

“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...



Marvistavet,



TNC-ISI, 2005

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



Marvistavet, 2005

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

*POP 123 fills your
garden center with professional-quality signage*

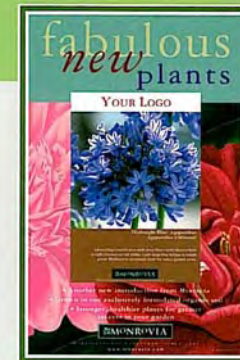


POP 123, our customized bedmarker and template poster program, is another powerful tool that you can use to promote sales. It's a fast, easy and economical way to fill your store with motivating signage. Plant photos and key benefits are already in place, you add localized information, price points and your garden center logo. The colorful customized bedmarkers and template posters are printed on weatherproof, fade-resistant material that stands up to garden center conditions. It's as easy as 123.

*"Customized signage helps
consumers with their purchases
...it's a really great idea!"*

*- Mara Richards
Marina del Rey Garden Center*

*11" x 7" bedmarkers
can be fitted into
individual sign holders
or used with existing
track signing systems.*



Our interchangeable template poster program lets you tap the dramatic impact of colorful posters to promote featured varieties. Add your logo to your choice of more than 2000 plant photos. The 11" x 17" template inserts can be affixed onto our 24" x 36" posters such as our Fabulous New Plants or Plant of the Week.

Botanical Gardens...

Huntington Botanical Gardens



Learning About Seed Production

Flower Seed



And Vegetable Seed...

Syngenta Seed



Sharing Ideas...



Cal-HIP Invasive Plants

<i>Arctotheca calendula</i>	capeweed
<i>Arundo donax</i>	giant reed
<i>Cortaderia jubata</i> and <i>C. selloana</i>	pampas grass (not named cultivars)
<i>Elaeagnus angustifolia</i>	Russian olive
<i>Myoporum laetum</i>	myoporum
<i>Pennisetum setaceum</i> (green)	green fountain grass
<i>Sapium sebiferum</i>	Chinese tallow tree
<i>Sesbania punicea</i>	scarlet wisteria
<i>Tamarix ramosissima</i>	salt cedar
<i>Vinca major</i>	periwinkle
Aquatics: <i>Eichhornia crassipes</i>	water hyacinth
<i>Egeria densa</i>	Brazilian waterweed
<i>Myriophyllum aquaticum</i>	parrot's feather
Brooms: <i>Cytisus scoparius</i>	Scotch broom
<i>Cytisus striatus</i>	striated broom
<i>Genista monspessulana</i>	French broom
<i>Retama monosperma</i>	bridal veil broom
<i>Spartium junceum</i>	Spanish broom
Ice Plants: <i>Carpobrotus edulis</i>	highway iceplant
<i>Mesembryanthemum crystallinum</i>	crystalline iceplant

GARDEN WISE

Non-Invasive Plants for Your Garden



February 2006

WESTERN WASHINGTON GUIDE

Garden Wise...

Western Washington Guide

GARDEN WISE

Non-Invasive Plants for Your Garden



February 2006
WESTERN WASHINGTON GUIDE

GARDEN WISE: NON-INVASIVE PLANTS FOR YOUR GARDEN

INVASIVE HERBACEOUS

Tall or Purple Verbena *Verbena lyonsensis*

TALL VERBENA HAS BEEN A POPULAR addition to garden borders for its lavender, tubular flower clusters atop elevated flower stalks. Although attractive in the garden, this vigorously self-seeding perennial is rapidly spreading into fields and open areas around the world, including the state of Oregon, and is on its way to being a problem in western Washington. The prickly hairs on the stem make this weed difficult to hand pull. Identify it early and nip it in the bud!



RECOMMENDED HERBACEOUS

Russian Sage *Perovskia atriplicifolia*

A LONG-BLOOMING PERENNIAL for a sunny dry site.

- Twelve inch spikes of small tubular purple flowers add a tall splash of color in late summer
- Like purple verbena, Russian sage is a drought tolerant plant that does well in poor soils
- Similar in height to tall verbena, Russian sage adds a strong vertical element to the garden with its silvery stems and foliage



HERBACEOUS

RECOMMENDED HERBACEOUS

Homestead Purple Verbena *Verbena 'Homestead Purple'*

THIS TENDER, PERENNIAL VERBENA is a shorter option for color in a sunny site.

- The long flowering period (May-October) of 'Homestead Purple' offers bright color throughout the season
- This drought-tolerant plant does well in low maintenance gardens
- Low-growing 'Homestead Purple' does not reach the heights achieved by tall verbena



Ultra Violet Pincushion Flower *Scabiosa americana 'Ultra Violet'*

AN EVER-BLOOMING PERENNIAL for a well-drained, sunny site.

