



Ortho and Pollinator Stewardship Council Help Home Gardeners “Bee Responsible”

June 27, 2018

First-of-its-kind campaign will provide home gardeners with tips on protecting honey bees and native pollinators.

MARYSVILLE, Ohio, June 27, 2018 (GLOBE NEWSWIRE) -- To help home gardeners protect honey bees and other native pollinators Ortho®, a leading brand in lawn and garden, today announced a first-of-its-kind consumer education campaign with the Pollinator Stewardship Council. Titled “Bee Responsible,” the campaign shares tips for responsible pesticide use, including when and how to apply garden control products to avoid pollinators.

“Habitat is a key component to help pollinator populations rebound and home gardens can provide critically needed spaces for pollinators to feed and forage,” says Tim Martin, vice president and general manager for Ortho®. “Since 2016, after evaluating risks to honey bees and other pollinators, we are working to phase out all neonicotinoid-based active ingredients from Ortho® outdoor garden products. We’re proud to be the first to make this important transition. Now we’re collaborating with the Pollinator Stewardship Council to more broadly share ways to use garden control products responsibly.”

Beginning this month, consumers will find resources online at Ortho.com that include gardening tips for how to avoid beneficial pollinators when using garden control products in home gardens. Tips include the following: always use products as directed, spray when air is calm to avoid drift, focus spray on plant leaves and stems, and apply at dusk and dawn when pollinators are less active. Next spring, this campaign expands to be available at retail locations alongside neonicotinoid-alternative Ortho® garden control products.

“In partnering with Ortho®, we are able to expand our message and share educational tips to protect pollinator populations with consumers across the country,” said Michele Colopy, program director of the Pollinator Stewardship Council. “We have already increased awareness of pollinators in Ohio at botanical gardens and farms across the state in support of pollinator conservation on public lands and farms. Now working together, we are helping to increase pollinator friendly practices in everyone’s backyard.”

The Bee Responsible campaign is part of an ongoing effort from Ortho® and its parent company ScottsMiracle-Gro to help pollinator populations regain their foothold by promoting responsible pest control use and encouraging more pollinator-friendly gardens. Through [The Scotts Miracle-Gro Foundation](#), over 125 pollinator-friendly gardens have been funded in the United States. The Foundation also supports ongoing pollinator research and education efforts through its nonprofit grants to groups including the Pollinator Stewardship Council and the National Recreation and Park Association.

About ScottsMiracle-Gro

The Scotts Miracle-Gro Company is passionate about helping people of all ages express themselves on their own piece of the Earth. With approximately \$2.6 billion in sales, the Company is the world’s largest marketer of branded consumer products for lawn and garden care. The Company’s brands are the most recognized in the industry. To learn more about the Company and our initiatives, visit us at www.scottsmiraclegro.com.

For media inquiries:

Molly Jennings

molly.jennings@scotts.com

937-578-1352

The Scotts Miracle-Gro Company



Scotts Miracle-Gro Company