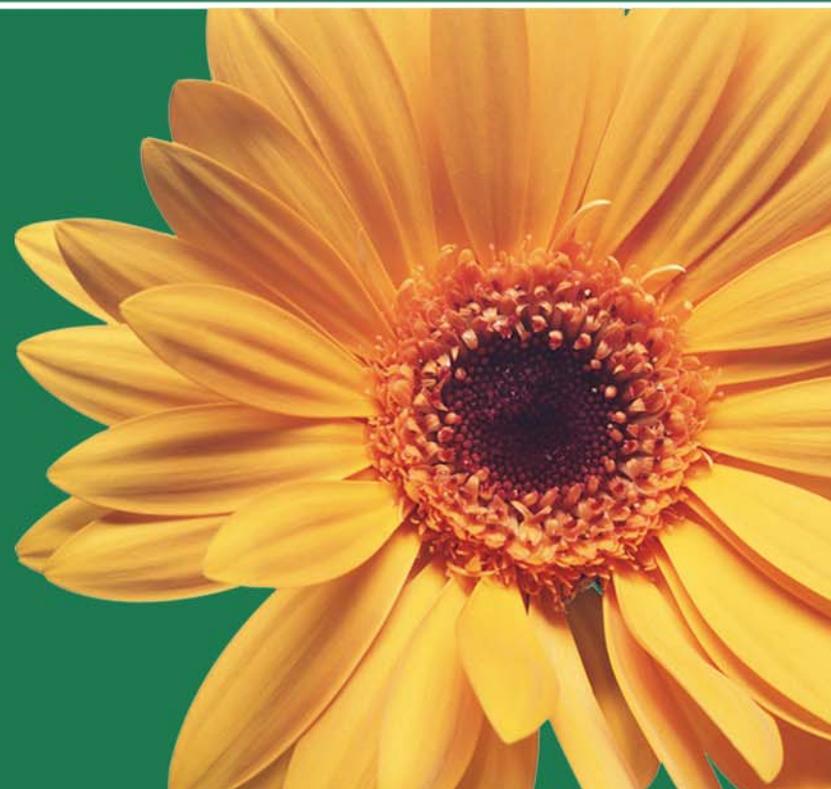


April 29, 2007

**Urban Consumer Use Patterns**  
**Off-Site Movement Potential**  
**Mitigation/Optimization**

**Rich Martinez**  
**Chief Environmental Officer**



# Concerns About Homeowner Use

## Unnecessary Use

- Product use without a pest problem

## Excessive Use

- Homeowners use more than labeled rate

## Mis-Use

- Homeowners pick the wrong product
- Apply product off-target
- Improper product disposal

**Note, homeowners act only when a pest problem sufficiently bothers them, rather than when an economic threshold is reached as in commercial agriculture.**

# Scotts California Bifenthrin Sales

Product Form	2005			
	Units Sold	% Units	Bifenthrin Lbs.	% Bifenthrin
Liquid Ready-To-Use Products	1,008,104	69%	3,791	36%
Granule Ready-To-Use Products	375,228	25%	4,018	38%
Liquid Concentrate Products	87,444	6%	2,672	26%
<b>Total</b>	<b>1,470,776</b>	<b>100%</b>	<b>10,481</b>	<b>100%</b>



# Ready-to-Use Spot and Perimeter Treatment

(69% of Units Sold, 37% of Bifenthrin pounds applied in CA)



## Use Patterns

( 0.05% A.I)

Spot Applied  
Indoors & Outdoor  
Home Perimeter

## Applicator

Trigger Spray

## Benefits

1. Minimum Exposure
2. Easy to Use - intuitive
3. Minimum Waste -  
no clean-up or discard
4. Accurate Application –  
low over-application  
potential

