

# Invasive Species Are Still Found in Today's Marketplace

**There are long-term financial benefits and marketing advantages to replacing invasive plants in your inventory.**

*Growers and sellers play a critical role in slowing the spread of invasive species.*

## WHAT GROWERS AND SELLERS NEED TO KNOW ABOUT INVASIVES

- Invasive species are those nonnative plants, animals, and diseases that can cause harm to the economy, environment, and human health.
- Most introduced plants do not cause problems; however, those that do have significant economic and environmental costs.
- Invasive species pose a threat to Wisconsin's urban landscapes which provide important environmental, social, and economic values such as reduced storm water run-off, improved air quality, energy conservation, improved public health, and increased property values.
- Invasive plants reproduce and grow quickly, easily invading adjacent natural areas, woodlands, and even landscaped areas.
- Invasive insects and diseases weaken and sometimes kill trees.

## WHAT DOES THIS HAVE TO DO WITH GROWERS AND SELLERS?

- Invasive propagules, insects, and diseases are easily moved in nursery stock.
- Invasive species displace, weaken, or kill desirable plants resulting in loss of diversity; degrade wildlife habitat; interfere with recreational activities; disrupt urban ecosystems; and divert millions of dollars for their control.
- Some of the worst plant invaders were introduced as ornamentals and conservation plantings.

## WHAT YOU CAN DO

- Do not purchase, sell, or propagate known invasive plant species and cultivars.
- Do not purchase or sell plant or landscape material you suspect may contain invasive species.
- Purchase, sell, and propagate species, cultivars, and varieties known to be less susceptible to invasive pests.
- Plant propagators, wholesalers, and retailers should educate themselves and their customers about invasive plants, insects, and diseases.

*More research is needed to identify current and future potentially invasive plants.*