IPM & ECO-LABELS: A Billion Dollar Enterprise?

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Goals

• Sore needs
• Key lessons learned
• IPM & eco-labels, a BILLION dollar enterprise
• More about needs
WILL IT BE THE MAD COW BEEF, THE HORMONE CHICKEN, OR THE MERCURY FISH?

UM... I THINK I'LL GO WITH THE VEGETARIAN DISH.

PESTICIDE OR HEPATITIS?

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MAYBE JUST WATER. POINT SOURCE, OR AGRICULTURAL RUNOFF?

1/18/04
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!

Poster & Fact Sheet: $15.00
*Additional Posters $5.00 ea.
For shipping & payment info, contact Norma Stopek (732) 932-9801
stopek@aesop.rutgers.edu

 WHAT IS IPM?
Farmers use Integrated Pest Management (IPM) strategies to prevent crop damage from insect, weed, and disease pests.
IPM PRACTICES INCLUDE:

- Susceptible vs Resistant
- Pest Resistant Varieties
- Cultivation
- Natural Control
- Pest Monitoring
- Responsible Chemical Use

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...
#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, ....
• 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

<table>
<thead>
<tr>
<th>Pesticide Type</th>
<th>2004</th>
<th>2005</th>
<th>% Difference</th>
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<tbody>
<tr>
<td>Green</td>
<td>$24,755</td>
<td>$21,352</td>
<td>-13.7</td>
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<tr>
<td>Yellow</td>
<td>$124,598</td>
<td>$105,186</td>
<td>-15.6</td>
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<tr>
<td>Red</td>
<td>$12,714</td>
<td>$11</td>
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</table>
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