PlantWise
BC’s provincial prevention program for the horticulture industry and consumers

Presented by Danielle Toperczer, Invasive Species Council of BC
The Invasive Species Council of BC

What is PlantWise?

Program Goals

PlantWise for Industry & Gardeners
Invasive Species Council of BC

- Charitable organization
- Province wide focus including education, outreach, training, information, etc.
- Cross-border collaboration: across Canada and internationally
- Founding member of the Canadian Council on Invasive Species
Invasive Species Council of BC

Through province-wide cooperation and coordination, the Invasive Species Council of BC works to:

- minimize negative ecological, social, and economic impacts
- reduce introduction, establishment, and spread of invasive species.
Invasive Species Council of BC

Guided by a diverse Board of Directors

- Provincial Government
- Federal Government
- Local/Regional gov’t
- First Nations
- Industry
- Regional Committees
- Recreation/tourism
- Non-government
- Environment and Conservation
ISCBC Programs

1. Behaviour Change Program
   - Clean Drain Dry
   - PlantWise
   - Don’t Let It Loose
   - Play Clean Go

2. Education and Awareness
   - Teacher and youth resources, Girl Guides badge
   - Invader Ranger Program

3. Changing Practices
   - Training - oil and gas, forestry, transportation, utilities
Audience = Boaters

Clean Drain Dry

Protect Our Waters

Clean, Drain, Dry
your boat and equipment

Boaters Stop the Spread into BC

Deltapine and Quagga mussels are aquatic hitchhikers that are easily transported on boats and fishing gear from contaminated water bodies. When introduced into BC waters they will:
- Damage local fisheries, native species and water quality.
- Increase costs for both municipal water systems and the environment.
- Cover beaches and shorelines.
- Impact local economies.

Boaters should:
1. Check their boats and equipment.
2. Drain all water from boat and gear before leaving.
3. Air dry boat and gear for at least 24 hours.

Attention Boaters

Protect BC waters from invasive species

Clean, Drain, Dry Your Boat

Clean:
- off plant parts, animals, and mud from boat and equipment (e.g. boots, waders, fishing gear).
- Use a power wash station if available.

Drain:
- All items that can hold water (e.g. buckets, wells, bilge, and ballast).

Dry:
- All items completely before launching into another body of water.

Check these common hiding spots for invasive species:

1-888-WEEDSBC  www.bcinvasives.ca
Audience = Pet and Aquarium Trade

Don’t Let It Loose!
Audience = Outdoor Recreationists
PEOPLE can make a difference if they change their behaviour!

- In 2011, ISCBC’s education programs shifted to a behaviour change (CBSM) model
- Top 3 pathways of introduction were identified

CBSM GOAL:
To take a desired behaviour and make it a social norm (ie. Recycling)
So...What is PlantWise?
CBSM - 5 Stage Process:

1. Select desired behaviours(s)
2. Uncover barriers and benefits
3. Develop strategy
4. Pilot strategy
5. Implement broadly and evaluate

*PlantWise Consumer Program!*
Grow Me Instead – a key component

- Supports gardeners and industry to reduce the distribution of invasive plants.
- Identifies 26 invasive plants frequently found in gardens across BC
- Offers suitable alternates for all growing zones
- Available in multiple formats for use in garden centers and by the public

2009: Developed ‘Grow Me Instead’
Program Goals:

- Combines **industry** initiatives with **consumer** purchasing tools and resources;

- Supports the horticulture industry’s transition to becoming invasive-free; and

- Builds consumer demand for non-invasive plants
**PlantWise: Piloted in 2012/2013**

- Industry Partners in Kelowna and Fraser Valley
- Tested resources via Online Survey and In-Store
- Worked with Partners to remove invasives from inventory and replace with non-invasive alternatives
PlantWise: Piloted in 2012/2013

- Telephone survey to understand barriers and benefits to behavior change in public regarding purchasing choices
- Tested consumer resources in garden centers
- Outreach in Fraser Valley & Kelowna areas
Grow Me Instead – a key component

2009: Developed ‘Grow Me Instead’

2012: Developed ‘Code of Conduct’
PlantWise 2014

Partnered with Ambassadors!

- Regional Committees, Master Gardeners, stewardship groups, local governments
- Extend PlantWise messaging and resources through events and presentations
- Keep track of event and presentation information and numbers
- Support industry as a PlantWise Partner through word of mouth, online, advertisements, etc.
2014 Partnerships

• Ambassadors delivered PlantWise Consumer component
• Continued working with 2012/2013 Industry Partners
• Continued to receive input and feedback from all Partners!

2014 Reach

• 244 education and outreach events
• 23,000 gardeners, stewardship members, industry members and the public
Successes over 2014 & 2015

PlantWise Consumer Program

- 352 Education/Outreach Events
- 78 different communities across BC
- ~25,796 members of public reached
- ~1832 Verbal Commitments
- ~1243 Written Commitments

*2014 & interim 2015 Info*
PlantWise 2015 - Industry

Continued to Build Partnerships &
Update PlantWise based on Feedback!
Benefits for Industry:

• Recognition as a “green” community / industry leader

• Free online professional training for staff

• Online consumer support resource for use in retail centres

• In-store promotional materials including signage and resources

• Widespread promotion of partnership through websites, print material and press releases, etc.
PlantWise 2015 - Industry

Key Program Components:

• PlantWise Industry Partnership Program (formerly Certification)
  – Combines Code of Conduct with information to support industry’s transition to invasive-free
• Industry Training & Support
• Grow Me Instead resources
• Mobile App & Microwebsite
Resources for Gardeners

CONSUMERS

- Mobile App
- Microsite
- Grow Me Instead resources
- Poster
Early December!

