becoming a victim of air pollution.

Ahh, television news in the 90s. Tabloid journalism has sneaked its way onto the airwaves. And the pursuit of facts seems to have been replaced by the pursuit of ratings. So the specialty pesticide industry needs a media watchdog that not only watches. But that also takes action. Fortunately, we have one. RISE. Responsible Industry for a Sound Environment. RISE is a coalition of manufacturers, formulators and distributors from all areas of the specialty pesticide business. In addition to promoting environmental stewardship, RISE makes sure the media doesn’t report misinformation as fact. We also hold editorial meetings with media decision-makers. And respond to negative articles or broadcasts that are incorrect. We’ve been very successful so far. Not surprising considering what our most powerful weapon is. The truth. Of course, there’s still a lot more work to do. But rest assured, RISE is up to the task. Because we know if we eliminate air pollution, the pesticide industry can breathe a lot easier.