As the Director for the California Department of Pesticide Regulation (DPR) I am pleased to lead the most comprehensive pesticide regulation program in the nation. I have worked this past year with our staff to gain a greater understanding of DPR’s role in the regulation of pesticides used by agriculture, industry, and within California homes. During that time, we implemented new surface water regulations, conducted soil fumigant training, created a strawberry workgroup and research partnership, and launched a new research grant program.

The DPR Strategic Plan charts a new direction for DPR for the coming years. We are not “reinventing the wheel,” only enhancing and updating a solid approach toward pesticide regulation. In revising this plan, we used my experience as a farmer and in leadership roles in land resource protection to build on an established foundation—our mission:

To protect human health and the environment by regulating pesticide sales and use, and by fostering reduced-risk pest management.

I believe that you keep a great organization great by working together. With the DPR Strategic Plan, I have targeted several key goals that I know are critical for the continued success of the organization, including a new goal, “Communication and Outreach.” Sharing information and receiving input from our stakeholders and consumers will be key to achieving our goals. To do this, we will be translating existing documents into the Spanish language, utilizing video and new media approaches, and continue to make our brochures and studies available via our Internet Web site. We will continue to host the Brown Bag Lunch speaker series, where experts are brought in to present topics of interest in the field of pesticide regulation. The response to this “community” approach has been very positive, and we hope to hear from you.

DPR supports the state’s vibrant agricultural industry through the registration of crop protection products and the licensing and education of pest control advisers. To protect the balance between the environment and the use of pesticides, DPR staff conducts research and establishes guidelines to ensure the protection of all people and the environment from the harmful effects of pesticides. Our staff will continue to find opportunities to implement reduced-use practices, and we have expanded our grants programs to find integrated pest management solutions.

We will continue to work on succession planning—recruiting youth, scientists, and experts to maintain our knowledge base. And we will increase our efforts to understand and address the effects of pesticides on wildlife, domestic animals, and pollinators, as well as the ground, surface water, and air. This is critical for achieving stronger and long lasting protections for generations to come.

It is an honor to serve as the DPR Director, and through our expert staff and input from stakeholders, we will achieve the goals as stated in our plan. We look forward to working with you.
MISSION

To protect human health and the environment by regulating pesticide sales and use, and by fostering reduced-risk pest management.
VISION

A California where pest management is fundamental to a healthy environment. Two beliefs underlie this vision statement:

• Pest management is essential to a modern society to protect public health, the food supply and enable effective resource management.

• The people of California are best served by a continuous effort to minimize risks associated with pest management.
We embrace these guiding principles as we strive to meet our goals and objectives:

- The basis of our success is our employees.
- We use science and experience-based knowledge to make our decisions.
- We consider the county agricultural commissioners essential partners in program delivery.
- We respond to problems by finding solutions and making decisions that are timely, transparent, consistent, and equitable.
- We maximize our program effectiveness through internal coordination and external collaboration.
- We consider California’s diversity, economy, and environment in making decisions.
- We use performance goals to measure success and provide accountability.
- DPR strives to be the national and international leader in the development and implementation of effective pest management processes.
**Protect People and the Environment**
Assure California’s environment is not adversely affected by pesticides and that all people are protected from unacceptable pesticide risks.

**Advance Reduced-Risk Pest Management Systems**
Advance the research, development and adoption of effective pest management systems that reduce risks to people and the environment.

**Enforce and Achieve Compliance**
Maintain and continuously improve strong and equitable compliance and enforcement programs to ensure people and the environment are not exposed to unacceptable pesticide risks.

**Ensure Environmental Justice**
Protect all people in California, regardless of race, age, culture, income, or geographic location, from adverse environmental and health effects of pesticides.

**Continuously Improve Performance, Accountability, and Organizational Effectiveness**
Efficiently deliver our programs by attracting and retaining a competent workforce, effective business processes, and use of current technology.

