

Invasive Plant Law Marketing Toolkit

The Delaware Invasive Plants law will become effective on July 1, 2022. The law prohibits the propagation, sale and planting of 37 known plant species invasive in Delaware. These species reduce biodiversity and limit our ecosystems' ability to provide clean water, wildlife habitat, recreational opportunities, and more. Of the 37 plants named in the law, thirteen might still be requested by customers. This packet of marketing materials, provided by the Delaware Native Species Commission with funding from DNREC, are intended to help inform consumers about the law and suggest alternative plants to purchase. In the packet you will find:



1. Official announcement:

This single color, 8 1/2 x 11" sheet can be hung near the checkout area or information center of your retail establishment to announce and explain the law and list the prohibited plants. We selected 10 common plants customers might request and three water garden species, to cover retail outlets carrying water garden plants. The other 24 prohibited plants are not available in the trade, so they are not mentioned. (5 copies included)



2. Poster

This color poster is designed to be displayed near checkout, an information center and/or by various plant displays. It has a brief explanation of the law but focuses on alternative suggestions to replace the plants no longer available. The icons clearly identify the harmful plants and the plants that are good for Delaware landscapes. The alternatives featured are all North American natives, since these materials are produced by the Delaware Native Species Commission, whose mission is to promote the importance of native biodiversity. Non-native plants that are not invasive are, of course, also worthy substitutions. When creeping jenny is used in containers, you may want to consider suggesting lemon coral stonecrop (*Sedum mexicanum* 'Lemon Coral') or carpet sedum (*Sedum lineare*) as comparable small-leaved, yellowish plants. (5 copies included)



3. Counter Cards

The color counter cards are 2-sided and intended to be used in conjunction with the posters. They include the same icons and plant alternatives. Counter cards can be distributed to interested customers as take-away literature. They are intended to encourage sales of beneficial alternatives at the time of the visit, and hopefully, in the future as well. (250 - 500 copies included)