

# Beat the Heat

with  
Modern Agriculture



**Iced tea helps beat the heat:** Research shows that herbicides effectively control weeds in **tea leaf** fields and reduce erosion by up to 80%.<sup>1</sup>



## **Strawberries** make sangria sweet!

Without pesticides, farmers would lose nearly 60% of their strawberry crops.<sup>3</sup>



## **No more sour grapes:**

Farmers who use fungicides to protect **wine grapes** reduce the incidence of powdery mildew to less than 1%.<sup>5</sup>



Are you reaching for a frosty beverage when the temperature spikes?

Whether you prefer iced tea or a tasty cocktail, modern agriculture helps you cool down in the summer heat!

Farmers use crop protection products to protect vulnerable crops like tea leaves, hops and grapes from disease, fungus and insects.

**Craving a cold beer?** The hops industry estimates that without fungicides, 69% of **hops** yield and quality would be impacted and some varieties would be wiped out entirely.<sup>2</sup>



**Want to perk up water?** Add mint! With the use of insecticides, farmers increase **mint** yields five times over crops left untreated.<sup>4</sup>



1 <http://croplifefoundation.files.wordpress.com/2012/07/16-tea.pdf>

2 George, A.E. 2002. U.S. Hop Industry Plant Protection Committee. April 22, 2002. Emergency Use of Tebuconazole to Control Powdery Mildew in Hops. Letter to Steve Foss, Washington State Department of Agriculture.

3 [http://croplifefoundation.files.wordpress.com/2012/07/combined\\_document\\_strawberries.pdf](http://croplifefoundation.files.wordpress.com/2012/07/combined_document_strawberries.pdf)

4 [http://croplifefoundation.files.wordpress.com/2012/07/combined\\_document\\_mint.pdf](http://croplifefoundation.files.wordpress.com/2012/07/combined_document_mint.pdf)

5 Wicks, T., C. Hitch and B. Hall. 2002. Integration of different fungicide groups in spray programs for the control of powdery mildew in grapevines. Proceedings of the BCPC Conference