

Western Exterminator Company PESP Strategy 2009-2014

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?)

We are proud of our 75% reduction in pounds of pyrethroids per applicator we have obtained since 2000. Within the next 5 years we want further reductions of pyrethroids, while increasing, as a percentage of the total pounds of actives, the use of biorational* products. We currently have about 15% of our routes set up on reduced impact pest control and are in the process of moving most of the Company's routes over to this approach to pest control. The main pesticide products used on these routes are biorational and other reduced impact pesticides such as inspection materials used to locate pests in commercial kitchens. This change in the Company will have a large impact on the amounts of pyrethroids and biorational products used at Western Exterminator Company. Now that we can offer GreenPro, EcoWise, and EnviroCare (Green Shield) certified services, within the next 5 years we want at least 10% of our pest revenue to come from these services. This will amount to several million dollars.

*NOP compliance, insect growth regulators, biological control tools, boric acid and diatomaceous earth dusts, insect baits, plant-based, and EPA reduced risk products. Pyrethrin products primarily used for fogging are not included in our biorational numbers.

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.

These goals are practical. Challenges include bed bugs, which often take large amounts of pesticides for control and Argentine ant control, where baits lack control consistency. To reduce the amounts of pyrethroids we will need to develop effective non-pyrethroid control methods. We have been encouraging manufactures to bring out reduced impact products including plant oils. Currently there are two large suppliers: Whitmire, now part of BASF, and EcoSmart, now part of Prentiss. Should one of these companies have difficulty getting oversea shipments of raw materials, this could impact our ability to supply reduced impact pest control.

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?

Reducing Pounds of Pyrethroids Used

The total pounds of pyrethroids in 2008 amounted to 24.9% of all the actives used. Our goal is, within 5 years, lowering the pyrethroid as a percentage of total actives to under 8%. In 2008, 9.2 pounds of pyrethroids were used per applicator. Our five year goal is to get this to under 3 pounds per applicator. Moving more of our routes into reduced impact pest control, where little pyrethroids will be used, will account for most of the reduction in pyrethroid usage. To reach our goals we will need to develop better non-pyrethroid methods for bed bug and Argentine ant control.

Measurement: Based on each year's purchases of products, I will determine the reduction of total pounds of pyrethroids as a percentage of all actives. Using the specific gravity from the products' MSDS liquids will be converted to pounds.

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?)

Increasing the Amount of Biorational Products Used

The total pounds of biorational products used in 2008 amounted to 32.5% of all the actives/inerts used. Our goal is, within 5 years, to increase this percentage to over 70%. Moving more of our routes into reduced impact pest control, where biorational are one of the main products used, will account for most of the increase in biorational usage. To get this total over 75 % we will need to develop better biorational control tools for pests such as; roaches found in retail food accounts, bed bugs and Argentine ants. We will also need some low/non-odor biorational for those accounts where odor is an issue.

Measurement: Based on the year's purchases of products, I will determine the total pounds of biorational products as a percentage of all actives/inerts used.

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?)

Increasing Our Greenpro and Envirocare (Green Shield) Certified Service Revenue

Starting 2009, we did not have any GreenPro or Envirocare (Green Shield) Certified accounts. Our goal is, within the next 5 years, to have at least 10% of our pest revenue coming from GreenPro Certified and EnviroCare Certified accounts. This is a very aggressive goal; starting with no accounts to having several million dollars in GreenPro and Envirocare account revenue within five years.

Measurement: At the end of each year I'll review the revenue, based on account type, and determine the progress towards our goal. I'll help our sales department approach and sell accounts to the GreenPro and/or EnviroCare standards.

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?)

Replace Broadcast Applications (Power Spraying) Around Structures with Targeted Applications from Back Pack Sprayers and Compressed Air Sprayers

For most of our Company's history we have used power spraying around structures to control pests. A few years ago we started moving to more targeted applications. Currently, about 50% of our routes use a power sprayer 5% of less or of the time. Our 5 year goal is to raise this to >90%.

Measurement: At the beginning of each year I will survey our technicians to find out what percentage are using a power sprayer 5% or less of the time when making an outside application.

Summary of Goals

	Start of Year						Start of 2014
	2009	2010	2011	2012	2013	2014	
GOAL 1: Reducing the amount of pyrethroids used (pyrethroids as a % of all actives used the previous year)							
	24.9%	13.2%	12.8%				< 8%
(Lbs. pyrethroids per applicator used the previous year)							
	9.2	5.5	5.2				< 3
GOAL 2: Increasing the amount of biorational products used (biorational products (actives/inerts) as a percentage of all active/inerts used in the previous year)							
	32.9%	42.2%	55.6%				>75%
GOAL 3: Increasing Green Pro, EcoWise, and EnviroCare (Green Shield) Certified service revenue as a % of total pest revenue (% of certified service revenue)							
	0%	0.1%	0.18%				>10%
GOAL 4: Replace broadcast applications (power spraying) around structures with targeted applications from backpack and compressed air sprayers (% of technicians using power sprayer < 5% of time making outside application around structure)							
	< 5%	na*	30%	26%			Combined >90%
	0%	na*	22%	31%			
			52%	57%			

*no data

2010 Comments

Our usage of pyrethroids continues to decline. 2010's usage is down 43.8% (lbs/applicator) from 2008, 5% from 2009. In 2010, our usage of biorational products is up to 55.6% of all active/inerts. We had slow growth in the Green/IPM certified programs, but as we get more experience serving accounts under these programs, our employees will feel more confident in selling and switching accounts over to a certified Green/IPM program. We're up to 57% of our field employees using a power sprayer less than 5% of the time.