



## Synergizing Organic and IPM: Market drivers and barriers to IPM adoption

S. Futrell, March 2015  
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# Barriers to IPM in Marketplace

- Definition of IPM covers a wide range of practices and levels of adoption
- IPM practices can vary by season, crop, region and farm, even blocks within farm
- IPM is not generally based on black/white, all or none categories of practices and substances.
- So broadly practiced it has not coalesced a strong community of advocates especially among consumers.

# Opportunities for IPM in Marketplace-- depend on how we respond to Barriers

- Definition of IPM covers a wide range of practices and levels of adoption
- IPM practices can vary by season, crop, region and farm, even blocks within farm
- IPM is not generally based on black/white, all-or-none categories of practices and substances.
- IPM so broadly practiced it has not coalesced a strong community of advocates especially among consumers.

# Early Efforts to Market IPM: 1980s-90s

## Wegman's IPM Label collaboration with Cornell



# Marketing programs based on IPM

- **Responsible Choice** is a program of the Stemilt fruit company, modeled after Integrated Production standards developed in Europe. The program addresses pest management, irrigation, fertilization and post-harvest practices and chemical use.
- **Protected Harvest** is a collaboration between the University of Wisconsin, the Wisconsin Potato and Vegetable Growers Association and World Wildlife Fund.



# Marketing with IPM as a basis for standards or certification



# Farming stories that include IPM



sweet, petite, great to eat!



# Current Initiatives ongoing

- Potato Sustainability Initiative—McCain, ConAgra, Simplot, McDonald's, Sysco, IPM Institute and others.
- Equitable Food Initiative—OxFam and collaborative of farm and farmworker organizations, Costco, and others, using IPMPRIMe.
- See the poster session here at IPM Symposium for more information on these and other initiatives.

# Sustainability ratings & certifications with IPM components

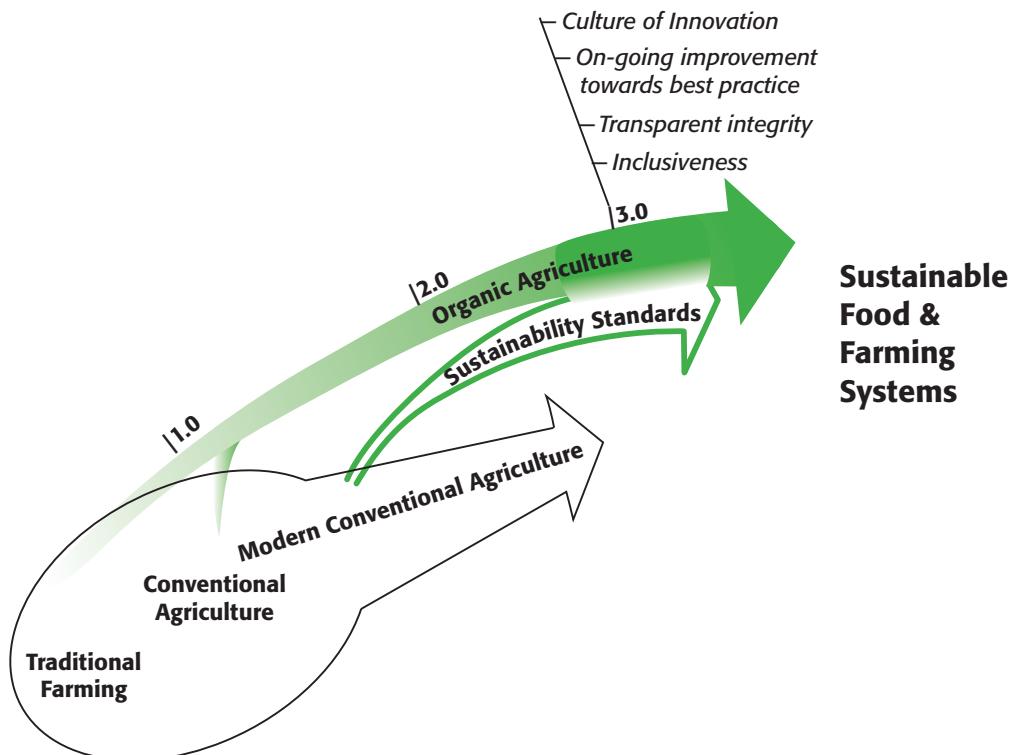
## Whole Foods Rating: Responsibly Grown-proprietary Walmart Sustainability initiative – based on Stewardship

