Greening the Marketplace: Increasing Demand for IPM & BMPs

GOALS

• Recent history
• We have work to do
• Marketplace demand
• IPM/BMP Risk Protection
Where have we been?

- **1990s - IPM adoption rate debate**
  - From 10% to 70%???

- **2000 - IPM is a continuum**
  - From basic monitoring and thresholds
  - To a sustainable system based on long-term preventative solutions, with little need for intervention

- **2001 – GAO: Federal IPM efforts have been poorly coordinated, with little emphasis on setting goals and measuring outcomes**

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Legacy of current/past practices

- **> 5 pesticides in 75% of streams tested**
  - Heinz Center for the Environment, 2002

- **91 chemicals in the average human body**
  - 17 are pesticide breakdown products
  - Includes carcinogens; neuro, reproductive and developmental toxins
  - Environmental Working Group, Commonweal, Mt. Sinai School of Community Medicine; CDC; 2003

- **Chemicals, pesticides in household dust, drinking water, air, etc.**

What the heck were you thinkin', dumbhead?
Lots of uncertainty

Frogs!

Does dose make the poison, or timing of exposure?

How do pesticide combinations impact health and environment?

Parkinsons, Alzheimers link to pesticides? Dude, the news is only going to get worse.

What will YOU have?

WILL IT BE THE MAD COW BEEF, THE HORMONE CHICKEN, OR THE MERCURY FISH?

Uh... I think I'll go with the vegetarian dish.

PESTICIDE OR HEREDITES?

1914 Rowley Ave, Madison WI 53726
(608) 232-1528,
ipmworks@ipminstitute.org
We can do better!

- Substantially reduced chlorpyrifos detected in infants after EPA restrictions on use  
  - Whyatt et al., 2004
- Bald eagle nesting pairs increase from 417 to 5,748 after DDT ban  
  - Fish & Wildlife Service, 2003
- Organic diet significantly lowers organophosphate in kids urine  
  - Environmental Health Perspectives, 2005
- In 2004, EPA registered 26 new active ingredients, of these 14 were biopesticides and 5 “reduced-risk” conventional pesticides  
  - US EPA Office of Pesticide Programs Annual Report, 2004

We can do better!

- IPM Roadmap sets broad, measurable health, economic, enviro goals
- USDA IPM Centers move priority setting to impacted regions
- Federal IPM Coordinating Committee reactivated, reinvigorated
- Crop Profiles, Pest Management Strategic Plans, issue-specific Workgroups get into the details, turn focus to outcomes
- EPA, NRCS tackling non-point water pollution with cooperative, market-based efforts

IPM is a happening thing, baby.
We can do better!

- Wisconsin potato growers, U of WI, World Wildlife fund reduce use of most toxic pesticides from 1/3 of industry use to <2% and introduce Healthy Grown brand to supermarkets nationwide – Benbrook et al., J. Potato Res., 2004

- IPM contract specs and pest management contractor oversight reduces pesticide use and pest complaints by 90% – Greene and Breisch, J. Econ. Entomol., 2002

- “In 2004, we recycled 2.8 million tons of cardboard, 9,416 tons of plastic, 262 million aluminum cans, glass containers, and plastic bottles, and 49 million disposable cameras.” – Walmart website

Consumers Care!

ECO LABEL EXPLOSION!

“A seal or logo indicating that a product has met a set of environmental or social standards”

- Organic growing at 20% year
  - growing fastest in UK, home of ‘mad cow’
  - What does organic mean?

- Many new eco-labels on the bandwagon

- LOHAS segment: 30% = 63 million US buyers

- Green building, cleaning, chemistry, health care, clothing, consumer electronics...
IPM: Practice-Based Certification

- Rainforest Alliance
  - Chiquita, Ben & Jerry’s, Kraft
  - 81 employees, $9 million budget

- Forest Stewardship Council
  - Founded 1993, $1 billion in ’04
  - Home Depot, IKEA, Time-Warner

Many more examples...

- Off-the-shelf, custom, govt, non-ag
  - ISO, Food Alliance, Protected Harvest
  - United Egg, Wine Group, Association apple industry, Sainsbury’s, WAL*MART
  - Canadian “Environmental Choice”
  - LEED Green Buildings, IPM STAR for schools, structural pest and landscape services

It’s all part of the new 21st Century “Cult of Sustainability”
Sustainability

Meeting our needs without compromising the ability of future generations to meet their needs

- Brundtland Commission 1987
What’s an eco-product?

• Must haves: Quality, convenience, price

• Wholesale marketplace: Just as food safety, food security are essential, so to will eco accounting

• An additional cost to doing business – access to premium markets benefit.

• Most qualification systems are “point-based” on-site, professional audits, with broad-based criteria

• see www.eco-labels.org by Consumers Union/Consumer Reports
SYSCO Sustainable Ag, IPM component

- IPM team 10 pts.
- IPM resources 10 pts.
- Track and reduce pesticide use 10 pts.
- Track and reduce nutrient use 10 pts.
- Training 10 pts.
- Resistance management 10 pts.
- Identify key pests 10 pts.
- Identify full range of mgt. options 10 pts.
- Implement systematic monitoring 10 pts.
- Use action thresholds 10 pts.
- Track/reduce pesticides by toxicity 10 pts.

Benefits

- Real improvement!
- Continuing education
- IPM/BMP sustainability
- Reduced liability
- Greater job satisfaction
- Recognition for job well done
- Eco portfolio for customers, stockholders

Run for your lives! It’s Carl, Dawn, Jen and Arizona school IPM coalition!
Don’t get left behind!

Mom, Dad, when I grow up, I’m going to be an ECO BUYER!

Farmers say…

“We’ve used a crop consultant in the past...

...if he’s wrong, the cost of him being wrong is much more than the cost of that additional insecticide or herbicide.”

NOTE: THIS IS A RATIONAL DECISION!!!!!
Crop advisors say…

“I can’t afford to be wrong – I’ll lose my customer!”

“It’s much easier to prove you should have put something on if you didn’t – than the other way around.”

Industry examples

_Campbell Soup cuts 50% of pesticide use by contract growers_

_Gerber Products cuts 100% of high-risk pesticide use by its growers_

_How? With a contract guarantee_
**BMP CHALLENGE!**

- Nutrients: Farmer or sponsor purchases coverage - $15/acre
- Crop advisor prepares NMP for a fee
- Farmer applies recommended BMP rate
- Crop advisor locates check strip, isolates any yield loss to nutrient issues
- Farmer is paid on net returns: Yield difference minus input savings

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Opportunities

• A multiple win: Protect the environment and farmer and dealer bottom lines and improve BMP performance

• Pollution credit trading provides a new source of revenue for farmers and crop advisors who implement BMPs

Resources

• www.ipminstitute.org
• www.ipmcenters.org/ipmsymposiumv
• www.bmpchallenge.org
• www.eco-labels.org
• www.unilever.com/environmentsociety/
• www.tesco.com/everylittlehelps/
• www.lohasjournal.com
• www.thegreenguide.com
Thank you for all that YOU do!

IPM Institute of North America, Inc.

2004, 2005 EPA Pesticide Environmental Stewardship National Champion
2005 EPA Children’s Health Recognition Award Winner
2003 EPA Region V Recognition Award Winner

www.ipminstitute.org