

**Join the Swarm!
October 29-31, 2014**

**Halloween Card Delivery Tips
Tell Lowe's to give bees treats, not tricks and get the
bee-killer off its shelves.**

There is a bee-killer on the loose and Lowe's can help lock it away. This Halloween, we'll knock on Lowe's doors across the U.S. and Canada and ask them to give bees treats, not tricks and take bee-killing pesticides and plants pre-treated with these harmful chemicals off their shelves. At the moment, Lowe's is a "Little Shop of Horrors" with spooky bee-toxic plants and a "wall of death" full of products with these pesticides. We need to deliver the message to Lowe's this Halloween that it can't keep selling "poisoned plants" with no warning to consumers. Help us create a buzz by taking this simple action!



Thank you for joining thousands of people across the U.S. and Canada to deliver Halloween cards to Lowe's stores in the days leading up to Halloween! Delivering a card is easy. Below are some tips to help you. If you have any questions or need help preparing, or would like to plan a larger delivery, please drop us a line at beeaction@foe.org or call 202-222-0715. To learn more visit www.BeeAction.org.

I. Instructions for Halloween Card Deliveries:

- 1) Pick a day and time** between October 29th-31st to deliver your Halloween card.
- 2) Find a Lowe's store near you** by entering your zip code on one of the websites below.
 - Lowe's Store Locator: <http://www.lowes.com/StoreLocatorDisplayView>
- 3) Download, print and sign the card and print the sign** (www.BeeAction.org). Print in color or there is a black and white version if you want to get crafty and color it yourself—or it could be a fun kid activity!
- 4) Bring the card to the store and ask to speak to the store manager.** To take advantage of the Halloween spirit dress up in costume! Some costume ideas: represent your favorite pollinator by dressing up as a bee, butterfly, ladybug or bat, farmer, gardener, Bayer the bee-slayer, or a Franken-plant.
- 5) Politely deliver the card to the store manager** using the simple script and talking points below.
- 6) Take a photo outside of the store of you holding your sign** and make sure to get the store sign in the photo too.
- 7) Send your photo(s) to beeaction@foe.org and tell us how it went.** We'll post all of the photos we receive on our Pinterest page <http://www.pinterest.com/foeus/food-and-technology/> to create a buzz about the days of action and send a strong message to Lowe's that people across the country want them to stop selling bee-killing pesticides.

II. Talking Points and Tips

A. Tips for Talking with the store manager:

- Be Polite! Thank the manager for taking time to talk with you.
- Ask if they have heard about the campaign and direct them to the BeeAction.org website if they haven't.
- Tell your story! Explain why the need to protect bees matters to you as a customer and as a concerned citizen.

B. Sample conversation:

“Hi, my name is _____ and I’m a concerned Lowe’s customer. I am here today to urge you to stop selling bee-killing neonic pesticides, as well as plants pre-treated with these pesticides to protect honey bees and other pollinators essential to our food supply and the environment.

I purchase garden supplies from Lowe’s, but I’m very disappointed to learn that many of the ‘bee-friendly’ seedlings and plants sold to unsuspecting consumers in your stores have been pre-treated with bee-killing pesticides. Please pass this card and my concerns to your corporate headquarters.”

C. Key Talking Points to Remember:

-Bees and other pollinators, essential for the two-thirds of the food crops humans eat everyday, are in great peril, and populations are dwindling worldwide. Beekeepers have lost an average of 30% of their hives in recent years, with some beekeepers losing all of their hives and many are leaving this essential industry.

-The science is clear: neonicotinoids (neonics) – the most widely used class of insecticides in the world -- are a key factor in recent global bee deaths.

-A new meta-analysis of 800 peer-reviewed studies released by the Task Force on Systemic Pesticides -- a group of global, independent scientists -- confirms neonics are a key factor in bee declines and are harming beneficial organisms essential to functional ecosystems and food production, including soil microbes, butterflies, earthworms, reptiles, and birds. The Task Force called for immediate regulatory action to restrict neonicotinoids.

-A new study by Friends of the Earth and Pesticide Research Institute found 36 out of 71 “bee friendly” garden plants – 51% -- purchased at top garden retailers (Home Depot, Lowe’s and Walmart) in 18 cities in the United States and Canada contained neonic pesticides that are harmful to bees, with no warning to gardeners.

-The EU has suspended popular neonicotinoids (neonics), the majority of the UK’s largest home improvement retailers, and many retailers here are refusing to sell them, which means it’s time Lowe’s follow suit.

-Home Depot, the world’s largest home improvement retailer is requiring its suppliers to label all plants treated with neonicotinoid pesticides by the fourth quarter of 2014 and is working with its suppliers to “find alternative insecticides for protecting live goods and bees. BJ’s Wholesale Club, with more than 200 locations in 15 states, agreed to remove neonics from plants by the end of 2014 and/or require warning labels for plants treated with neonics.

-Lowe’s need to be a leader in sustainability and pollinator protection by committing to no longer sell off-the-shelf neonicotinoid insecticides for home garden use and plants pre-treated with these pesticides and instead offer their customers truly “bee-friendly” certified organic starts and plants.

III. Other ways to take action this week

A. Swarm the phone lines: Call Lowe’s to deliver the same message using the script in the toolkit.

Lowe’s: [1-800-445-6937](tel:1-800-445-6937)

B. Spread the Buzz on social media

1. Facebook: Post the statement below along with the picture you took with your sign or the Facebook image we e-
www.BeeAction.org

mailed you (also available at www.BeeAction.org) on Lowe's (www.facebook.com/lowes) Facebook wall and post on your wall to spread the word about the days of action. Use the message "Lowe's: take the bee-killer off the shelves! Stop selling bee-killing pesticides and pre-poisoned bee-friendly plants! www.beeaction.org #TreatsNOTricks"

2. Twitter: Tweet any of these tweets at Lowe's Twitter accounts. Be sure to use this hashtag on any of your tweets: #TreatsNOTricks.

[Sign-up to knock on @Lowes door this Halloween to deliver message: give bees something good to eat! #beekiller http://bit.ly/TreatsNoTricks](http://bit.ly/TreatsNoTricks)

[People across US and Canada will deliver Halloween cards to @Lowes. Stop the #beekiller. Give bees treats not tricks. http://bit.ly/TreatsNoTricks](http://bit.ly/TreatsNoTricks)

[Sign-up! Join thousands across the U.S/Canada for Halloween and tell @Lowe's to take the bee-killer off the shelves. http://bit.ly/TreatsNoTricks](http://bit.ly/TreatsNoTricks)

[Stop the #beekiller this Halloween. @Lowe's: Take the #bee-killer off the shelves. #BeeAction http://bit.ly/TreatsNoTricks #TreatsNOTricks](http://bit.ly/TreatsNoTricks)

[.@Lowes Give treats, NO tricks -take the bee-killer off shelves! Stop selling bee-killing pesticides. http://bit.ly/TreatsNoTricks #TreatsNOTricks](http://bit.ly/TreatsNoTricks)