

editorial

FORMER Agriculture Secretary Benson used to say that water, land and people are inseparable components of one thing . . . *our welfare*.

Isn't this about the strongest environmental impact statement ever made? And it was delivered a decade or two before "environmental impact" was even coined as a phrase.

In our industry, the elements of water, land and people are parts of an aggregate and we must deal with the relationship as a single entity. Water resources are an excellent example.

This month WEEDS TREES and TURF deals with aspects of aquatic weed control in a special section. And next month there will be heavy emphasis on irrigation.

Irrigation, in our view, is more of a people business than water business. So is aquatic weed control.

People have been responsible for the spread of the aquatic weed industry up through most of the country. And we're not talking about a youngster tossing hydrilla seeds from a car window all the way to Iowa. We're talking about an ex-

plosion in the appreciation of water as a factor of beauty — about climbing real estate values where ponds, lakes and streams are concerned. About the ever-rising demands for recreational water.

We're talking about the critical concern for the protection of potable water supplies all across the country. Legislators and federal attorneys are looking right through microscopes at these concerns. Water quality . . . water beauty! These are terms for the 1970's and 80's. They are *people concepts*.

We agree with the ideas of former Hyacinth Control Society president Robert Gates . . . that environmental improvement is, in effect, good house-keeping. His chief concern two years ago is still ours today; that people must be willing to pay if they would solve environmental problems and preserve a way of life for their children and grandchildren.

For these reasons we see members of the vegetation care industry as stewards in the protection of America's resources . . . proprietors of the knowledge and techniques to preserve life and beauty . . . managers in an industry which provides for *the welfare of people*.



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