

CHALLENGES TO CONTINUED PESTICIDE USE IN URBAN AREAS

Allen James

Executive Director

RISE (Responsible Industry for a Sound Environment)

Washington, D.C.

I. Introduction: Today, more than ever, the use of pesticides in urban areas is being challenged. The purpose of the presentation is to review some of the reasons, and what is being done by industry to overcome these challenges.

II. Reasons for challenges to urban pesticide use:

- a. Negative Media Coverage,
- b. Activist recognition that goals can be achieved at local level,
- c. Legislators "knee-jerk reaction" to pressure,
- d. Failure of industry and applicators to communicate effective "safety" message.
- e. Efforts by "true believers"
- f. New pesticide law__ Food Quality Protection Act

III. What is industry doing?

- a. Support for organizations like RISE
 - 1. Media response
 - 2. Agressive media awareness
 - 3. Challenging misleading scientific studies
 - 4. Developing industry coalitions
- b. Special education programs for Agricultural Agents
- c. Developing new products/technology/training
- d. Developing response to FQPA