



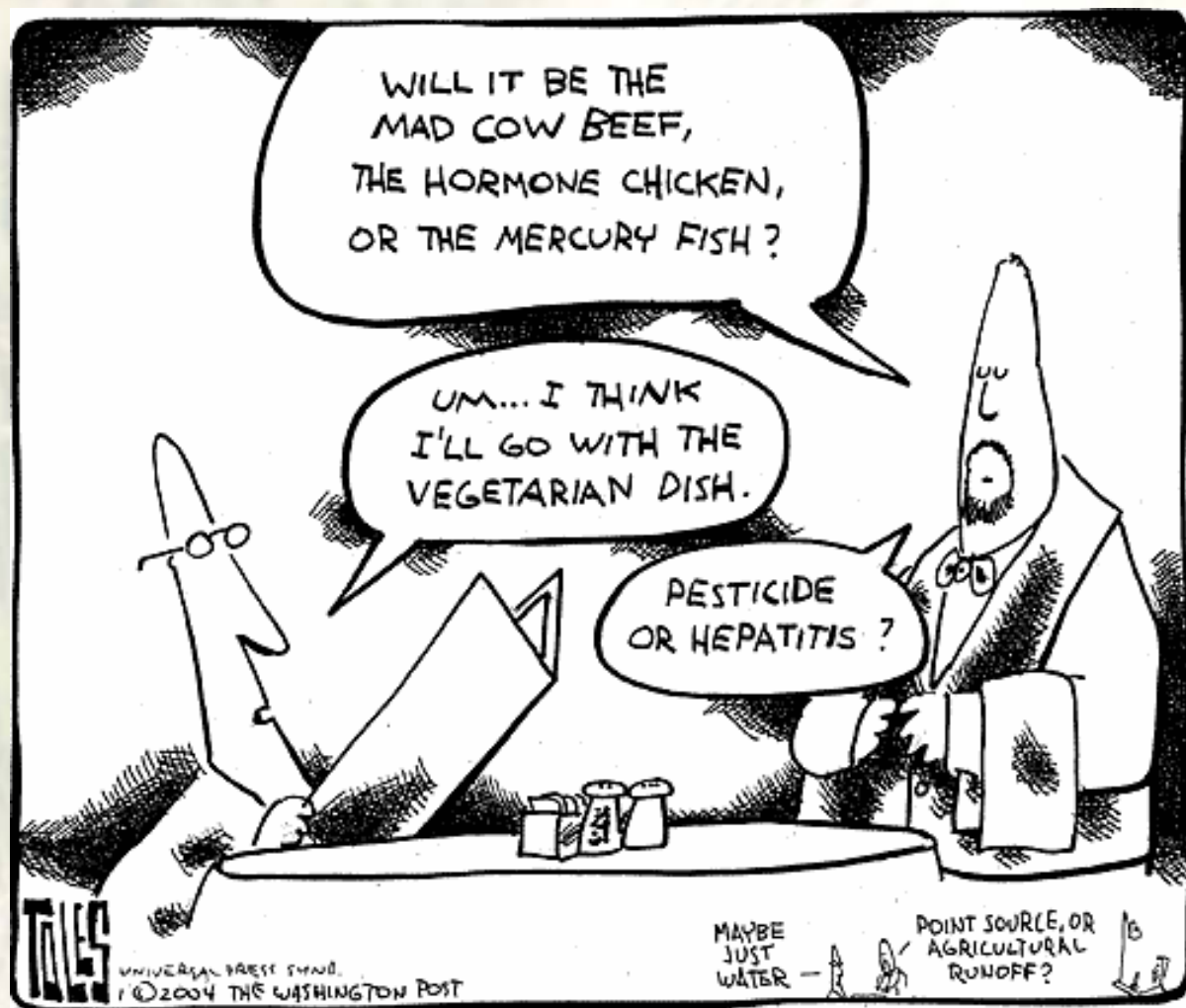
IPM & ECO-LABELS: A Billion Dollar Enterprise?