### Index

The screenshot shows the homepage of the Whole Foods Responsibly Grown website. The top navigation bar includes links to Home, About Our Products, Our Quality Standards, Responsibly Grown, Purpose & Why It Matters, What Do We Measure, How Our Produce Rating System Stacks Up Up, What About Other Produce Labels?, Our Partners, and Responsibly Grown in Action. The main content area features a large image of a hand holding a bunch of leafy greens. To the left, there are two sections: 'WHAT IS THE PURPOSE OF RESPONSIBLY GROWN?' and 'WHY DOES IT MATTER?'. The 'PURPOSE' section lists three goals with checkmarks: Reward farmers who work hard to protect human health and the environment; Prohibit the most harmful chemicals; measure and reduce the rest; and Provide shoppers with an at-a-glance Good, Better or Best rating for sustainable farming practices. The 'WHY IT MATTERS' section includes two bullet points: An estimated 5.2 billion pounds of pesticides are used worldwide each year, and Agriculture uses 70% of the world's accessible fresh water. To the right, there is a circular seal for 'WHOLE FOODS MARKET \* RESPONSIBLY GROWN' featuring a tractor and a field.

# Section 1 – Eco is everywhere

[IFOAM 3.0 DRAFT—used with permission]



# 2015: Label/shopping environment

Lots of stand-ins for 'good'

Natural – Farmstand– Artisan—

Organic isn't the only stand-in for good/safe anymore.

Mainstream organic: is still a stand-in for “good, no pesticides, safe” ie S&S

Just Organic isn't enough anymore

- Cutting edge organic is Organic +++ : organic as the starting point, plus lots of other attributes—fair, local, farm, grassfed, etc etc

