

Organic Materials Review Institute's PESP Strategy

Describe your Organization's Five-Year Goals Related to Pesticide Risk Reduction

National Organic Standards administered under the USDA allow use only of pesticides that are evaluated based on criteria that include consideration of their impact on human health and the environment.

OMRI runs a certification program for inputs to organic agriculture. The program takes as its criteria the USDA organic standards. OMRI compiles a list of the products approved through its certification program in an annual directory called the [*OMRI Products List*](#).

What do you envision doing (broadly) to try to resolve your major issues?

To reduce the risks of pesticides through raising awareness of our certification program and increasing usage of the *OMRI Products List* - a list of alternative, less toxic pesticides allowed for organic agriculture.

Goal 1 and Tactics

Increase number of online users of the OMRI Products List.

- Measured in site traffic by month.

Goal 2 and Tactics

Increase the number of OMRI Listed pesticides for organic agriculture.

- Measured by number of products in the pest, weed, and disease control class appearing on the OMRI Products List by quarter.

Goal 3 and Tactics

Increase the number of farmers who receive printed materials on how to conform to the US organic rules.

- Measured by OMRI subscribers by month.

Goal 4 and Tactics

Educate home owners and gardeners about the value of the OMRI seal of approval, OMRI Listed, on pesticide labels.

- Measured by survey data of a sample set of consumers.