Voluntary Codes of Conduct
For Nursery Professionals
EXAMPLE

Date:

Participating Business: ___________(Your Businesses Name)

Business Contact:
(Person representing your business that would best know the status of this program)

Name        phone

The examples below each code are to provide you with ideas on what tasks your business can do to implement the codes of conduct. The tasks are varied to reflect the needs of different types of businesses like nursery growers, wholesale nurseries, or retail nurseries. Please develop your own set of tasks that are appropriate for your business.

1. Ensure that invasive potential is assessed prior to introducing and marketing plant species new to North America. Invasive potential should be assessed by the introducer or qualified experts using emerging risk assessment methods that consider plant characteristics and prior observations or experience with the plant elsewhere in the world. Additional insights may be gained through extensive monitoring on the nursery site prior to further distribution.

EXAMPLE:
   A. We will check any new plant that we are considering to market with the local invasive plant list (a list developed through a process that has been accepted in your region) to make sure it isn’t listed as invasive or a potential threat.
   B. If this new plant has not been tested using a weed assessment/screening tool, then we will not sell it until it has been tested.

2. Work with regional experts and stakeholders to determine which species in your region are either currently invasive or will become invasive. Identify plants that could be suitable alternatives in your region.

EXAMPLE:
   A. We will work with local invasive plant networks, like _____________ to identify alternative plants for each of the invasive plants that we will no longer be selling and offer those to our customers.

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3. Develop and promote alternative plant material through plant selection and breeding.

EXAMPLE:
   A. We will work on breeding non-invasive cultivars that will pass as non-invasive when vetted in a weed risk analysis.
   B. We will order, promote, sell, or make available non-invasive plants that are good alternatives (have the same function) for invasive plants we are no longer offering.

4. Where agreement has been reached among nursery associations, government, academia and ecology and conservation organizations, phase-out existing stocks of those specific invasive species in regions where they are considered to be a threat.

EXAMPLE:
   A. We will stop selling/phase out within one buying season the following plants*:
      1
      2.
      3.
      4.
      5.

*Choose plants from your inventory that are considered invasive to the region in which these plants would be sold. Plant species will vary depending on the region. Things to consider include: 1. If the invasive plant is transported by animals carrying fruit, then you may want to also restrict sale of plants within a reasonable boundary zone (check with local experts); 2. There does not have to be exact agreement by a local group of participating businesses as to which plants to remove from sale or to use as alternatives; 3. Choose plants that would be most helpful to reduce the threat of invasion, especially if it is not yet widespread but has a high potential AND that will not be a burden to your business.

5. Follow all laws on importation and quarantine of plant materials across political boundaries.
   (Self explanatory)

6. Encourage customers to use, and garden writers to promote, non-invasive plants.

EXAMPLE:
   A. We will display information about invasive plants in our business.
   B. We will work with our local newspapers to submit articles/advertisements highlighting alternative plants.
   C. We will publish information about invasives through our regular media (garden columns in newspapers or local magazines)
   D. We will submit articles for our industry newsletters encouraging others to not sell invasive plants.
E. We would like to be listed on websites that promote businesses who are participating in this voluntary program.