



ACTIVISTS HAVE CREATED UNFOUNDED FEAR ABOUT THE USE OF PESTICIDES AND ARE WORKING TO BAN ALL PRODUCTS AND THEIR APPLICATION.

TO HELP STOP THIS, WE NEED YOUR SUPPORT NOW!

In Canada, there are many well-organized activists and activist groups that receive hundreds of thousands of dollars in funding from Federal, Provincial, and Municipal governments in order to lobby for banning the use of pesticides. Right now, in Western Canada, they are concentrating on municipal bylaws and the ‘cosmetic’ use of pesticides. However, there is also heavy lobbying going on at Provincial levels for the institution of a province-wide ban on both the sale and application of ‘cosmetic’ pesticides. We know that even success in this area will not satisfy the activist movement, and other pesticide use—including agricultural and industrial—will be targeted next. In Ontario, which has recently passed a provincial ‘cosmetic’ pesticide ban of both the sale and use of products, activists have already announced that golf courses and agriculture are high among their next targets.

The Integrated Environmental Plant Management Association of Western Canada (IEPMA) is an association whose members include applicators, industrial vegetation companies, golf courses, consultants, and lawn and tree care companies. The IEPMA, founded in 1992, originally operated only in British Columbia, but now accepts and supports members from all areas of Western Canada. The IEPMA is aware that a great deal of the information and ‘scientific’ reports cited in support of pesticide bans is based on falsified and fraudulent information, and is often forwarded and presented by individuals who have also misrepresented their qualifications.

The banning of pesticide use in Canada would have serious consequences to the landscape and turf grass industry as well as to any company or individual that uses pesticides as a needed tool—and even more so in these difficult economic times. If pesticide use is eliminated, there could also be serious consequences to public health, the supply of food, and the safety of industrial operations. Therefore, the IEPMA has decided to develop a proactive program and business plan with the express purpose of opposing the anti-pesticide activists and the bans they have been promoting.

The IEPMA realizes that this initiative will have a greater chance of success if pesticide users—and their organizations—throughout Western Canada are united in representing their interests to every level of government. For this reason, the IEPMA is seeking support from, and alliances with, concerned and potentially affected organizations, companies, and individuals in B.C., Alberta, Saskatchewan, and Manitoba.

In two important ways, the IEPMA seeks support from those who use—and wish to continue to use—pesticides as a needed tool:

1. Advocate for the industry by sending letters and signing petitions. We will keep you informed on the locations and issues requiring attention.

2. **Funding:** Funds will be used to retain the services of Jeffrey Lowes of MREP Communications [see the MREP website at www.mrepcommunications.com] to help initiate and facilitate an advocacy program on behalf of the industry in Western Canada. The IEPMA has been working with Mr. Lowes for the past year, and we have been impressed with his knowledge and understanding of the problems facing us, with his research into the myriad connections and motivations behind those seeking to justify pesticide bans with fraudulent and unscientific information, and with his action plans for fighting undue and unnecessary legislation at all levels of Government. Jeffrey was one of the keynote speakers at our recent (January/09) Conference [see the IEPMA website at www.iepma.ca]. He has been very active in Ontario, and knows how to function with all levels of Government, from Municipal to Federal. His experience and expertise will be invaluable to those of us in Western Canada who also face a similar situation. Jeffrey will help create a long term business plan and method of operation for the fight against the activist onslaught, and will work with provincial and federal counterparts to obtain funding and support.

The goal, then, is to develop the IEPMA into a western organization that can become a clearing house to provide information for policy developers and to develop educational programs. The IEPMA wishes to create partnerships and eliminate real or perceived barriers between members of all levels of the government and the industry. Jeffrey's role—outside of the IEPMA—will be a very active one at the Municipal, Provincial, and Federal levels. In addition to lobbying, Jeffrey may begin legal actions against municipalities that have chosen to propose or enact bylaws based on unscientific and fraudulent information.

Specifically, MREP Communications will:

1. Review regulations at all levels of government to ensure they are based on science and not rumour or hearsay, and to correct inaccurate information in pending or current bylaws.
2. Work in partnership with provincial regulators and policy advisors in educating the industry and the public.
3. Ensure that the message is clear that while our industries are not based solely on pesticides, pesticides are essential tools.

It is imperative that you become involved, and—just as important at this juncture—help fund the movement to bring real science to the forefront. We can only succeed if we present a strong, dedicated, and united front. Now is the time to act: the activists are already years ahead of us in organization, funding, and lobbying. We don't have a lot of time left to correct the situation. Please contact one of the following as soon as possible, so that we can finally begin to set the record straight:

John Holland
Communications Director
IEPMA of Western Canada
Email: iepma@shaw.ca
250-764-7628

Jacquie Doherty
President
IEPMA of Western Canada
Email: mjdoherty@shaw.ca
250-578-8383