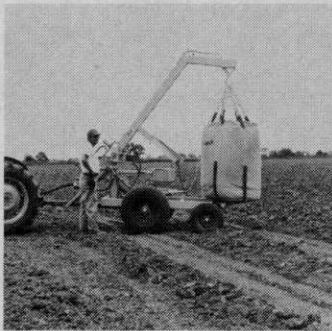
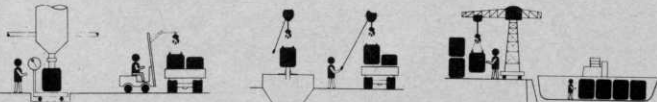


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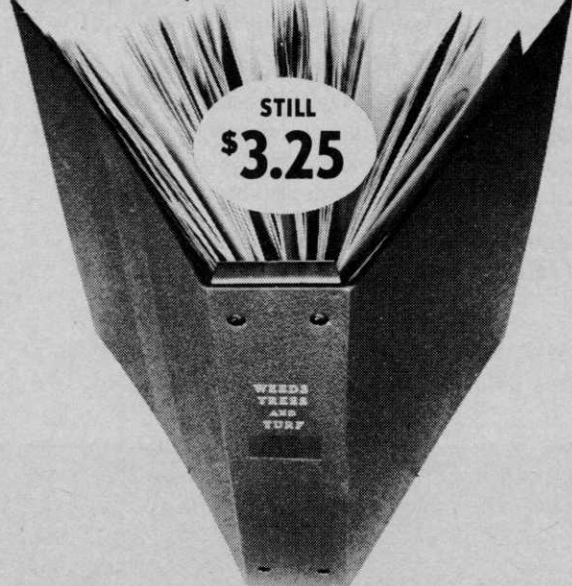


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Editorial

Environment Management

Our so-called "Green Industry" is charged with maintaining the environment — insofar as spreading "greenbelts" about is concerned. This is good.

We now have the public conscience on our side in that they are aware of the esthetic values. The public wish today, is without doubt to upgrade the environment and to do so in such fashion as to maintain the ecology for us and for the future. We have public support in this.

We have certain pluses in our favor: (1) EPA must be credited with a more realistic approach to chemical use than anticipated; (2) the public apparently is now more willing to study the problem rather than react emotionally. The emotional crisis, generated by rash statements with almost no attempt at documentation, seems less serious at the moment. Such voices of public figures and quasis scientists (some of whom are still around) enjoy less publicity. (Actually, they overplayed their hands very early in the game); (3) manufacturers have marshalled their forces via research and public relations efforts; (4) more support has been forthcoming from the University family; (5) biological control as an immediate solution is now publically viewed as a more distant supplement tool; and (6) more people today are aware of the role of pesticides in providing our voluminous and high quality food supply, and the further role of pesticides in conservation, disease control, etc.

Thus, our job becomes largely the responsibility for environmental management — both to sell the program and to carry it out. We haven't won yet, but we now know that the collective industry can do so. We are making strides — and big ones.

For example: utilities are developing a new look for rights-of-way. Power lines are being built below the crests of hills, and natural vegetation left and maintained for beauty and for wildlife; highway planners blend rights-of-way into natural surrounding and plan trees and shrubs for both beauty and utility; city planners look with favor on shopping centers and other developments which include lots of green; new turfgrasses, new tree varieties, and a wealth of new equipment to maintain them are on the market; and much more astute press and other media, have all helped.

We have a responsibility to use pesticides carefully-and not to MISUSE them. A few careless operators can hurt the entire industry. Because, today, news travels fast — and across the nation.

Another plus we enjoy is that pestilence (weeds, insects, and disease) constitutes a common denominator. Everybody, everywhere, is plagued.