- Mobile application and website – www.beplantwise.ca
- Modeled after the GMI resource
- Displays invasive plants, alternative species and PlantWise partners
Be PlantWise Mobile App

- Filter by region and then further filter by hardiness zone
- Filter by hardiness zone only

PlantWise profiles BC’s most unwanted horticultural plants, along with their recommended alternatives and where to purchase. Select your region to view invasives and alternatives in your area.

Listings of Regional Committees and Local Gov’ts

The Coastal ISG covers the geographic areas of Vancouver Island, the Gulf Islands and the Sunshine Coast.

Invasive Species Council of Metro Vancouver (ISCMV) Ph: 604-600-0635 • www.iscmv.ca
Email: info@iscmv.ca

Lillooet Regional Invasive Species Society Ph: 250-256-4292 • Email: lrisservices@gmail.com

Sea to Sky Invasive Species Council Ph: 604-690-0334 • www.ssisc.info
Email: ssiscservices@gmail.com

Fraser Valley Invasive Plant Council (FVIPC) Ph: 604-615-WEED(9333) • Email: Info@fvipc.ca www.fraservalleyweeds.com

The coastal region covers the area west the Coast Mountain range from the U.S.-Canada border at Manning Park to the northern border of South Tweedsmuir Park; the lower mainland, the Sunshine Coast, Vancouver Island, and the Gulf Islands.
Be PlantWise Mobile App

- Many searches available:
  - Invasive
  - Alternative
  - Partners
  - Alert Species
  - Link to Be PlantWise microwebsite

Plantwise profiles BC’s most unwanted horticultural plants, along with their recommended alternatives and where to purchase. Select your region to view invasives and alternatives in your area.
English ivy is an ornamental, evergreen, woody climber, originally introduced from Europe. It is commonly planted to provide quick cover for walls and buildings, and as ground cover in commercial landscapes. All Hedera species are probably potentially invasive.

**How does it spread?**
In its mature form, English ivy can produce flowers and seeded fruits that are mainly dispersed by birds. The plant also reproduces vegetatively by long vines that root at the nodes and adhere to, and climb over almost any

**Plant Taiwan Creeping Raspberry instead of:**

**Where to Buy**
The following are PlantWise partners and have committed to selling only non-invasive plants for your gardens. Check with your local PlantWise partner for a wide-array of beautiful, non-invasive plants.
Be PlantWise Mobile App

Promotion of PlantWise Partners and online links

The following are PlantWise partners and have committed to selling only non-invasive plants for your gardens. Check with your local PlantWise partner for a wide-array of beautiful, non-invasive plants.

**West Coast Gardens**
phone: 604 541 1117  
http://westcoastgardens.ca  
gardens@westcoastfloral.com  
1420 172 Street Surrey, BC V3S 9M6

**Piroche Plants**
phone: 604 465 7101  
http://www.pirocheplants.com/  
sales@pirocheplants.com  
20542 McNeil Rd, Pitt Meadows, BC V3Y 2T9
Commit to be PlantWise
Help to reduce the damage created by invasive species in British Columbia. Climb on board with the ISCBC and commit to becoming PlantWise!

Invasive Plants & Alternatives

Invasive & Alternative Plants by Region of BC

BC is a large and diverse province with a variety of growing conditions. There are currently two systems used for classifying hardness, the Canadian Hardiness Zone and The United States Department of Agriculture (USDA) Hardiness Zone System. The information provided here is based on the USDA system due to its current extensive use by gardening enthusiasts, commercial horticulture, and industry professionals.

Industry Partner by Region of BC: Where to buy Non-Invasive Plants!
Get Involved
Find out what you can do to make a measurable difference in your community.
learn more

Invasive & Alternative Plants by Region of BC

BC is a large and diverse province with a variety of growing conditions. There are currently two systems used for classifying hardiness, the Canadian Hardiness Zone and The United States Department of Agriculture (USDA) Hardiness Zone System. The information provided here is based on the USDA system due to its current extensive use by gardening enthusiasts, commercial horticulture, and industry professionals.

Zones are based on the annual minimum temperature; zone 1 is coldest, zone 9 is warmest. Select your region and/or specific zone to:

- learn about horticulturally invasive plants that thrive in certain zones to avoid/replace, and
- find expert-recommended alternative, exotic and native plants to choose instead

Select Region  Select Zone

Yellow Toadflax
Yellow Toadflax (Linaria vulgaris), also known as common toadflax, is an herbaceous perennial known for its colony forming properties. This invasive species uses creeping roots to rapidly take over road... learn more
THANK YOU!

Danielle Toperczer, Manager
Invasive Species Council of BC
dtoperczer@bcinvasives.ca | (250) 503-1588
www.bcinvasives.ca