

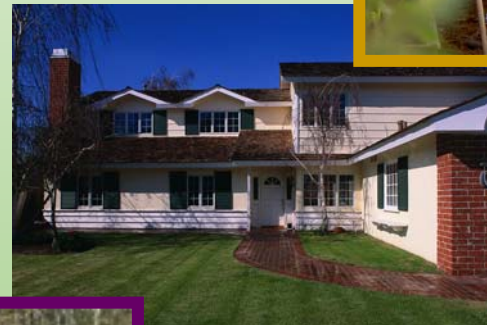


*Product
Stewardship:
Reaching Consumer
Retailers*

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Director of State Issues
RISE (Responsible Industry for a Sound Environment)[®]*

About RISE ...

- The national trade association, representing manufacturers, formulators, distributors and other industry leaders involved with specialty pesticide and fertilizer products



[Reaching Consumer Retailers]

- Product stewardship and consumer education
 - Ongoing outreach to consumer retail stores – since 2005
 - Extending outreach to lawn and garden product distributor and retailer associations in 2008
 - Ongoing and long-standing partnership with the lawn care and nursery industries

Education Pieces

Reverso en español

CHOOSE RIGHT USE RIGHT

LIQUID LAWN AND GARDEN PRODUCTS


If you have an insect, weed or other pest problem, the following steps will help your lawn and garden healthy while protecting and improving our environment.

STEPS TO EFFECTIVE & SAFE USE

1. ALWAYS READ AND FOLLOW ALL LABEL DIRECTIONS
2. WHAT INSECT, WEED OR OTHER PEST ARE YOU TRYING TO CONTROL? Weeds in the lawn? Ants or stinging insects on the patio? Identify the insect, weed or pest you are trying to control and choose a product designed for that pest.
3. WHERE IS THE PEST? Lawn? Flower or vegetable garden? Cracks in the driveway? Read the label to determine where the product can be used.
4. HOW MUCH PRODUCT DO YOU NEED? If you have a small, localized problem, consider a ready-to-use spot treatment. A concentrate may be a better choice if you have a large area to cover. Buy only the amount you need.
5. HOW MUCH PRODUCT SHOULD YOU USE? More is not better! Read the label and apply only the recommended amount. If you have questions about using the product after reading the label contact the manufacturer using the telephone number on the label.
6. HOW SHOULD YOU STORE AND DISPOSE OF UNUSED PRODUCT? Always store products in a safe place away from children and pets. Protect our water resources by never pouring unused product down storm drains, sinks or toilets.

Lawn and garden products are valuable and effective tools for managing pests and weeds around your home. Contact your county extension office or extension Web site for more information about managing insects, weeds and other pests.

WWW.PESTFACTS.ORG
LOG-ON TO LEARN MORE ABOUT SAFE AND EFFECTIVE USE

 Brought to you by RISE
(Responsible Industry for a Sound Environment)*

Reverso en español

CHOOSE RIGHT USE RIGHT

GRANULAR LAWN CARE PRODUCTS

If you have an insect, weed or other pest problem, the following steps will help your lawn stay healthy and protect our environment.

STEPS TO EFFECTIVE & SAFE USE

1. ALWAYS READ AND FOLLOW ALL LABEL DIRECTIONS
2. WHAT INSECT, WEED OR OTHER PEST ARE YOU TRYING TO CONTROL? What is the problem in your lawn? The label will tell you which product best fits the needs of your lawn and where it can be used.
3. HOW BIG IS YOUR LAWN? What treatment are you applying? Select the product that meets the needs of your lawn and buy only what you need.
4. DO YOU NEED A SPREADER TO APPLY THE PRODUCT? Do you have a large area to cover? If you have a small, localized problem consider a ready-to-use spot treatment. Follow product label directions for spreader and spot applications. If you have questions about using the product after reading the label contact the manufacturer using the telephone number on the label.
5. HOW CAN YOU HELP PROTECT OUR WATER RESOURCES? Keep granules on the lawn. Sweep any granules landing on driveways, streets, sidewalks and other hard surfaces back onto the lawn. Clean the spreader on the lawn.

