

US EPA ARCHIVE DOCUMENT

*Environmental Marketing to Improve
Product Stewardship*



*Pesticide Program Dialog Committee
May 25, 2004*

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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



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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."*



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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.



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- 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."*



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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



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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



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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





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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.