

# PCOC: CA Industry Perspective

Pyrethroid Forum  
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# Outline

- Background
- Treatments
- Influence on products

# History of Pest Control

- Type of treatments
  - Primarily Interior vs. Exterior
  - Monthly vs. Alternate monthly
  - Services rendered
  - Products available
    - Chlorinated Hydrocarbons
    - Organophosphates
    - Pyrethroids and others

# History of Pest Control

- Safety equipment
- Customer expectations
  - Smell
  - Amount of product used
    - Rate
    - Volume
    - Application site
- Application approach
  - Increased implementation of IPM (eaves)

# Licensing

- PCO must become licensed to identify a pest and sign a contract for service
  - FR or OPR must id pest to come up with the plan for management
- Renew every three years w/continuing education
- Licensing regulated by Dept. of Consumer Affairs
  - Note: NOT DPR
  - Able to management only pests that invade structure
  - Demonstrates idea that industry is focused on service (pesticides are tools, not focus)
  - The industry must do what is best for customer to maintain standard of living

# Why Alternate Monthly Service?

- Monthly may not be needed (Residential)
- Quarterly not enough
- Application crashes pest population and approx. about that time the pests are being seen again
- Products are degraded due to environmental pressures

# Customer Expectations

Home Owner

- Are buying convenience
  - They don't want to/can't "make the bugs go away"
  - Most of industry will return to property if required
- Are buying "NO bugs"
  - Their thresholds may be very low
  - Each account has a different level of what is acceptable

# Customer Expectations

Home Owner

- What are they willing to pay for?
  - Paying for expertise
  - Paying for some treatment (treatment vs. inspection)
    - The customer will react if they feel that PCO is not providing the level of service they are accustomed to
    - They may treat if PCO does not
    - May cancel service and find another PCO that will make treatments

# Goal of a PCO

- To provide the best service possible for the customer (whoever that may be)
- Work with customer to meet their expectations
- Represent the industry in the most positive manner possible

# Preventative vs. Curative

- Preventative
  - Do what can to address potential problems and detour pests from entering site
  - More advisory in nature
- Curative
  - Address current problems of pest presence
  - More reliant on products
- Over time Curative becomes Preventative as problems are addressed

# Preventative vs. Curative

- Maintenance is preventative
  - Allows for small fixes as problems arise
  - Consistent communication w/customer
- Keep the pest population under control, less volume treatments in long run
- Prevent interior treatment to minimize pesticide exposure

# Integrated Pest Management

- IPM is a Philosophy
  - Not a box to check
  - Not easy to define
- All PCO's integrate IPM
  - To some level or another
  - IPM is not new to the industry
    - Rodent proofing, sanitation for ants and cockroaches, covering trash cans

# Decisions

- Considerations at the account
  - What is the target pest?
  - What is the threshold level?
  - How intense is the current pest population?
  - How old/established is the structure/yard?
  - What/who are the neighbors? Do they have anything that is contributing to the problem?
  - Are there children/pets?
  - What is the sensitivity to products?

# Treatments

(Examples)

- Application of products to specific places where there is activity in the pests
  - i.e. liquid sprays, granules, baits
- Application of products to the perimeter foundation of the structure
  - Prevent insects from entering structure (preventative pest control)

# Product choice:

## Why Pyrethroids

- Majority of products on market that are labeled for exterior perimeter
- Industry transitioned when OP's phased out
  - Interior and Exterior
- Characteristics
  - Label Language
  - Smell (lack there of: appealing to customer)
  - Effective when used properly
- Use sites
  - Residential
  - Industrial/Commercial

# Product Choice:

## Formulations (Pyrethroids and others)

- EC, WP, Flowable, CS, SC, Granules
- All make impact on application
  - Target pest (What am I treating for?)
  - Surface (Will the product be absorbed by the surface treated?)
  - Equipment (How is product going to treat my sprayer?)
  - Handling (Is the product packaged to minimize worker/environmental exposure?)
  - Environment (Is it raining? Will it? Is there a lot of landscape/mulch that needs to be addressed? )

# Future

- DPR approached industry to aid in risk mitigation
  - Wanted industry participation to aid in process
  - Industry is working diligently in this process
- Assume Cypermethrin RED as some sort of template for future of pyrethroids

# What will change

- Pyrethroid uses
  - Limit the primary tool of the PCO
- Label changes
- Will change the way pest control is done
  - Learning curve of the industry
  - Change the mindset/expectations of the industry

# What cannot change

- Meet customer's demands
- Even playing field in the marketplace