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US EPA Pesticide Environmental Stewardship Program, National Champion, 2004, 2005
US EPA Office of Children's Health, Recognition Award, 2005

Goals

- Sore needs
- Key lessons learned
- IPM & eco-labels, a BILLION dollar enterprise
- More about needs



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Lesson #1. 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*
- *Many new eco-labels on the bandwagon*
- LOHAS segment: 30% = 63 million US buyers
- Green building, cleaning, chemistry, health care, clothing, consumer electronics...
- Buy stock in eco!



#2. Consumers don't know beans about IPM!



WHAT IS IPM?

Farmers use **Integrated Pest Management (IPM)** strategies to prevent crop damage from insect, weed, and disease pests.

IPM PRACTICES INCLUDE:



WHY SHOULD YOU CARE?

Because IPM practices help farmers:

- conserve our environment
- produce quality crops
- maintain farm profitability



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#3. Must haves

- Quality, convenience, price
- *Credibility – More in a minute from Urvashi*



#4. Wholesale buyers



30% of market is eco-receptive, is your wholesale buyer?

#5. It's bigger than IPM or Organic, it's...



SUSTAINABILITY!

**Social
Equity**

**Corporate
Ethics**

**Economic
Justice**

**Animal
Welfare**

**Resource
Distribution**

**Fair
Labor
Practices**

**Fair
Trade**

**Worker
Safety**

**Environmental
Stewardship**

**Personal
Health & Wellness**

**Eco-
efficiency**

Biodiversity

**Food
Safety**

Nutrition

**Soil, Water, Wildlife
Conservation**

**Body
Burden**



STRATEGIES

**Social
Equity**

Education

Taxation

Regulation

**Economic
Justice**

Awards

**Fair
Trade
Labels**

Worker
Safety
Training

**Animal Welfare
Standards/Auditing**

Emissions
Trading

**Environmental
Stewardship**

**Personal
Health & Wellness**

Eco-
Footprint Analysis

**Eco-
labels**

Food
Safety

**Nutrition
Labels**

Best
Management
Practices

EMS

Organic

Residue
Testing

IPM

#6. Make it PAY

- An additional cost to doing business – develop benefits to cover costs:
 - *reduce inputs & costs, improve yield & quality*
 - *liability reduction, better community relations*
 - *access to premium markets, price premiums*
 - *entry to government incentives; EQIP, CSP, “green payments”*
 - *improved employee morale and productivity*



Success is busting out all over!

- **FOREST STEWARDSHIP COUNCIL**

- Founded 1993
- *\$1 billion in certified sales in '04*
- Home Depot, IKEA, Time-Warner
- www.fsc.org



Northeast “Eco Apples” take off!

- Collaboration funded by EPA Region I and others
- UMass, Cornell, growers, crop consultants kibbutz on “hybrid” standards
- RED TOMATO distributes, IPM Institute certifies, independent third parties inspect

Minimum requirements:

You must (for example) sample mites and mite predators before applying miticide, use insecticide for tarnished plant bug only if trap captures over threshold

Point-based practices:

E.g., use trap out to control apple maggot fly

Red (do not use), Yellow (use with restrictions) and Green (use with justification) pesticide list:

E.g., do not use azinphos methyl, endosulfan, paraquat, permethrin, ziram,

eco **apples**TM

BORN AND RAISED HERETM

- Red Tomato apple sales more than double from '04 to '05
- Whole Foods Market, Trader Joe's can't get enough!

Cost of Pesticides Applied by Pesticide Toxicity

Pesticide Type	2004	2005	% Difference
Green	\$24,755	\$21,352	-13.7
Yellow	\$124,598	\$105,186	-15.6
Red	\$12,714	\$11	-99.9

Many more examples...

- **ISO 14001**
 - Environmental Management System meeting the ISO international standard
 - Mott's first US food processor; Weyerhaeuser
 - US fourth with 975; Japan first with 2500
- **United Egg Producers, American Soybean Association, Pork Producers, Canadian apple industry IFP, Oregon LIVE**
- **Sainsbury's, Unilever, SYSCO**
- **Community and ag IPM**

Don't get left behind!



*When I grow up,
I'm going to be an
ECO BUYER!*

More about needs

- Fading land-grant resources are backbone
- Cost share for inspection, improvements
 - Less than 2% of NRCS \$\$ for IPM
- It's the outcomes
 - What impact are we having on health, enviro, economics?
 - Funding and partners needed