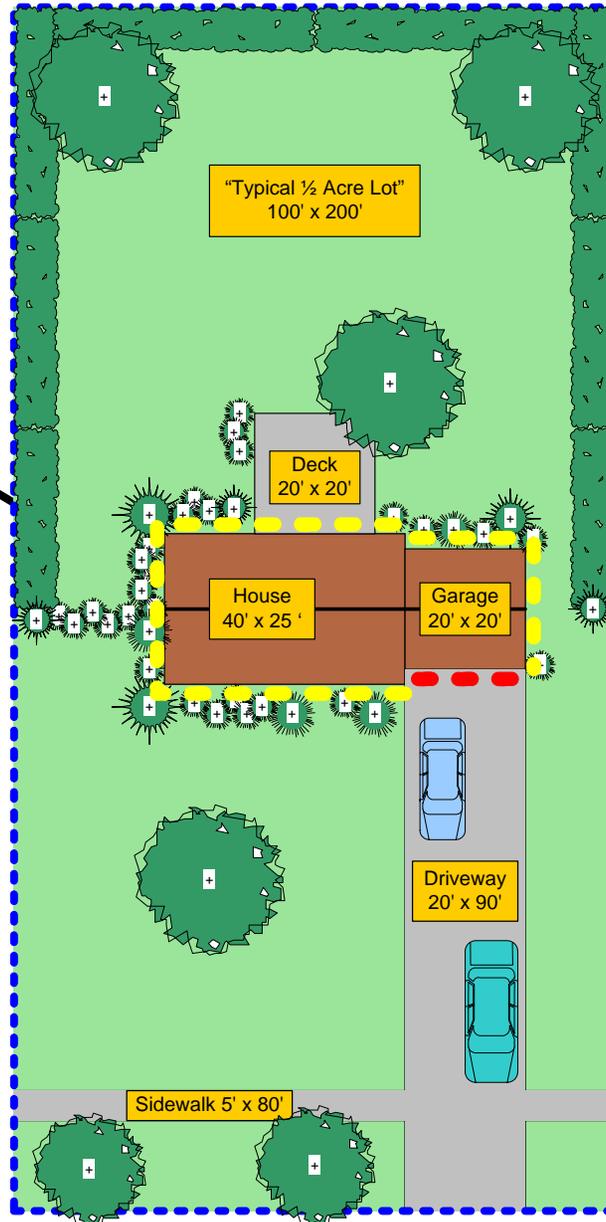
## Off-Target Potential

1. Hard Surface Application  
(w/out lawn/landscape barrier)

## Mitigation

1. Product Labeling
  - a. EPA Master Label
  - b. Stewardship Actions

**RTU  
Perimeter  
Spray  
Treatment**



**Off Target?  
Garage Door  
- Driveway**



# Ready-to-Use Broadcast Granules



(25% of Units Sold, 38% of Bifenthrin pounds applied in CA)

## Use Patterns

( 0.086% – 0.2% AI)

Broadcast Lawn  
Insecticide

Fire Ant Mound  
Treatment

## Applicator

Rotary Spreader

Drop Spreader

## Benefits

1. Minimum Exposure (applicator, re-entry)
2. Easy to Use - intuitive
3. Minimum Waste - simple clean-up
4. Accurate Application
5. Minimum Off-target

## Off-Target Potential

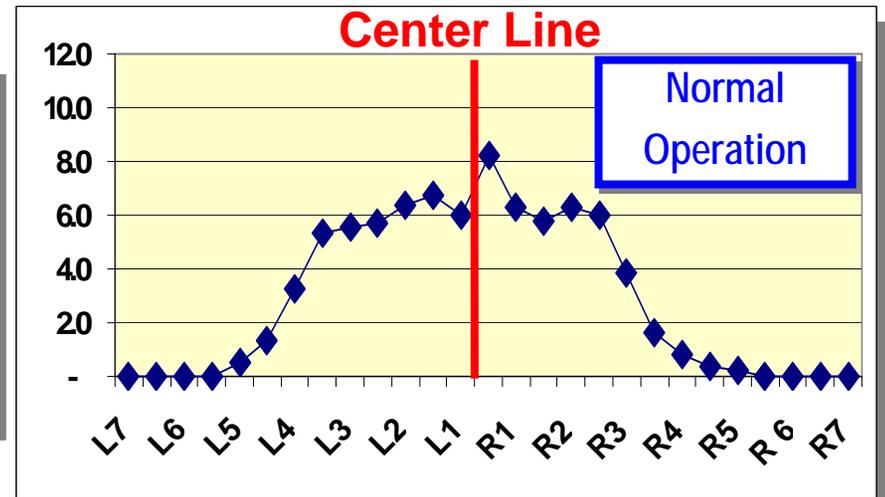
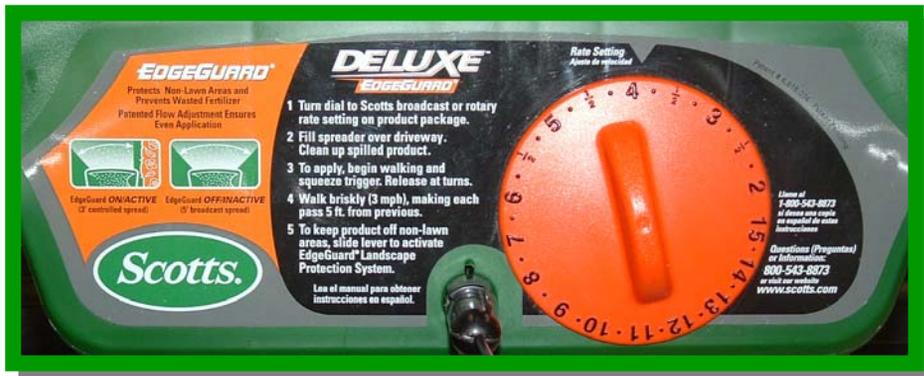
1. Hard Surface Application (sidewalk, street)
2. Sediment Movement (bare soil)

## Mitigation

1. Applicator Selection
  - a. EdgeGuard
  - b. Drop Spreader
2. Product Labeling
  - a. EPA Master Label
  - b. Stewardship Actions

# Targeted Fertilizer Application Tool

## Scotts Deluxe™ EdgeGuard Broadcast Spreader



# Granular Product Labeling



## How to Apply

Apply to dry grass blades.

