



**Greening the Marketplace:  
Increasing Demand for IPM & BMPs**

*IPM Institute of North America, Inc.  
Harnessing Marketplace Power to Improve Health, Economics and Environment*

*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

**GOALS**

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- **Recent history**
- **We have work to do**
- **Marketplace demand**
- **IPM/BMP Risk Protection**

## Where have we been?

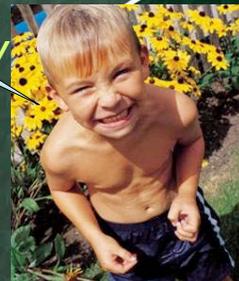
- **1990s - IPM adoption rate debate**
  - From 10% to 70%????
- **2000 - IPM is a continuum**
  - From basic monitoring and thresholds
  - To a sustainable system based on long-term preventative solutions, with little need for intervention
- **2001 – GAO: Federal IPM efforts have been poorly coordinated, with little emphasis on setting goals and measuring outcomes**



## Legacy of current/past practices

- **≥ 5 pesticides in 75% of tested**
  - Heinz Center for the Environment
- **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?

UM... I THINK I'LL GO WITH THE VEGETARIAN DISH.

PESTICIDE OR HEPATITIS?

MAYBE JUST WATER.

POINT SOURCE, OR AGRICULTURAL RUNOFF?

- Asthma!
- Malaria
- Hanta Virus
- Emerald Ash Borer
- Sudden Oak Death
- Resistance
- Bed Bugs
- Lyme Disease

## 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 Producers, Wine Growers Association, apple industry, Sainsbury, WAL\*MAF
  - Canadian "Environmental Choice"
  - LEED Green Buildings, **IPM STAR** for schools, structural pest and landscape services

It's all part of the new 21<sup>st</sup> Century "Cult of Sustainability"







## 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](http://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

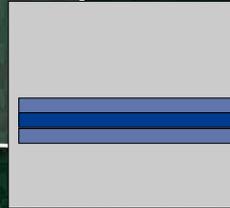
*Campbell Soup cuts 50% of pesticide use by contract growers*

*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**



## Crop advisors say...

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*"It's much easier to prove you should have put something on if you didn't – than the other way around."*

## 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](http://www.ipminstitute.org)
- [www.ipmcenters.org/ipmsymposiumv](http://www.ipmcenters.org/ipmsymposiumv)
- [www.bmpchallenge.org](http://www.bmpchallenge.org)
- [www.eco-labels.org](http://www.eco-labels.org)
- [www.unilever.com/environmentsociety/](http://www.unilever.com/environmentsociety/)
- [www.tesco.com/everylittlehelps/](http://www.tesco.com/everylittlehelps/)
- [www.lohasjournal.com](http://www.lohasjournal.com)
- [www.thegreenguide.com](http://www.thegreenguide.com)

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*Thank you for all  
that YOU do!*

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The graphic features a dark green background with a white curved line. On the right, a green wire basket is overflowing with white baseballs. The text is arranged in a clean, professional layout.

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