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STOCK, STORE AND DISPLAY PESTICIDES INTELLIGENTLY

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Do you stock for profit?

The sales demand for pesticides is characteristically seasonal. Understand these characteristics and stock pesticides accordingly. Overstocking COSTS YOU MONEY in these ways:

- A. Shrinkage
 - 1. leakage
 - 2. breakage
 - 3. defacing of containers
- B. Ties up capital which could be used otherwise
 - 1. loss of interest from capital
 - 2. loss of flexibility of capital use
- C. Storage expense
 - 1. display shelf space is not available to other products
 - 2. backroom storage unavailable to other products
- D. Complete loss of stock investment because of chemical decomposition from aging
 - 1. possible liability claims if injury results
 - 2. customer dissatisfaction
- E. Customer dissatisfaction from impotent products
 - 1. loss of repeat sales
 - 2. word-of-mouth adverse publicity
- F. Products can have short market lives, become obsolete
 - 1. label registration changes
 - 2. Cooperative Extension recommendations change
 - 3. sales appeal lost to a more highly advertised product filling the same need

Do you use storage for profit?

Store pesticides properly. Storage areas should be:

- A. Ventilated
- B. Subject only to above freezing temperatures
- C. Free from extremely high temperatures
- D. Dry
- E. Accessible to authorized personnel only
- F. Separate from animal and human foodstuffs, as well as seed and plant storage
- G. Separate for herbicides, to prevent contamination of other pesticides
- H. Posted to indicate contents for fire and other emergencies

Do you display for profit?

DO give careful consideration to the ordering of pesticide supplies. Make a profit by ordering only what you estimate can be sold during the sales season. Be realistic -- profits lost from overstocking effect finances as much as profits lost from understocking. Stock those pesticides recommended by your Cooperative Extension Service.

DO know your pesticide market seasons and display pesticide products wisely. Use your display shelves to sell in-season products and not to store off-season products. Suggestions for seasonal use of the main pesticide types are:

	<u>Jan.</u>	<u>Feb.</u>	<u>Mar.</u>	<u>Apr.</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug.</u>	<u>Sept.</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>
<u>HERBICIDES</u>												
Growing season application			XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX								
Dormant season application	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX										
<u>INSECTICIDES</u>												
For Household Insects												
Non-Flying	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX
Flying					XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX				
For Plant Feeding Insects												
Active growing season application			XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX		
Dormant season application	XXXXXXXXXXXX	XXXXXXXXXXXX										
For Animal Insects			XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX		
<u>FUNGICIDES</u>												
Active growing season control			XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX				
Dormant season treatment	XXXXXXXXXXXX	XXXXXXXXXXXX										
<u>RODENTICIDES</u>												
										XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX
<u>NEMATOCIDES</u>												
				XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX				
	<u>Jan.</u>	<u>Feb.</u>	<u>Mar.</u>	<u>Apr.</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug.</u>	<u>Sept.</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>