

"Recruiting an Army to Educate The Public"

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Everyone in this room is in the health care business. Every member of Crop Life America and RISE and perhaps more important, every professional that applies your products to our homes and schools and food crops in the field. I think that every sign that advertises your products should carry the words PROTECTING YOUR HEALTH FROM INFECTIOUS PESTS.

All of you in concert with the ENVIRONMENTAL PROTECTION AGENCY work to provide a safe environment by thwarting the encroachment of infectious and contaminating insects, rodents, fungus, and weeds in our lives and our food supply.

In the next 25 minutes I hope to launch a new movement within the crop protection industry and the specialty pesticide industry that will ultimately change the way the public perceives us and what we do. I suspect that there is not a company represented here that has not attempted something along these lines already but I am here to tell you that neither individually nor collectively can you ever succeed until you enlist the aid of the foot soldiers of both of your industries into this battle for the health and safety of our homes and schools and our food supplies.

Only the men and women on the ground applying all of your products, because of their great numbers, can hope to combat the misinformation spread daily by individuals and organizations who do not approve of our way of life, our freedoms and our form of government. We have a mountain to climb in doing

this but if we put one foot carefully in front of the other we can indeed reach our goal.

Let me bring you all back to the advent of environmental zealotry when chemophobia became a controlling phenomenon in our society. One industry marshalled its resources collectively as you must do now, to put on a positive, accurate face before the environmental movement's onslaught. It was the Plastics Industry that pooled its resources, not to promote their individual products but rather to explain the positive role plastics played in every American's life. they succeeded for a long time in taking themselves off the target list of environmental zealots.

You are at the top of a pyramid of your industries and you must pool your resources to launch non commercial public relations advertisements, just as Crop Life America has launched THE DEBUGGING THE MYTHS WEB SITE. but this too will not be enough until we convince every single person earning a living in your two connected industries, that they owe one hour a week to promote the truths about what actually motivates us to serve the public. It can be spent educating their own family, their clients , their friends, at schools, at social events and sporting events, writing letters to newspapers. The opportunities are endless, the need is enormous. Until now those who practice the profession of pesticide application to our crops and homes have chosen to remain silent about what they do in public lest they command the ire of the public and their neighbors. That attitude must be reversed and pride in their work and their contribution to society must replace it.. The primary messages that need to be delivered are nine in number as follows:

1 - The farmers who utilize crop protection chemicals do so in order to ensure the safest, most abundant and least expensive Food supply available to the American public.

2 - FARMERS are the best land conservationists because by dramatically increasing their yields the past 40 years, other land can be saved for parks, recreation and nature. They are the finest environmental stewards as they work to preserve their land and raise their families. EVERY DAY IS EARTH DAY ON THE FARM.

3 - The specialty pesticide industry and its professional applicators make our HOMES and schools and recreational areas safe from infectious diseases.

4 - Our chemicals applied to protect human health and our food supply are essentially the same as the ANTI-BIOTICS we take to destroy germs that inhabit our bodies.

5 - Pesticides do more to maintain good health than many DOCTORS do, yet there are those who work 24/7 to convince the public that our products inhibit good health.

6 - We are the most heavily REGULATED industry in the nation with USEPA requiring stringent guarantees of our products safety through the use of over 120 test protocols that must be passed, commonly requiring 10 years and over 250 million dollars to bring a new product safely to market.

7 - Currently we feed the world by farming ACREAGE covering 6 million square miles of the earth's surface. Without advances in crop protection chemicals the future world population would require

10 million square miles to be cultivated and that amount of land is simply not available.

8 - All pesticide applicators use INTEGRATED Pest Management to insure the simplest, least costly approach using the least chemicals necessary to promote public safety. Concurrently the modern farm is using genetically modified seeds to reduce pesticide requirements, reduced tillage to eliminate chemical runoff and GPS driven precision agriculture to reduced chemical application overlap.

9 - Everyone in our industry is committed to protecting public health from infectious DISEASE.

Finally I wish to urge both Rise and CLA to make a concerted effort to create a public information tool kit for absolutely everyone working in our industry to help them all spend their hour a week average keeping our industries strong and the public safe.