- Bright violet pincushion-shaped flowers are perched on thin stems to 2 feet tall
- A great cut flower that attracts butterflies
- 'Ultra Violet' is a new cultivar with greater disease resistance than past offerings



ADDITIONAL HERBACEOUS RECOMMENDATIONS
Penstemon spicata



Carpobrotus edulis (highway iceplant)

Iceplant Invasion



Featured Alternative



non-invasive iceplant

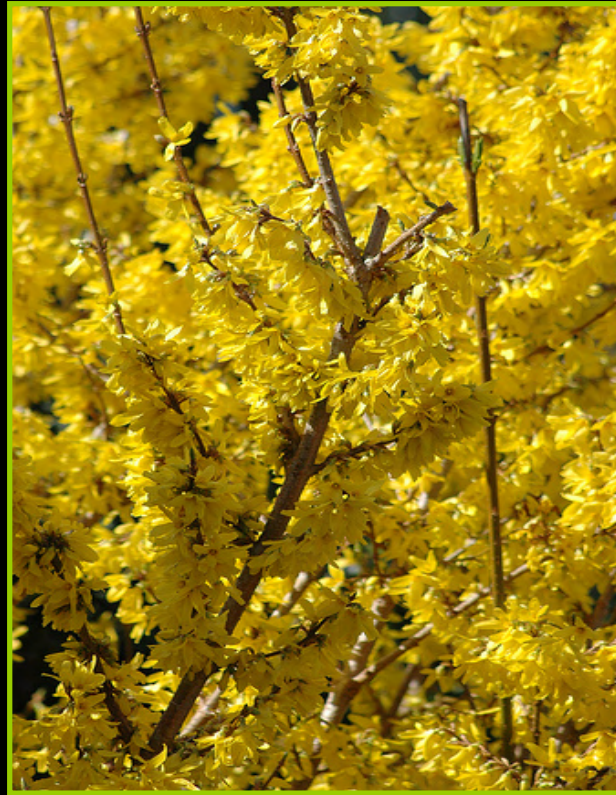
Delosperma cooperi



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 Invasive Plants



Cal-HIP's Research List

<i>Ivies: Hedera canariensis</i>	Algerian ivy
<i>Hedera helix</i>	English ivy
<i>Hedera hibernica</i>	Irish ivy
<i>Cotoneaster franchetii, lacteus, and pannosa</i>	cotoneasters
<i>Helichrysum petiolare</i>	licorice plant
<i>Foeniculum vulgare</i>	fennel
<i>Ilex aquifolium</i>	English holly
<i>Ficus carica</i>	edible fig
<i>Mentha pulegium</i>	pennyroyal

Ivies...



XX XX XX XX XX XX
6 7 8 9 10 11 12

XX XX XX XX XX XX
6 7 8 9 10 11 12

xx XX XX XX XX XX
13 14 15 16 17 18

xx XX XX XX XX XX
13 14 15 16 17 18

Fennel...



Fennel...



Foeniculum vulgare **azoricum**

Foeniculum vulgare **dulce**

Foeniculum vulgare **vulgare**













First target:
INDUSTRY



PLVNT
RIGHT

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 a Invasives Prevention (Cal-HIP) to help. Since 2004, Cal-HIP has brought to the horticulture industry with environmental scientists, and government agencies solutions. Cal-HIP brings you the best research, and we invite the entire California Planting Right!

Cal-HIP Steering Committee

Carl Bell	UC Cooperative
Bethallyn Black	UC Cooperative
Holly Crosson	University of
Jennifer Chandler	Landscape Architecture
Bob Falconer	California Association
Jim Folsom	California Association
Andrea Fox	California Association
Kent Gordon England	California Association
Angel Guerzon	Landscape Design
Doug Johnson	California Invasives
Terri Kempton	Sustainable
Betsy Peterson	California State
Mary Pfeiffer	California Association



INVASIVE PLANTS
COST CALIFORNIA
\$85 MILLION
EVERY YEAR

HERE'S HOW YOU CAN HELP

HOW YOU CAN PLANT RIGHT

A few simple steps can prevent invasions before they start. We can be environmentally responsible industry while fully serving our customers, remaining financially strong and continuing as a vital part of the state economy. You can join the PlantRight effort! Here's how:

- 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 nation.

and increase the salt content in soil. Escaped populations cost thousands of volunteer hours and millions of dollars every year.



www.PlantRight.org





About us

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

PHASE OUT INVASIVE PLANT SPECIES IN YOUR BUSINESS



Next Steps:

Industry outreach and support – building case studies



General public outreach
early 2008



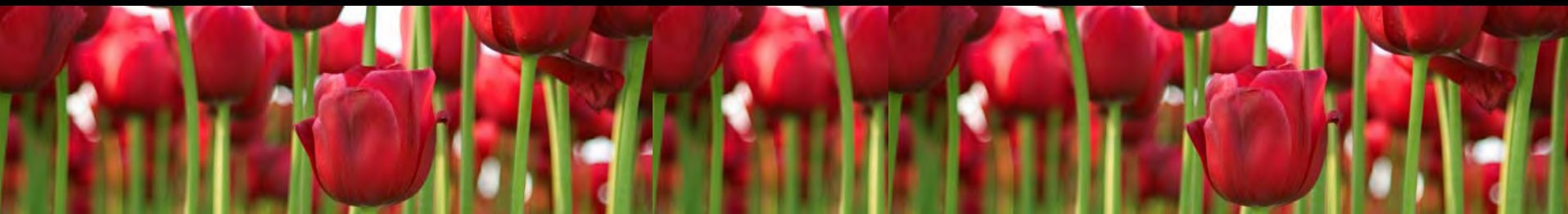
Next Steps:

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

Terri Kempton, Cal-HIP Project Manager
Sustainable Conservation
(415) 977-0380 x312
tkempton@suscon.org



Because the environment is everyone's business