



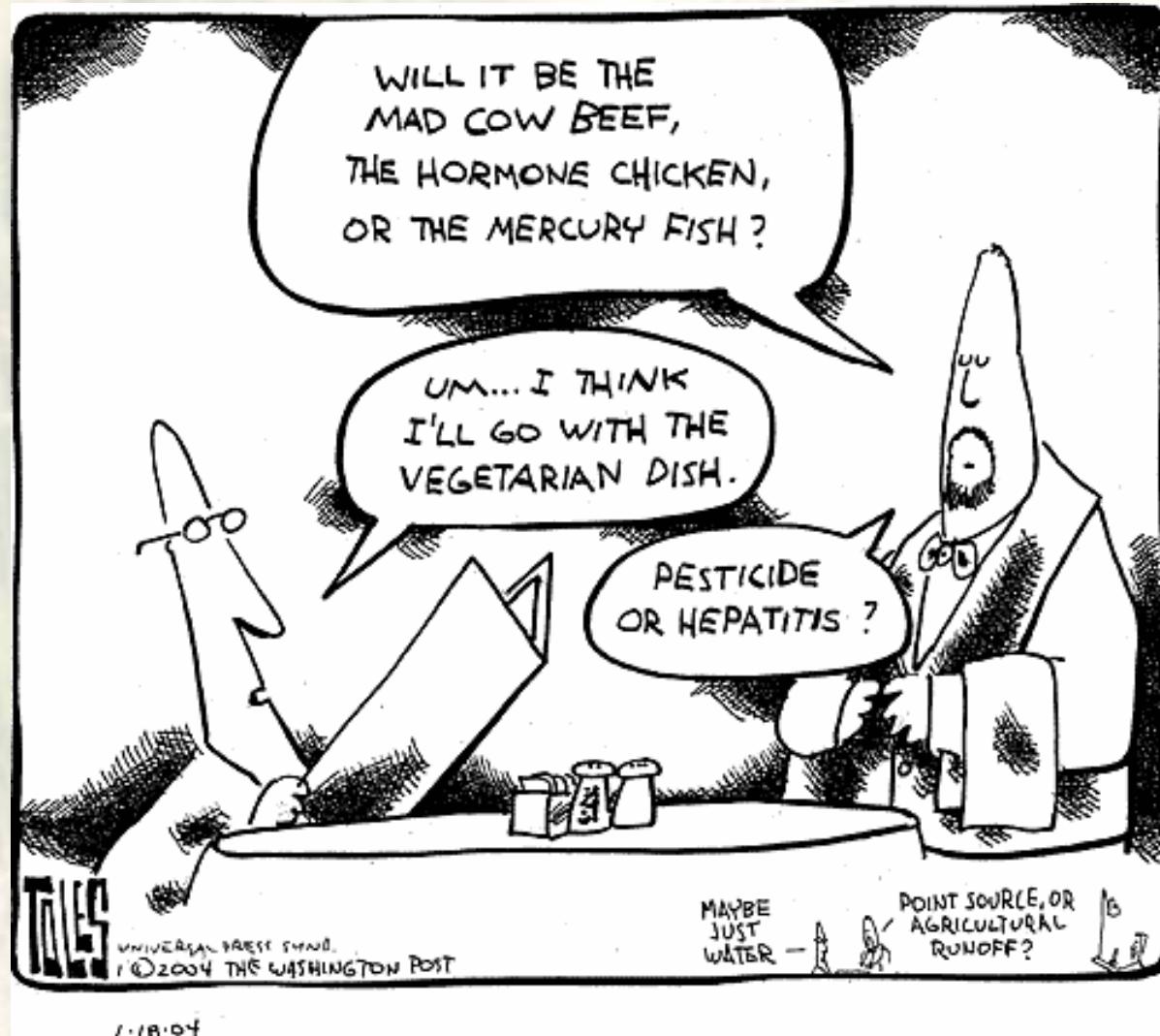
# IPM & ECO-LABELS: A Billion Dollar Enterprise?

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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



# 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

RUTGERS COOPERATIVE EXTENSION

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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!

*Economic  
Justice*

*Social  
Equity*

*Corporate  
Ethics*

*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

Animal Welfare Standards/Auditing

## Environmental Stewardship

Eco-Footprint Analysis

Best Management Practices

Education

Taxation

Regulation

Emissions Trading

Eco-labels

EMS

Organic

IPM

## Economic Justice

Fair Trade Labels

Worker Safety Training

## Personal Health & Wellness

Food Safety

Nutrition Labels

Residue Testing

# #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](http://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<sup>TM</sup>

BORN AND RAISED HERE<sup>TM</sup>

- 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; Weyerhauser
  - 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