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Contact: Carl Meyer

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Fax: 602-966-0923
Contact: Cheryl Goar

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573-636-3828
Fax: 573-635-7988
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Contact: Barbara Walters

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Contact: Kathy Spangler

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These questions came straight from the customers of lawn care operators, pest control operators and other professional pesticide applicators across the country—and probably reflect the concerns of your customers. The more your customers know about the products you use, how you use them and how much is used, the more confident they will be in you and your service.

Communicate With Your Customers

Your customers expect you and your employees to be credible and knowledgeable sources of information about your products. Take time to talk with them about your safe and responsible use of pesticides.

Studies show that most people don't know that pesticide products are among the most highly tested products sold. The U.S. Environmental Protection Agency (EPA) registers only those uses of pesticide products that pose minimal risks.

- Emphasize that pesticide products must undergo stringent government-monitored testing before they can be sold. It is a long and costly process. For example:
 - It takes a chemical manufacturer eight to 10 years to test and register a product, at an average cost of \$30 million to \$50 million.
 - As many as 120 tests or more are performed, many specific to health, safety and the environment.
 - Only one potential pesticide in 20,000 makes it from the research lab to the market.
- Explain Integrated Pest Management (IPM) to your customers. Most do not fully understand the concept. Point out that a successful IPM program stresses prevention, pest identification and selection of the best method of pest control, which may require the use of pesticides. Tell how you incorporate IPM into your pest management practices.
- Identify the specific pesticides you use and the pests they control.
- Indicate that professionals use an array of products, many the same as those used by homeowners.
- Assure customers of the benefits pesticides provide for turf, trees and ornamentals, and in the home. For example:
 - Termites cause over \$1 billion in structural damage each year.

"Are the pesticides you use safe?"

"Are the pesticides that professionals use stronger and more toxic?"

"When is it safe for my children and pets to return to an area after a pesticide application?"



- One large, pest- and disease-free tree has the same cooling effect as 15 room-size air conditioners.
- A well-maintained lawn and landscape adds as much as 15 percent to a home's value.
- Discuss your safe and responsible use of pesticides as a professional applicator. Note the many steps you take to ensure that the pesticides you use are used properly.
- Advise your customers that you closely follow label instructions. The label contains instructions for only those uses approved by EPA.
- Outline the extensive training that is mandatory for professional applicators in order to apply specialty pesticides. Applicators are required by law to undergo training, certification and licensing, as well as to keep records of each job performed.

- Explain what happens to pesticide containers once a job has been completed. Note that containers are disposed of properly.

What Else Can You Do?

Provide your customers with materials such as newsletters, brochures, fact sheets and bill stuffers that communicate these messages. Be sure that someone at your company, who has a basic knowledge of the products and application methods your company uses, is available to answer questions.

RISE Is A Resource

RISE is the voice for the specialty pesticide industry. Its members include manufacturers, formulators, distributors and other industry leaders.

RISE works in cooperation with your national, state and local user/applicator associations and is an additional source of information regarding issues facing pesticide users. We can help you in your role as a knowledgeable and credible information source to customers and to the public. A brochure on communicating about pesticides with your customers is available. Contact RISE to receive your copy.

We urge you to take an active part in your state and national association(s). We work together to support your business.



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