



INSURANCE MANAGEMENT

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Going Green this Spring

*Actionable advice pest control businesses can use to
build a sustainable program*

By John Culotta

While good for the comfort and safety of homes and businesses, many pest control tactics are, unfortunately, not environmentally friendly. In recent years, pest management professionals (PMPs), scientists and legislators alike have taken action to correct many of these potentially harmful tactics. Today, many pest control companies are taking strides to limit their impact on the environment, while enjoying some added benefits along the way.

Small Steps, Big Impact

The conversation around sustainable pest control is often limited to pesticides and products used. However, there are alternative means for pest control companies to reduce their ecological footprint in addition to focusing on chemicals and pesticides.

Green fleets: While ideal for sustainability, converting an entire fleet of company vehicles to electric or hybrid may not be a financially feasible option for most pest control businesses. Fortunately, there are

A vertical banner with a red background. At the top, there is a small image of hands forming a heart shape. The text reads: 'The ♥ of Our Business is YOU' in white. Below this, in smaller white text: 'Insuring your business is at the heart of ours. Contact us for a no-obligation quote: 888-609-4378.' At the bottom, the 'BROWNYARD PCOpro' logo is displayed in white and red, with a 'LEARN MORE' button below it.

other strategies PMPs can implement to limit emissions.

- *Drive Safely:* Safe driving practices, such as limiting speed, avoiding slamming the brakes and restricting idling times can help protect drivers while saving fuel.
- *Utilize Technology:* Telematics data can also help identify which vehicles are using more fuel, as well as on what routes and by which drivers.
- *Lighten the Load:* PMPs should consider only equipping trucks with necessary equipment to lighten the weight of the vehicle and save on fuel use.
- *Take Fewer Trips:* Pest control businesses can also consider combining services when visiting sites to limit trips back and forth and optimizing routes to limit time on the road.
- *Go Electric (or Natural Gas):* Finally, pest control businesses may want to consider working toward transitioning to electric or hybrid fleets in the long term. Because many PMPs stay in smaller radiuses, electric vehicles are an effective option for completely eliminating the need for fuel. Natural gas vehicles have also been shown to reduce emissions typical of traditional combustion engines and therefore are considered a more environmentally friendly option to a traditional fleet vehicle.

The advertisement is a vertical rectangle. The left half features a photograph of a person in a blue shirt and gloves, kneeling on a wooden floor and using a tool to remove small dark spots (likely pests). Two hands are superimposed over the photo, forming a heart shape around the person. Below the photo is the logo 'BROWNYARD PCopro' with 'PCopro' in a stylized red and black font. Underneath the logo is a black button with the text 'LEARN MORE' in white. The right half of the ad has a red background at the top with the text 'The ♥ of Our Business is YOU' in white. Below this is a black background with the text 'Insuring your business is at the heart of ours.' in white. At the bottom of the black section, it says 'Contact us for a no-obligation quote: 888-609-4378.' in white.

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Going paperless: With modern technology, pest control businesses can operate completely paperless. In fact, many pest control businesses have utilized software to eliminate the need for paper. In addition to the environmental benefits, businesses will save on

postage, envelopes and printer paper, and find additional organizational benefits as well, including office supply costs. Having software that keeps administrative processes in one place will streamline operations and increase efficiency.

Organic pesticides: Legislators, consumers and the pest control industry are exploring the benefits of organic chemicals.

Knowledge is Power

The key to choosing the best products for your pest control business is research. It is crucial for PMPs to consult industry peers and conduct personal research to ensure service is not compromised. Once products are chosen, every technician needs to be trained in how to use the products and ensure they are effective.

Consider discussing what other pest control businesses are doing with fellow PMPs. Sharing experiences is a good way to get a real-life understanding of how green initiatives can help. Going green does not have to break the bank or be a heavy lift. Small steps to adjust practices, slowly transitioning facets of the business to be more sustainable and researching the impact of your products can make a big difference in your organization's environmental footprint.



***John Culotta** is program manager of PCOpro, the pest control operator program at Brownyard Group, a leading administrator providing specialized insurance coverage for select industry groups. He can be reached at jculotta@brownyard.com or by calling 888-609-4378, ext. 122.*

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