



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.
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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



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

[Home](#) » [About Our Products](#) » [Our Quality Standards](#) » [Responsibly Grown](#) » Purpose & Why It Matters

WHAT IS THE PURPOSE OF RESPONSIBLY GROWN?

- ✓ Reward farmers who work hard to protect human health and the environment.
- ✓ Prohibit the most harmful chemicals; measure and reduce the rest.
- ✓ Provide shoppers with an at-a-glance Good, Better or Best rating for sustainable farming practices.

WHY DOES IT MATTER?

This system was developed to address some of the serious challenges facing agriculture today.

- An estimated 5.2 billion pounds of pesticides are used worldwide each year.
- Agriculture uses 70% of the world's accessible fresh water.

RESPONSIBLY GROWN

What is the Purpose of Responsibly Grown?

[What Do We Measure](#)

[How Our Produce Rating System Stacks Up Up](#)

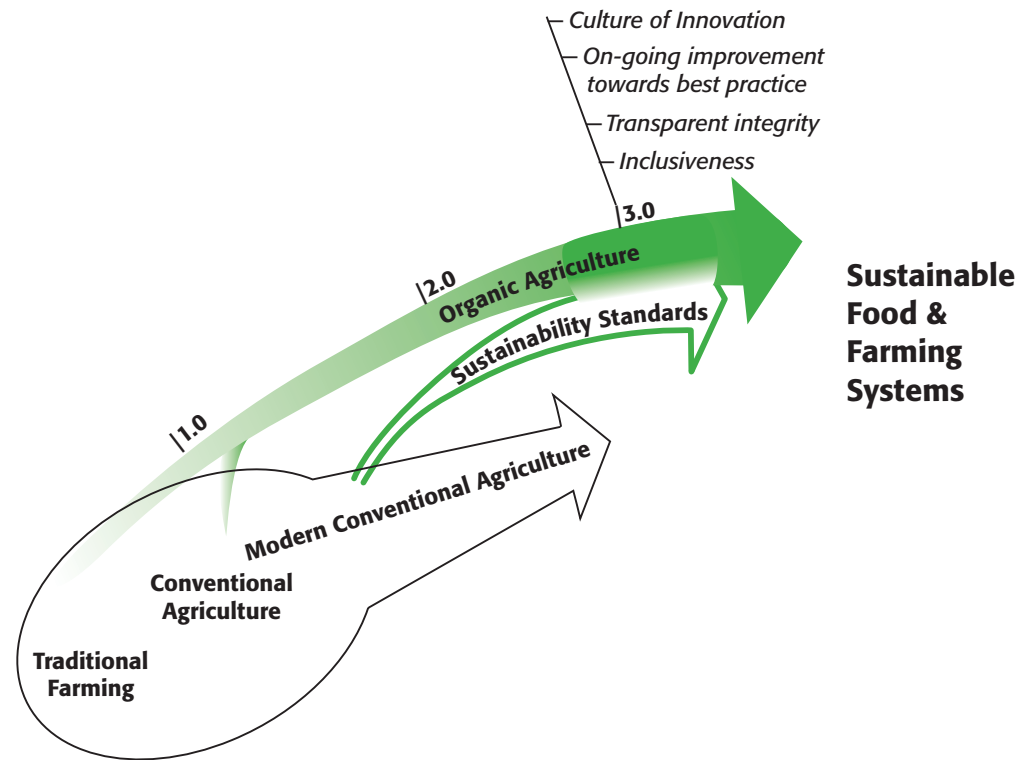
[What About Other Produce Labels?](#)

[Our Partners](#)

[Responsibly Grown in Action](#)

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

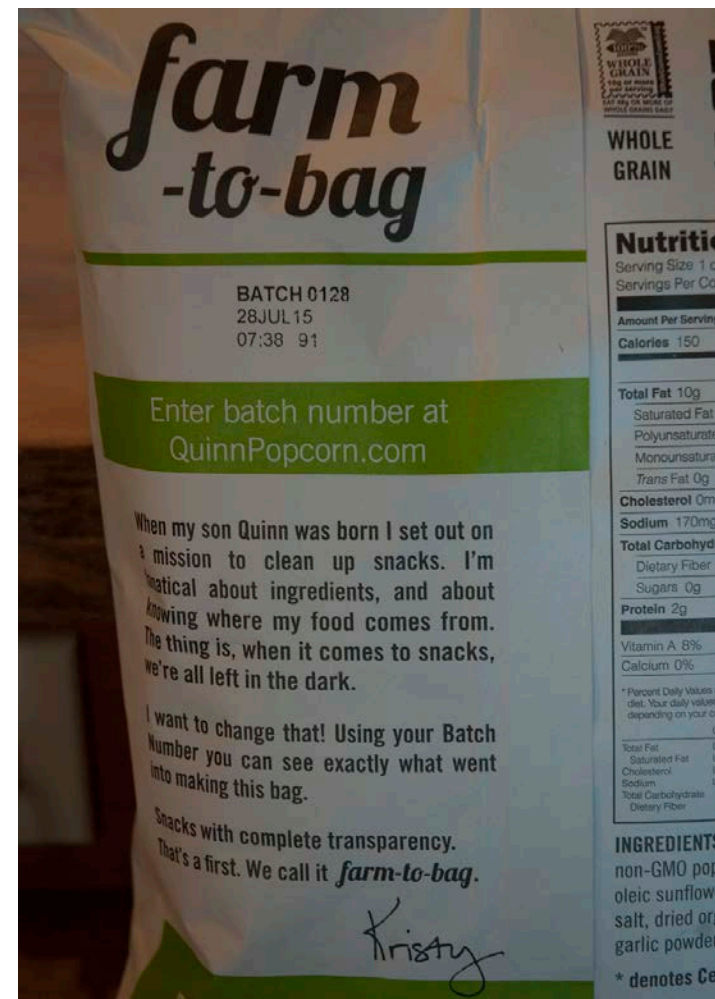
Farm and producer stories abound on packaging

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





www.redtomato.org

Thank you!

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