



'GREEN' Is The Word



There's no escaping the fact that now more than ever consumers are thinking green. From the workplace to the home, green is seemingly everywhere. And the green trend hasn't escaped the pest control industry. Innovative PCOs have been working to fill this market need by adding green pest management services to their offerings. And just as PCOs have worked diligently to provide green pest control solutions to consumers, so too have the industry's product and service providers. The following series of articles examines how the pest control industry is meeting the green challenge head on. (Editor's note: PCT will continue covering green topics in the coming months. Manufacturers or pest management firms, if you have a green product or service offering you would like featured in a future issue of PCT, please send information to jdorsch@giemedia.com.)

EPA REDUCED RISK CLASSIFICATION OFFERS GUIDANCE FOR PCOs

In 1994, the U.S. Environmental Protection Agency (EPA) started a program that classified certain chemicals as "Reduced Risk." Since then, many companies have had products for the pest and lawn care markets certified. Clay Scherer, product development manager with DuPont Professional Products, Wilmington, Del., said the program can give pest management professionals some credence when designing and presenting green service programs.

"Green means different things to different people," Scherer said. A chemical company, a pest control company and an environmental group might all define "green" in a different way, which can confuse customers, he said. "To me, if there was an entity that should or could define green products that are used in pest control, it would make sense that it would be the Environmental Protection Agency. In my opinion, they do have a definition of green products, and that's this (program). Theoretically, the EPA has no skin in the game."

To be classified as a Reduced Risk product, a chemical must have, as determined by EPA, a low impact on human health, a low toxicity to non-target organisms, a low potential for groundwater contamination, a low pest resistance potential and be compatible with Integrated Pest Management programs. For more information, and a complete list of certified Reduced Risk chemicals, visit www.epa.gov, and search for "reduced risk."