Lawn care products are valuable and effective tools for managing pests and weeds around your home. Contact your county extension office or extension Web site for more information about managing insects, weeds and other pests.

WWW.PESTFACTS.ORG
LOG-ON TO LEARN MORE ABOUT SAFE AND EFFECTIVE USE

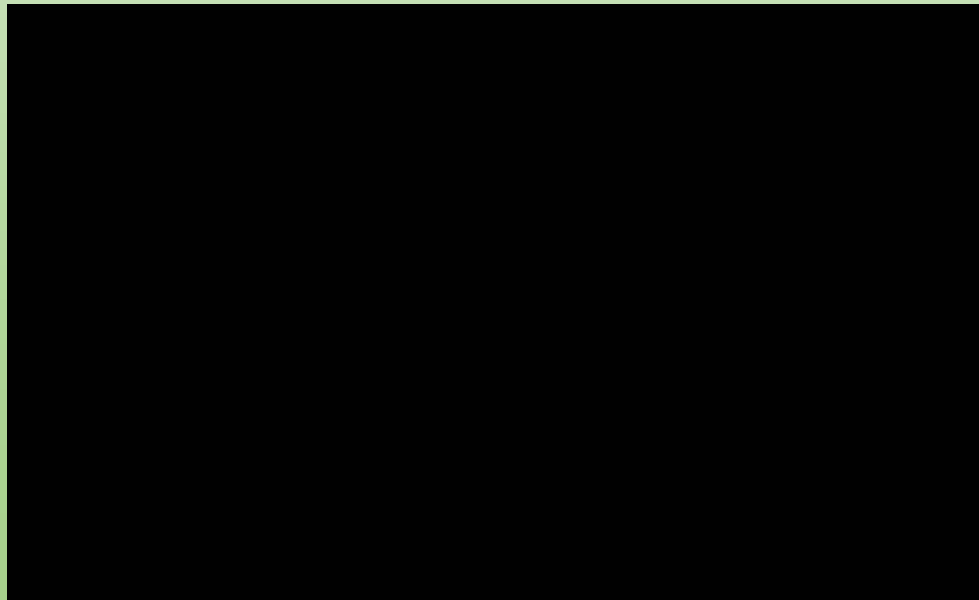
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- Choose Right – Use Right Campaign
 - Multi-year
 - English and Spanish
 - Ongoing outreach to retailers
 - Home Depot, Lowe's, Wal-Mart
 - Ace, TrueValue, independents
 - Nursery and landscape centers



Extending the message

- Investing in paid advertising
 - Choose Right, Use Right television ad
 - Running during local home gardener program
 - In select cable markets and on CBS affiliates in North Carolina January thru May 2008



Extending the message



- Investing in paid advertising
 - Choose Right, Use Right spots on Northwest Airlines in-flight radio
 - Western routes, including California and Hawaii
 - March thru May 2008
 - 2 million + impressions

Extending the message

- Professional lawn care invoice stuffer
 - Available to all lawn care operators
 - Targeting New York, New England, Maryland in 2008



**Freedom to Choose,
Freedom to Use.**

CHOOSE RIGHT, USE RIGHT

As a homeowner you enjoy the freedom to manage and maintain your property according to your own preferences and tastes.

Your decision to surround your home with a healthy and beautiful lawn, landscape or naturalized area not only enhances your surroundings, but those of your neighborhood while also increasing property values...*(over)*

Consumer Education Concerns

Think Globally
Act Locally



Potential for local
fertilizer ordinances
negatively impacting
consumer education at
retail

[Thank You!]

RISE

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www.pestfacts.org

www.schoolpestfacts.org

www.westnilevirusfacts.org

