hope to make significant reductions in pesticide use. We hope to create awareness within our workforce to keep them mindful of their impact in their immediate surroundings and the environment. A constant effort to stay informed of the latest developments in technology, products and treatment methods will also help us achieve the best results with the least risk to the environment.

## **Goal 1 & Tactics**

(Describe your first goal and the tactics you will use to attain it. What might EPA be able to do or facilitate to help resolve these issues? How you will determine whether or not you have been successful in achieving your intended results? Are there objective, economically-feasible measures of success that you can utilize to evaluate the success of your efforts?)

We will create a company culture alert to the environment and the impact each person has on it. Although the management of EcoSure is committed to reducing the company's carbon footprint, it should be a shared focus with each EcoSure employee. Educating and creating policies that define a greener path will be a major strategy in guiding the company's awareness as a whole. This can be achieved through improved licensing for technicians and managers. Weekly meetings in which our management and guest speakers from the industry/universities will educate our technicians about pests, locally endangered species, pesticides, IPM, and other greener techniques. We hope the E.P.A. will be another major source of information to help us better define and achieve our goals.

## **Goal 2 & Tactics**

(Describe your second goal and the tactics you will use to attain it. What might EPA be able to do or facilitate to help resolve these issues? How you will determine whether or not you have been successful in achieving your intended results? Are there objective, economically-feasible measures of success that you can utilize to evaluate the success of your efforts?)

EcoSure will be at the forefront of the industry as we continually integrate the most effective methods available while providing our customers with the best results at an affordable price. We've already implemented a mandate company-wide that we will only use products labeled caution and products considered to be green or less toxic. As new developments occur within the industry, we will attempt to phase out the use of any caution products to include "greener" products proven to be effective at a reasonable price. Currently we have found that servicing homes on a quarterly basis, applying lower toxicity products, with less frequency to be a reasonable way to reduce our impact on the environment without compromising customer satisfaction. We eagerly anticipate the development of greener products that will allow us to provide an affordable quality service.

## **Goal 3 & Tactics**

(Describe your third goal and the tactics you will use to attain it. What might EPA be able to do or facilitate to help resolve these issues? How you will determine whether or not you have been successful in achieving your intended results? Are there objective, economically-feasible measures of success that you can utilize to evaluate the success of your efforts?)

Reducing chemical treatments has been a great challenge and will always be one of our primary goals. IPM solutions have proven to be a reliable alternative for some standard chemical treatments. For example, upon receiving a customer call for spiders (in place of power spraying) we can do the following: First, inspect the home. Second, do any simple immediate modifications or non-chemical measures to resolve the problem (we might knock down webbing). Next, give the customers recommendations on how sanitation or exclusion might relieve their problem for the long term. In one case, we consulted with a customer on how using different kinds of plants can be a natural deterrent to insects. Some IPM programs work best with light pesticide applications such as using less-toxic baits or smaller spot treatments with greener products. We are making an effort to keep all of our application devices calibrated to ensure that the proper amount of pesticide is applied. Performing weekly inspections have been crucial to maintaining the quality of our equipment.

## **Goal 4 & Tactics**

(Describe your fourth goal and the tactics you will use to attain it. What might EPA be able to do or facilitate to help resolve these issues? How you will determine whether or not you have been successful in achieving your intended results? Are there objective, economically-feasible measures of success that you can utilize to evaluate the success of your efforts?)

Proper tracking of pesticide use will help us monitor our success in reducing excessive or irresponsible chemical usage. Currently our California branch is the only location required by state law to track their chemical usage. We are creating a process in which all our branches are required to accurately track chemical usage. There are many benefits to tracking chemical usage and one of them happens to help us eliminate excessive or improper use by certain individuals. For example, our records may show that a technician powered sprayed when a less invasive crack and crevice treatment could have been done. By doing this we are able to correct our technicians and reduce the pesticide being introduced into the environment.