**Communication and Outreach**
Promote an understanding and awareness of DPR programs, priorities, initiatives and accomplishments through effective external communications, outreach and public education.
Protect People and the Environment

Assure California’s environment is not adversely affected by pesticides and that all people are protected from unacceptable pesticide risks.
OBJECTIVES

01
Assure that pesticide products available for use in California are registered, as required by statute, and do not pose an unacceptable risk.

02
Continuously evaluate and respond to the human health risks from pesticides.

03
Continuously evaluate and respond to risks to the environment from pesticide use (air, water quality, and wildlife).

04
Exercise DPR’s statutory and regulatory authorities, as well as other opportunities, to work with affected persons to meet existing and emerging challenges involving pesticide risks.

05
Use state-of-the-art scientific practices and technologies to advance the evaluation and management of pesticides.
Advance Reduced-Risk Pest Management Systems

Advance the research, development and adoption of effective pest management systems that reduce risks to people and the environment.
OBJECTIVES

01
Encourage and support research and development of reduced-risk pest management practices and technologies.

02
Promote adoption of reduced-risk pest management systems and practices.

03
Advance reduced-risk pest management systems for California by providing policy, scientific, and technical leadership and collaboration at local, state, national, and international forums.
Enforce and Achieve Compliance

Maintain and continuously improve strong and equitable compliance and enforcement programs to ensure people and the environment are not exposed to unacceptable pesticide risks.
OBJECTIVES

01 Obtain compliance through clear, equitable rules; education; licensing; and strong, effective enforcement.

02 Provide training, guidance, and support to county agricultural commissioners.

03 Ensure effective and consistent enforcement.

04 Through continuous review of data and information, improve our compliance and enforcement programs.
Ensure Environmental Justice

Protect all people in California, regardless of race, age, culture, income, or geographic location, from adverse environmental and health effects of pesticides.
OBJECTIVES

01
Ensure DPR’s programs, policies and activities focus on those communities most impacted by pesticides.

02
Ensure that outreach materials are made available to the public.

03
Ensure that DPR provides outreach to environmental justice communities by providing them with accessible and meaningful opportunities to learn about DPR’s programs and provide input.

04
Maintain transparency and effectiveness in public participation through the use of advisory committees, workshops, and other forums.
Continuously Improve Performance, Accountability, and Organizational Effectiveness

Efficiently deliver our programs by attracting and retaining a competent workforce, effective business processes, and use of current technology.
SUCCESSION PLANNING/WORKFORCE DEVELOPMENT

OBJECTIVES

01
Ensure that existing and new policies, procedures, and programs contribute to: the development and retention of a diverse and motivated workforce, and a productive work environment that meets our organization’s needs.

02
Maintain a leadership and workforce development program focused on effective mentoring, employee development, and the retention of experienced talent for the future.

03
Allow our skilled scientific and professional staff to maintain and advance their expertise by providing opportunities for growth and development.
INFORMATION SYSTEMS & SERVICES
OBJECTIVES

01
Use current technology to implement and maintain effective information systems to support DPR’s business and program needs.

02
Use cost effective and secure technologies to collect and deliver information electronically.

FISCAL INTEGRITY/PROGRAM ACCOUNTABILITY OBJECTIVES

01
Preserve the financial integrity of DPR’s programs and activities through accurate forecasting of revenue trends, expenditures, and external influences that could impact DPR funding.

02
Annually plan, track, and account for program costs and performance, and assess our ability to meet future program needs.
Communication and Outreach

Promote an understanding and awareness of DPR programs, priorities, initiatives and accomplishments through effective external communications, outreach and public education.
OBJECTIVES

01
Participate in active conversations with our stakeholders about all DPR programs and initiatives.

02
Optimize Social Media, DPR’s Web-site, print and electronic media to convey to the public our mission and accomplishments.

03
Engage in outreach to educate household and institutional users of pesticide products about their safe, appropriate and effective use.
Above:
Project leader Xuyang Zhang at UC Davis alfalfa test field site.
Photo by K.S. Goh.

Special thanks to Diana Acosta, K.S. Goh, J.M. McKenzie, and Paul Verke for their contributions.

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