“Building Lasting Coalitions”

California Invasive Plant Council
2007 Symposium
September 20, 2007

Betsy Peterson, Associate Director
California State Floral Association
California Seed Association
California Horticultural Invasives Prevention (Cal-HIP):
A statewide model for voluntary action.
Sustainable Conservation Hosts Forum on Invasive Plant Species June 30, 2004...

Participants:

Nursery Industry, State, Environmental Groups, Landscape Industry
Forum Objectives

Impact on California Environment
Horticultural Industry Role
Issues & Barriers
Working Together
The Problem Identified...
Challenges On Land...
And Our Waterways...

*Eichhornia crassipes*
(water hyacinth)
July 18, 2005 at Seven Mile Slough in the Sacramento-San Joaquin Delta. Photo by Holly Crosson
The Beginning of a Partnership...

Protecting California’s natural resources by preventing invasive plant introductions through horticulture.
Cal-HIP Steering Committee

**Industry**

*(growers like Monrovia, sellers like Home Depot, trade groups like CANGC)*

**Environmental Groups**

*(The Nature Conservancy, California Invasive Plant Council)*

**Academic and Scientific Community**

*(University of Washington, University of California Cooperative Extension, University of California – Davis)*

**Government Agencies**

*(CA Farm Bureau, CA Department of Food and Agriculture, CACASA)*
Role of Sustainable Conservation
Consensus Decision Making

- Seeking Agreement Through Interest Based Dialogue
- Good Faith Effort
- Legitimate Interests Addressed
- Thumbs up
Early Decisions…

- Understand the Criteria and Evaluation of Plants for Invasiveness
- Develop Toolkit for Preventing Introductions of Invasive Plants
Work Through Issues…

Pampas Grass

And Ivies…
Project History

- Serious and significant environmental and economic impacts from invasives
- Horticulture an important pathway
- Limited success of other efforts
- Analysis of horticultural industry
Understanding the Problem...

Marin Wildlands

Point Reyes National Seashore
Learning about our Stakeholders…

Nurseries…

Monrovia Growers
Botanical Gardens...

Huntington Botanical Gardens
Learning About Seed Production

Flower Seed
And Vegetable Seed...

Syngenta Seed
Sharing Ideas...
Cal-HIP Invasive Plants

*Arctotheca calendula*  capeweed
*Arundo donax*  giant reed
*Cortaderia jubata* and *C. selloana*  pampas grass (not named cultivars)
*Elaeagnus angustifolia*  Russian olive
*Myoporum laetum*  myoporum
*Pennisetum setaceum*  green fountain grass
*Sapium sebiferum*  Chinese tallow tree
*Sesbania punicea*  scarlet wisteria
*Tamarix ramosissoma*  salt cedar
*Vinca major*  periwinkle

**Aquatics:**
*Eichhornia crassipes*  water hyacinth
*Egeria densa*  Brazilian waterweed
*Myriophyllum aquaticum*  parrot’s feather

**Brooms:**
*Cytisus scoparius*  Scotch broom
*Cytisus striatus*  striated broom
*Genista monspessulana*  French broom
*Retama monosperma*  bridal veil broom
*Spartium junceum*  Spanish broom

**Ice Plants:**
*Carpobrotus edulis*  highway iceplant
*Mesembryanthemum crystallinum*  crystalline iceplant
GARDEN WISE
Non-Invasive Plants for Your Garden
February 2006
WESTERN WASHINGTON GUIDE
Carpobrotus edulis (highway iceplant)
Iceplant Invasion

Photo by John Randall, TNC
Featured Alternative

non-invasive iceplant

*Delosperma cooperi*
Broom Invasions
Featured Alternative

Forsythia

Forsythia × intermedia
St. Louis Declaration:
Voluntary Codes of Conduct for Nursery Professionals

1. Assess invasive potential
2. Work with regional experts to determine which species are invasive in your region
3. Develop and promote non-invasive alternative plants
4. Phase out specific invasive plants
5. Follow all laws and regulations regarding invasive plants
6. Encourage customers and media to use and promote non-invasive plants
CANGC endorsed the Codes in March 2006!
## Cal-HIP’s Research List