Local +++ is continuing to be a strong stand-in for a whole range of values

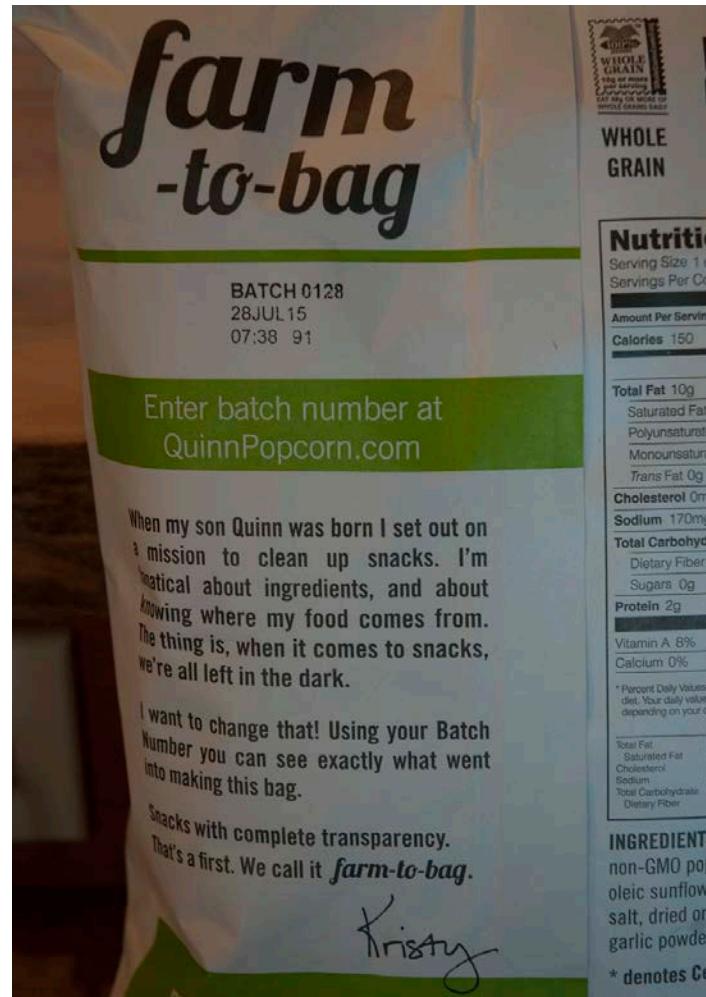
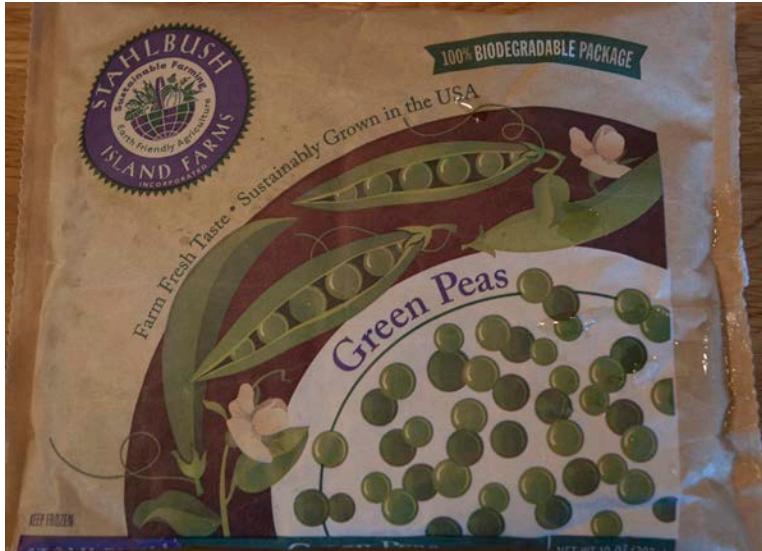
Farm and producer stories abound on packaging

Getting more sophisticated      --

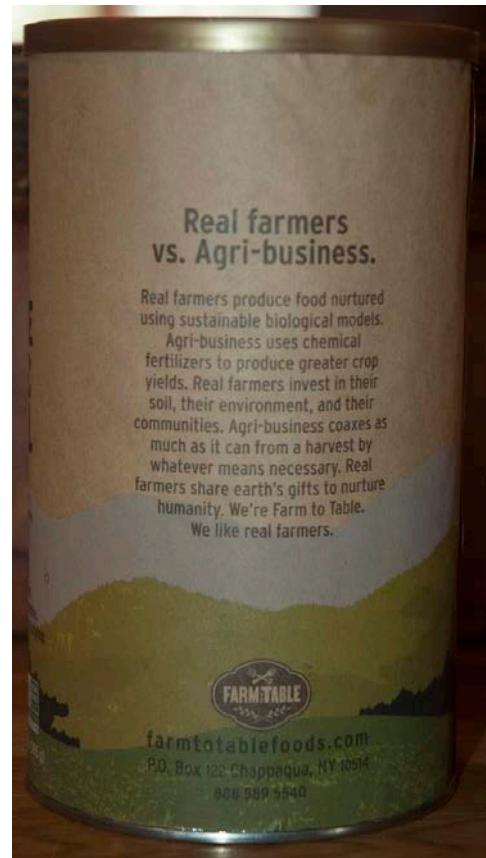
# Multiple claims: free of, made with respect for the environment, many ‘soft’ claims



# Traceability as a market position



# Lots of 'splainin going on





Thank you!

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