Apply with a drop or rotary spreader. For best results, use a Scotts Spreader.

### Step 1 Mow Lawn

If grass is tall enough to touch bottom of spreader, mow before application.

Keep grass clippings and leaves off streets and sidewalks and out of storm drains.

### Step 2 Set Spreader

See Chart below for spreader settings.

### Step 3 Fill Spreader

Fill spreader over bare ground or hard surface.

Clean up any spilled product.

### Step 4 Apply Product

- Apply fertilizers carefully, avoiding hard surfaces such as driveways or streets.

- Apply one or two header strips, then apply product in longest direction of lawn.

- Shut off spreader each time you reach the header strip, or stop.

This product can cause staining.

- Do not apply to cement, stone, clothing or shoes.

- If contact occurs, brush off particles to prevent staining.

### Step 5 Water-In

For best results, water-in thoroughly (up to 1/2 inch of water) if rainfall is not expected within 24 hours.

Rain after application will not hurt product performance.

### Step 6 Clean-Up

Return unused product to original container.

To keep lawn products from reaching storm sewers, sweep or blow any stray particles from hard surfaces back onto lawn area. Do not clean spreader over hard surfaces or near storm drains.



# Concentrates Various Treatment Methods

(6% of Units Sold, 25% of pounds applied in CA)



## Use Patterns

( 2.4% A.I.)

Termite trenching  
Fire Ant mound

Perimeter insect  
and carpenter ant

Broadcast lawn  
insecticide

## Applicator

Hose-end Sprayer  
(Dial-N-Spray)

Tank Sprayer

## Benefits

Lowest cost per  
application

Large Coverage Area

Flexible application rate  
and method

## Off-Target Potential

1. Mixing, loading (exposure)
2. Mixing/application above label rate
3. Hard surface application
4. Disposal
5. Sediment movement off-site

## Mitigation

1. Promote Simple Choice product selection
2. De-emphasize concentrates- promote RTU
3. Improve Product Labeling
  - a. EPA Master Label
  - b. Stewardship actions
4. Consumer Outreach

# EPA Pesticide Product Dialogue Committee

- Broad Stakeholder Participation
- Revise EPA Master Label statements for consumer use pesticide products
  - Proactive, directive, and actionable language
  - Improved user understanding and compliance
- PR Notice pending (target June, 2007), current use in re-registration actions

## Environmental Hazards:

*Do not apply near water, storm drains, or drainage ditches. Do not apply when windy or prior to heavy rainfall. Rinse applicator over lawn or garden area away from storm drains.*

What?

# Got Bugs?

# Simple Choice Product Selection System



Where?

Lawn

Garden/Landscape

Home

How Much?

Few Bugs

Many Bugs

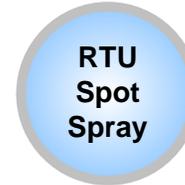
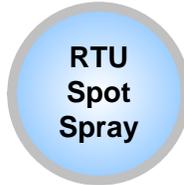
Few Bugs

Many Bugs

Few Bugs

Many Bugs

The Product Solution



Ortho Bug-B-Gon Max G&L Insect Killer RTU

Turf Builder SummerGuard Insect Control

Ortho Bug-B-Gon Max G&L Insect Killer RTU

Ortho Bug-B-Gon Max L&G Insect Killer Conc.

Ortho Home Defense Max Perimeter & Indoor Insect Killer RTU

Ortho Home Defense Max Insect Killer Granules



# Scotts Stewardship Actions

## **Simplify the Homeowner Experience**

- Easy to choose, easy to use
- Minimize exposure and waste

## **Avoid Unintended Consequences**

- Provide appropriate tools to solve homeowner pest problems
- Continuous product improvement and homeowner education

## **Monitor Homeowner Behavior**

- Shift in product mix (RTU vs. Concentrates)
- Shift to targeted applicators (EdgeGuard, Drop)
- Survey homeowner habits and practices
- Coordinate with PWG

# The Scotts Miracle-Gro Company

**Rich Martinez**  
**Chief Environmental Officer**  
**Phone: 937 644-7371**  
**E-mail: [rich.martinez@scotts.com](mailto:rich.martinez@scotts.com)**

**Dr. Bruce Augustin**  
**Director, Environmental Agronomy**  
**Phone: 937 644-7646**  
**E-mail: [bruce.augustin@scotts.com](mailto:bruce.augustin@scotts.com)**

**Megan D. Moses**  
**Manager, Environmental Stewardship and Government Affairs**  
**Phone: 937 578-5536**  
**E- mail: [megan.moses@scotts.com](mailto:megan.moses@scotts.com)**