<table>
<thead>
<tr>
<th>Common Name</th>
<th>Scientific Name</th>
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<tbody>
<tr>
<td>Ivies:</td>
<td>Hedera canariensis</td>
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<tr>
<td></td>
<td>Hedera helix</td>
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<tr>
<td></td>
<td>Hedera hibernica</td>
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<tr>
<td>Cotoneaster</td>
<td>Cotoneaster franchetii, lacteus, and pannosa</td>
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<tr>
<td>Helichrysum</td>
<td>Helichrysum petiolare</td>
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<tr>
<td>Foeniculum</td>
<td>Foeniculum vulgare</td>
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<tr>
<td>Ilex</td>
<td>Ilex aquifolium</td>
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<td>Ficus carica</td>
<td>Ficus carica</td>
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<tr>
<td>Mentha pulegium</td>
<td>Mentha pulegium</td>
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<tr>
<td>Algerian Ivy</td>
<td>Algerian ivy</td>
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<tr>
<td>English Ivy</td>
<td>English ivy</td>
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<tr>
<td>Irish Ivy</td>
<td>Irish ivy</td>
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<tr>
<td>Cotoneasters</td>
<td>cotoneasters</td>
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<tr>
<td>Licorice Plant</td>
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<tr>
<td>Fennel</td>
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<tr>
<td>English Holly</td>
<td>English holly</td>
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<tr>
<td>Edible Fig</td>
<td>edible fig</td>
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<tr>
<td>Pennyroyal</td>
<td>pennyroyal</td>
</tr>
</tbody>
</table>
Ivies...
Fennel...
Fennel...

Foeniculum vulgare *azoricum*

Foeniculum vulgare *dulce*

Foeniculum vulgare *vulgare*
First target: 'INDUSTRY'
PLVNT RiIGHT
KEEP INVASIVE PLANTS IN CHECK
PlantRight Materials

- Brochures
- Curricula for landscape professionals
- FAQ sheets
- Newspapers and magazines
- Website
- Posters
- Plant labels
- Master Gardener classes
PEOPLE BEHIND

Industry leaders are participating in Cal-HIP's Invasive Prevention (Cal-HIP) to help keep our state's horticulture industry strong and continue to be a vital part of the state economy. Our goal is to keep invasive plants in check.

Cal-HIP Steering Committee

- Carl Belt
- Bethany Block
- Holly Crosson
- Jennifer Chandler
- Bob Falconer
- Jim Folsom
- Andrea Fos
- Kent Gordon England
- Angel Guenzer
- Doug Johnson
- Terri Kempton
- Betsy Peterson
- Mary Pflueger

PLANT RIGHT

KEEP INVASIVE PLANTS IN CHECK

INVASIVE PLANTS COST CALIFORNIA $85 MILLION EVERY YEAR

HERE'S HOW YOU CAN HELP

1. Phase out invasive plant species in your business
2. Promote beautiful non-invasive alternatives
3. Use free educational materials and sign up on our "PlantRight Recommended Business" list
4. Read and follow the national voluntary codes of conduct to prevent horticultural invasions

If everyone in the California horticulture industry gets behind the PlantRight initiative, we can make a tremendous contribution to the health of the state economy.
www.PlantRight.org
Protecting California from invasive plants costs us $85 million a year.

HERE’S HOW YOU CAN HELP

Most of the plants used in gardens and landscaping do not invade or harm wildland areas. But a few vigorous species can - and do - escape from cultivation into open landscapes and cause a variety of ecological problems. They crowd out native plants, insects and animals, and can lead to flooding, fire and crop losses.

Invasive species are a leading threat to biodiversity, second only to habitat destruction. And the economic cost is as significant as the ecological cost: in California, more than $85 million goes to fighting invasive plant and animals every year.

A few simple steps can prevent invasions before they start. We can be an environmentally responsible industry while fully serving our customers, remaining financially strong and continuing as a vital part of the state’s economy.

You can join the PlantRight effort! Here’s how:

1. PHASE OUT INVASIVE PLANT SPECIES IN YOUR BUSINESS.
Next Steps:

Industry outreach and support – building case studies

General public outreach early 2008
Next Steps:

Short, voluntary “Weed Risk Assessment” to screen new plants for their potential invasiveness.
How You Can Help:

• Learn more at www.PlantRight.org

• Join our newsletter mailing list

• Share your stories and ideas with us!
For more information:

THANK YOU - TERRI KEMPTON

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