

# TALKING POINTS – Winter Salt Week 2025



As you discuss Winter Salt Week and reducing salt use, focus on **safety, savings and sustainability**. Keep in mind that safety is most people’s #1 concern.

## What is Winter Salt Week?

Winter Salt Week is a dedicated week to spread awareness about chloride pollution and how to reduce it. It’s sponsored by multiple agencies and organizations across the U.S. and Canada January 27-31, 2025.

This is a great way to engage with Minnesotans on chloride pollution in your community and continue: “Working to keep freshwater fresh.”.

Visit [www.wintersaltweek.org](http://www.wintersaltweek.org) to get a rundown of the daily webinars including Minnesota speakers providing public works perspectives and presenting on the policy solutions panel. Presenters include water quality experts and winter maintenance practitioners.

The last day, Friday is intended for cities, watersheds and non-profits to draw attention to the issues by hosting a Local Action Day event such as testing chloride levels of an area lake, pond, or stream.

## Who is Winter Salt Week for?

Anyone interested in winter safety and protecting Minnesota's lakes, streams, drinking water, soils, and infrastructure.

## What can we use instead of salts for winter safety?

The answer is not another product. Effective, affordable products cause damage. We don't have a solution for those damages so we need to reduce.

The answer is wide-spread adoption of Smart Salting practices. Smart Salting is a science-based, comprehensive approach to winter property management. It was developed here in Minnesota by winter professionals and has been proven to greatly reduce or even eliminate the need for salts without compromising safety.

Smart Salting practices work on any property. Training is free.

- [Residents](#) can learn about Smart Salting from watersheds, cities or non-profits.
- [Winter Professionals](#), both applicators and property managers, are certified in Smart Salting through the Minnesota Pollution Control Agency.
- [Community Leaders](#) can also train in Smart Salting. A Winter Salt Week workshop has been added on Friday, January 31, 2025, 11:00 am-1:00 pm.
- Is your property chronically over-salting? not sure how to how to safely reduce? Request a free [Low Salt, No Salt Minnesota](#) presentation from your city or watershed. Local experts from participating agencies will visit your property and support you in the process of change.
- [Fear of lawsuits](#)? Smart Salting helps manage risk.

## **Is there a winter deicing product that is environmentally friendly or pet friendly?**

Winter deicing products have no regulations on label claims or standards for pet-safe products.

It's safest to assume that any product that claims to melt ice and snow contains some form of chloride (salt), which is not friendly to the environment or pets. Read labels carefully and look for any chemical compound of chloride (salt).

Buzzwords such as "Eco-friendly," "organic" and "paw-safe" are not certifications and can be used by any company as greenwashing to sell a product. EPA Safer Choice designation was rescinded from use on all deicing products in 2024.

With all deicers, the best practice is to use the minimum amount.

## **Why should we care about winter salt use, or overuse?**

[Winter salts](#) are an important part of public safety, but they also are highly destructive.

The impacts of winter salt are well known.

- They threaten our lakes, streams, drinking water, and soil. They are powerful. Just a small amount, one teaspoon dissolved in five gallons of water, makes that water permanently salty and unable to support aquatic life.
- Minnesota's lakes and streams are trending saltier every year because winter salts don't break down and are impractical to remove.

Winter salts also prematurely weaken or destroy expensive public and private infrastructure.

More salt does not mean more safety, just more damage.