



# PLANTWISE PARTNERSHIP PROGRAM

Invasive Species Council of BC

**Thank you** for your interest in the **PlantWise** program. **PlantWise** is a free, voluntary program that is cost-effective, environmentally conscious and works collaboratively with industry and consumers to encourage the sale and purchase of non-invasive, climate-appropriate plants for BC’s gardens and landscapes.

Invasive plants often originate from the horticulture industry as they have desirable growing characteristics and attractive foliage or flowers. A few notable examples include purple loosestrife and Giant hogweed, which were brought in for their attractive qualities, but quickly spread to wetlands and crowded out others plants, making the area unsuitable for waterfowl and other wildlife. There are a number of similarly invasive plants that are still available for purchase from nurseries and garden centres.

## HORTICULTURE INDUSTRY

The solution – phase out the sale of these known regionally invasive plants by suggesting the purchase of attractive, non-invasive, alternative species. A panel of industry experts have worked to produce the *Grow Me Instead* booklet that identifies 26 of BC's most invasive species, many of which are commonly sold within the horticulture industry. This booklet also provides suggestions for attractive, regionally appropriate alternatives for each invasive species listed. The ISCBC and **PlantWise** Ambassadors throughout the province are available to provide training and resources to assist industry with their transition to becoming an invasive-free business.

## GARDENERS & PUBLIC

Complementary to this industry program is a public education and outreach component designed to:

- Assist gardeners and others to make responsible and informed purchases at their garden centres
- Support businesses that have committed to selling only non-invasive plants
- Encourage gardeners to not trade or plant invasive plants

## LOCAL GOVERNMENTS

The ISCBC is collaborating with local governments across the province to educate homeowners and businesses on ways to prevent the spread of invasive species in their communities and beyond. Several local governments have developed or amended bylaws to address the spread and management of invasive species locally. Don't forget to connect with your local government for more ideas on how to be **PlantWise** and to see what's new!



**For more information, or to join the PlantWise program, please contact:**

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