

## PlantRight Overview

- **PlantRight is a voluntary partnership that brings together a diverse group of experts to stop new introductions of invasive plants in California.**

PlantRight, launched by Sustainable Conservation, is a diverse alliance of plant growers and retailers, environmental advocates, academics, and professional gardeners and landscapers who came together because they share a belief that prevention is the most effective way to combat the spread of invasive plants.

- **PlantRight's strategy involves engaging the industry and communicating results**
  - ***Engaging nursery industry leaders***
    - PlantRight is partnering with California's top 25 plant growers and retailers to:
      - Remove on a voluntary basis known invasive plants from their inventories and replace them with non-invasive alternatives.
      - Prevent the introduction of new invasive plants by designing, testing and deploying an easy-to-administer assessment tool to screen new plants for their invasive properties.
      - Certify growers and retailers who have removed known invasive plants and agreed to prevent the introduction of new invasive plants through screening.
  - ***Communicating results, encouraging participation***
    - Communicate the results of PlantRight's prevention program with California's horticultural industry – and accelerate interest on the part of plant growers and sellers to participate in the PlantRight program.
- **PlantRight is based on sound science**

PlantRight's recommendations are based on scientific information, and Cal-HIP has a transparent and inclusive process for addressing this important issue. The horticultural plants identified by PlantRight were carefully analyzed using objective, scientific criteria, including information on existing invasions and their effects on wildland areas. Some invasive species have unanswered questions - and before making recommendations about these plants, we are working with researchers and scientists to get solid information that can help guide our actions.
- **PlantRight addresses each region of California.**

Plant invasions may vary by climate. We divided the state into five easy-to-understand regions with different climates. This is important, because a plant that is invading the deserts may not be problematic in the rainy forests of the north coast.
- **PlantRight is managed by Sustainable Conservation**

PlantRight relies on the time, energy, and expertise of all the steering committee members. Christiana Conser from Sustainable Conservation facilitates and manages the group. Sustainable Conservation is known for forging lasting collaborative solutions to critical environmental problems.
- **PlantRight has identified problem invasive plants and their alternatives throughout California.**
  - PlantRight has identified specific invasive plants and beautiful, safe alternatives in each region of California, based on sound science and rigorous review by a diverse panel of experts.
- **The PlantRight campaign asks gardeners to:**
  - (1) Avoid planting invasives;
  - (2) Plant beautiful non-invasive alternatives;
  - (3) Find local retail partners and other resources at [PlantRight.org](http://PlantRight.org).