

Scotts Miracle-Gro  
**150**  
YEARS  
AND GROWING

**The George Barley Water Prize**  
Taking Aim at Harmful Algal Blooms

February 15, 2018



“ Find a need and fill it ”  
-Horace Hagedorn-



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**150**  
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## AGENDA

SMG:: Our Sustainability Story

The George Barley Water Prize

Highlighting an Ugly Problem

In Your District



A historical black and white photograph of a two-story brick building, identified by a sign as 'SCOTT AND BROS'. Several horse-drawn wagons are parked in front of the building, and a few people are visible near the wagons. The image has a slightly faded, vintage quality.

Scotts Miracle-Gro | 150  
YEARS  
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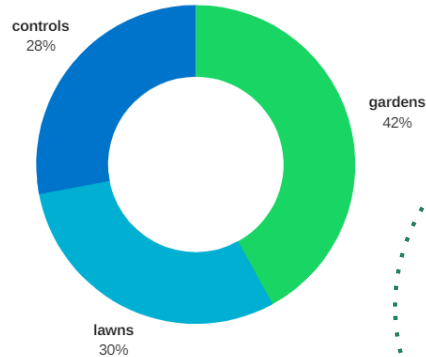
## Scotts Miracle-Gro: Our Sustainability Story



# Scotts Miracle-Gro

1868-2018

For 150 years, we have been helping people express themselves on their own piece of the earth.



5,500+  
employees

\$2.6  
billion  
in sales



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# Sustainability commitments



# Environment Improvement achievements

2016: Gold  
Award winner,  
Ohio EPA  
Encouraging  
Environmental  
Excellence  
program

2017:  
Launched  
sponsorship of  
\$10 million  
George Barley  
Water Prize

2018: Gro  
water-efficient  
product line  
launches

All lawn  
maintenance  
products are  
phosphorus  
free

Upcycle 5  
billion pounds  
of green  
waste  
annually

Recycle 50  
percent of  
waste  
company-wide

On track to  
phase out all  
neonicotinoids  
by 2021



# Gro: sustainability in design

## Smart Technology Products



Uses local weather data



Easy to install



Connects to your smart device

Smart In-Ground  
Controller



For indoor and outdoor plants



Easy to set up



Connects to your phone

Smart Moisture  
Sensor



Sensor knows when plants need water



Uses soil sensor and local weather data



Easy to install



Control it all with a simple phone app

Smart Hose Timer  
(coming in '19)





# National Partner Network

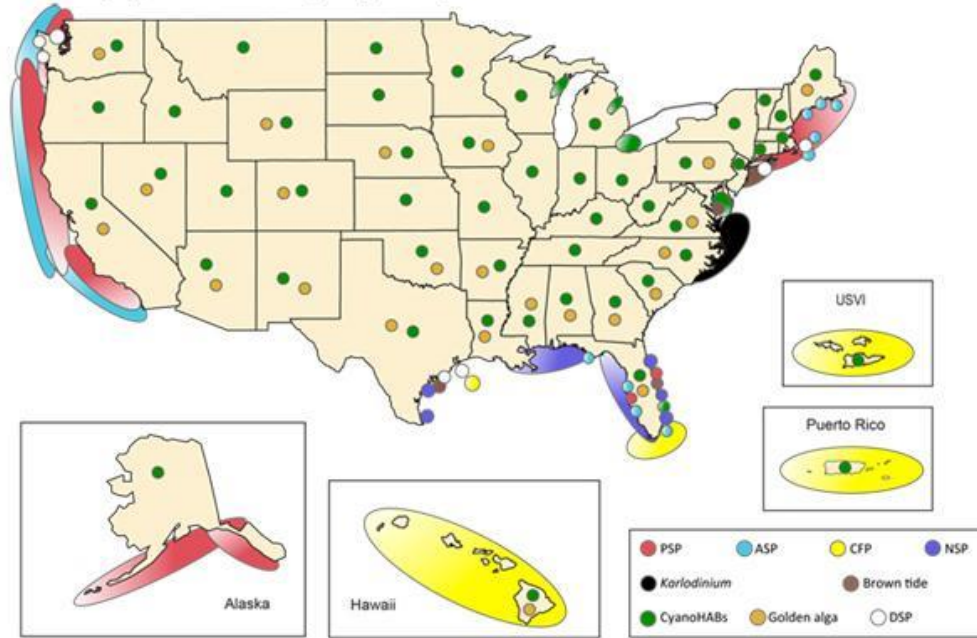
## NATIONAL PARTNER NETWORK

ScottsMiracle-Gro is supporting the work of leading environmental organizations across the United States that are focused on water quality and conservation as part of the company's nationwide "Water Positive Landscapes" initiative.



