

Be Floridian Now in Volusia County!

So, what has Volusia County been doing to educate about fertilizer and water pollution? Through Be Floridian Now, we've been engaging with the community through presentations, programs, festivals and events throughout the county; conducting training for landscape professionals; and partnering with others to develop landscape company, box store and HOA outreach!

Recent programs we've given have included topics such as composting and how to build soil microbiology while reducing fertilizer runoff, how native bee houses can complement sustainable turf alternatives, and how every species "From Shrimp to Sharks" can be impacted by nutrient pollution. No matter the angle, the message has been clear: By reducing the inputs in our landscapes, we can protect our fun and our springs, rivers and groundwater by reducing nutrient pollution.



In 2019 alone, Be Floridian Now gave 31 presentations and set up 33 educational booths! For a visual representation of where Be Floridian Now has been doing outreach, see this cool map: <https://arcg.is/K5T9C>

So the next time you see us out and about in Volusia County, be sure to stop by and say hello! We'd love to hear about what you're doing in your yard to protect our water quality.



How are the box stores helping? We've been developing partnerships with stores selling fertilizer across the county to incorporate fliers near their fertilizer sections. Because the state still permits the sale of nitrogen and phosphorus fertilizers in the summer, even though the county bans their use, we are diligently working to spread awareness about the impacts these nutrients can have on water quality. In 2019, 24 of the 26 major box stores in Volusia County agreed to post Be Floridian Now signage next to their fertilizer sections, and we'll be hoping to expand our reach again this year, once everything is back to normal!

Last summer, a local television station based in Orlando picked up on these partnerships and did a television story that reached an estimated 48,352 people.

Around the same time, a Volusia County Facebook post about algae blooms and rainy weather, with the #BeFloridianNow, reached an estimated 43,666 people. These are just some examples of how this program is connecting with the community, and the best part is, new partnerships are being formed every day!

Reach out to us if you'd like to know more about how you can be involved! **For more information about Volusia County's Be**

Floridian Now, visit www.Volusia.org/BeFloridianNow.