# Harmful Algal Blooms

A generalized view of the U.S. depicting the various HAB poisoning syndromes and other impacts that occur in specific areas. Colored dots or ovals indicate locations where the incidence of a particular syndrome has been reported, or where toxins have been detected in tissue extracts or plankton. Ovals are used to indicate regional phenomena that occur at multiple locations along a coastline. All 50 states are impacted by cyanobacteria HAB (cyanoHABs), typically in many different rivers, streams, reservoirs, etc. The same is true for 23 states impacted by golden algal blooms caused by *Prymnesium parvum*. It is not practical to indicate the location of each cyanoHAB or golden algal bloom, so each state experiencing these blooms is indicated using a single green and/or gold dot. Larger green ovals denote widespread cyanoHAB problems in those area.



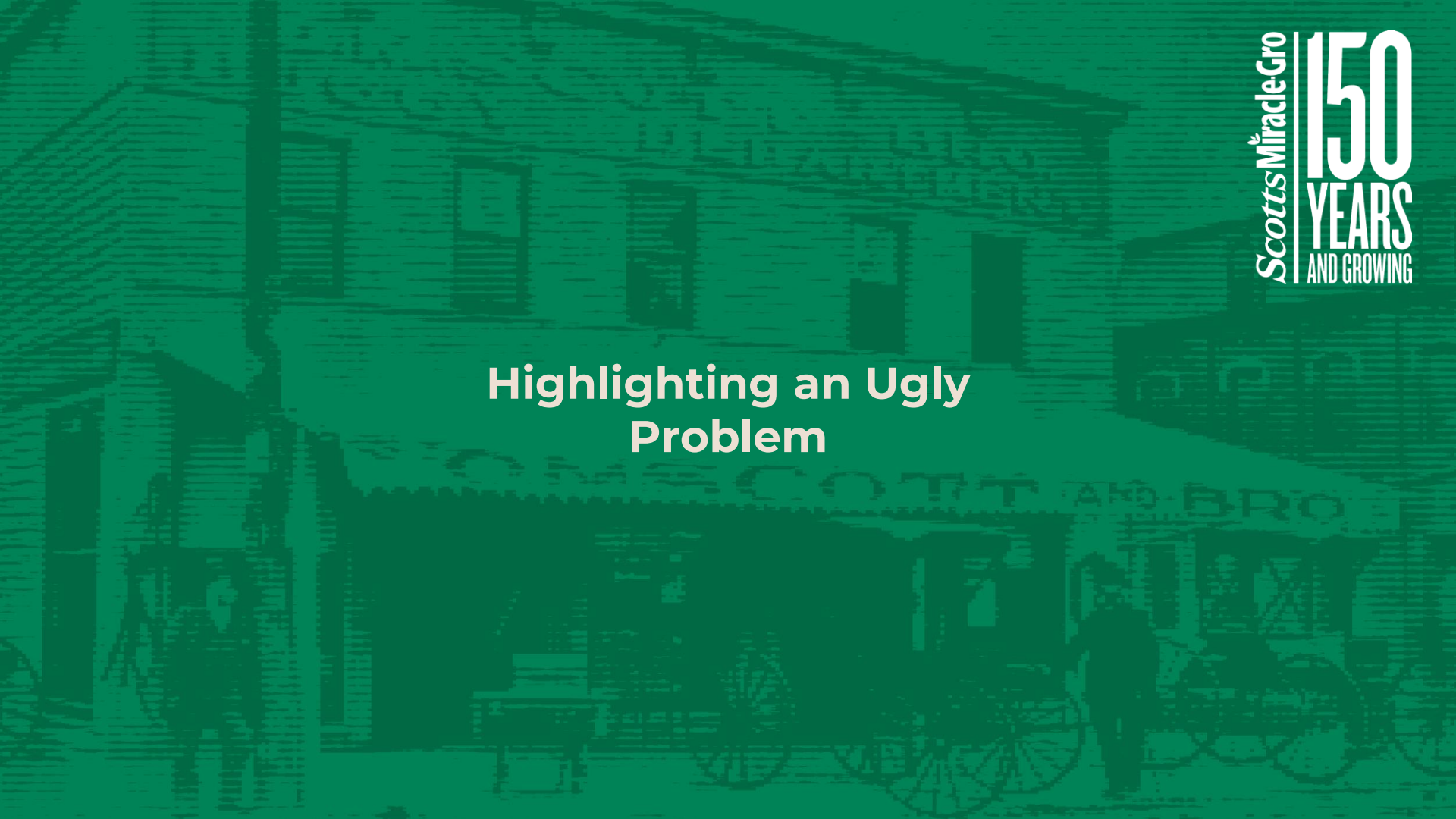


THE  
GEORGE BARLEY  
WATER PRIZE

PRESENTED BY *Scotts* <sup>THE</sup>**Miracle-Gro**  
FOUNDATION

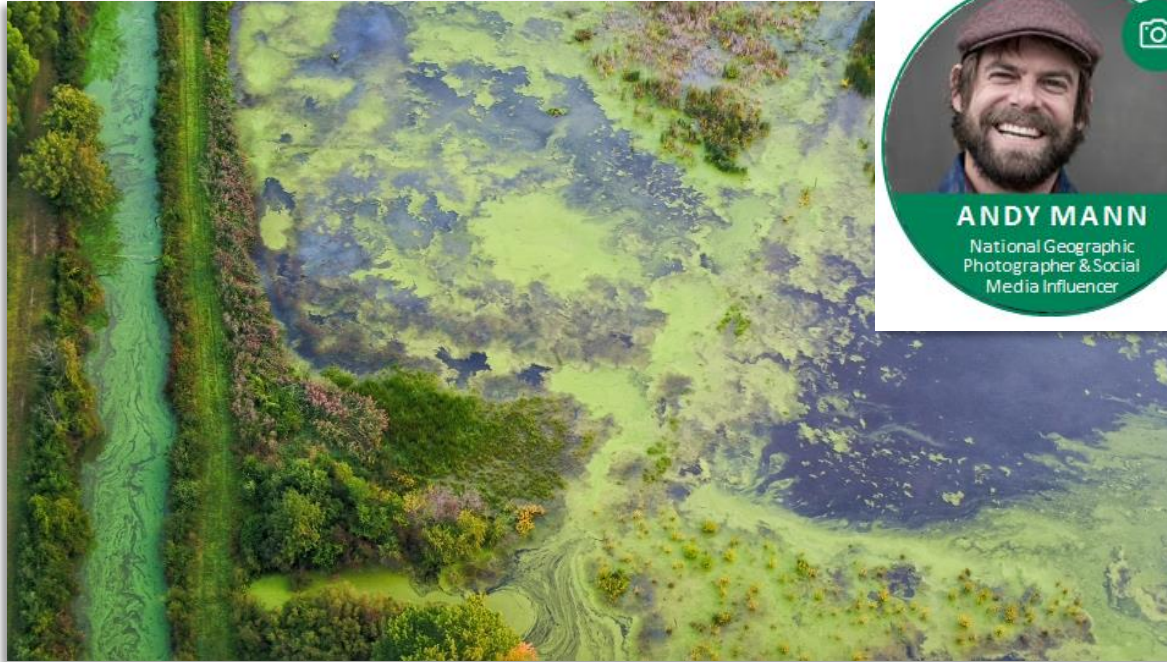
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## Highlighting an Ugly Problem





# #waterpositive social campaign



**ANDY MANN**

National Geographic  
Photographer & Social  
Media Influencer



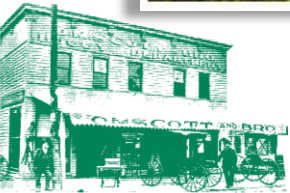
**KEITH LADZINSKI**  
Andy's production partner  
& fellow adventurer  
Nature Photographer



**3 STRINGS PRODUCTIONS**  
Production Media House  
and Creative Agency



# #waterpositive video teaser





A black and white historical photograph of a two-story brick building, identified by the awning as 'SCOTT'S MIRACLES'. The building has several windows and a prominent entrance. In front of the building, a large, ornate awning extends across the storefront with the text 'SCOTT'S MIRACLES' and 'SCOTT AND BRO' below it. Several vintage automobiles from the early 20th century are parked in front of the store. A group of people, including men and women in period clothing, are standing near the cars and the entrance. The overall scene depicts a busy commercial district from a past era.

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**In Your District**

# #waterpositive campaign resources

Media kit available upon request:

[carol.nowlin@scotts.com](mailto:carol.nowlin@scotts.com)

shared hashtag: #waterpositive



Instagram  
@andy\_mann  
@scottsmgrofoundation



Twitter  
[@Scotts\\_MGro](https://twitter.com/Scotts_MGro)



Facebook  
[facebook.com/scottsmiraclegrocompany](https://facebook.com/scottsmiraclegrocompany)

Video link:

<https://scottsmiraclegro.com/foundation/>





# 2018: Watersheds: Our Water, Our Home

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K-8 educational materials

Download resources from the NACD website, Stewardship and Education section

Stewardship Week April 29-May 6, 2018





# THANK YOU!

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