



Keeping Tools in the Toolbox: How to Talk About Pesticides

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**Responsible Industry for
a Sound Environment®**

Keeping Tools in the Toolbox: How to Talk about Pesticides

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About RISE

- National trade association representing manufacturers, formulators, distributors, and other industry leaders involved with specialty pesticides and fertilizers
- Engaged at the federal, state, and local levels
- Track emerging issues and make appropriate outreach and investments; strive to develop relationships and assets and strengthen to partnerships
- Volunteer driven, relying on member leadership, engagement, and commitment to the industry
- We share resources and messaging
- Visit www.pestfacts.org or www.debugthemyths.com



About Specialty Pesticides

RISE serves an industry comprised of eight major segments:

- **Aquatics** – Vegetation management professionals use pesticides to keep weeds from choking lakes, rivers, and streams, and to protect human lives
- **Consumer** – Consumers use pesticide and fertilizer products to protect their homes and grow their gardens
- **Forestry** – Foresters use specialty pesticides to control undesirable vegetation and enhance tree growth, thus reducing the chance of wildfire and improving the quality of the forest
- **Nursery and Greenhouse** – Nursery and greenhouse growers use pesticides and fertilizers to protect and grow trees, shrubs, and plants
- **Public Health** – Public health officials manage the professional application of pesticides to control mosquitoes and ticks, as well as other carriers or transmitters of infections, disease, or human allergens
- **Structural Pest Control** – Pest management professionals use pesticides to control termites, fleas, carpenter ants, rodents, and cockroaches to lessen threats to human health and risk of structural damage
- **Turf and Ornamental** – Turf and landscape professionals use pesticides and fertilizers to promote healthy turfgrass and landscaping
- **Vegetation Management** – Vegetation management professionals use pesticides to control noxious weeds and brush along roads, railroads, waterways, and public utilities

What is a Pesticide?

- In the United States, a pesticide is defined as any substance or mixture of substances intended for preventing, destroying, repelling, or mitigating any pest
- By law, EPA must act on all pesticide registration applications that it receives
- EPA's Office of Pesticide Programs (OPP) has designed a registration process to meet this requirement while also:
 - Protecting human health
 - Protecting the environment
 - Providing benefits for society
- Examples:
 - Antimicrobials
 - Defoliants
 - Dessicants
 - Fumigants
 - Fungicides
 - Insecticides
 - Herbicides
 - Miticides
 - Nematicides
 - Plant growth regulators
 - Rodenticides

Federal Pesticide Laws

- Two Statutes
 - Federal Insecticide, Fungicide & Rodenticide Act (FIFRA), 1947
 - Federal Food, Drug and Cosmetic Act (FFDCA), section 408
- Acts that Amended the Statutes
 - Food Quality Protection Act of 1996 (FQPA)
 - Pesticide Registration Improvement Act, 2003 (PRIA)

Federal Insecticide, Fungicide and Rodenticide Act (FIFRA)

- Requires all pesticides sold or distributed in the United States (including imported pesticides) to be registered by EPA
- Registration is based on evaluation of scientific data and assessment of risks and benefits of a product's use
- Label directions control how products are used
- Authorize limited use of unregistered pesticides or pesticides registered for other uses to:
 - Address emergencies (Section 18) and
 - Special local needs (Section 24C).
- Suspend or cancel a product's registration
- Training is required for workers in pesticide-treated areas and certification and training for applicators of restricted use pesticides

Federal Food, Drug and Cosmetic Act (FFDCA)

- Requires establishment of pesticide tolerances (MRLs) for all pesticides used in or on food or in a manner that will result in a residue in or on food or animal feed
 - A tolerance is the maximum permissible level for pesticide residues allowed in or on human food and animal feed. (Known in most countries and in Codex as MRLs)
- Includes strong provisions for protecting infants and children, as well as other sensitive subpopulations
- Provides for exemption from the requirement for a tolerance

Food Quality Protection Act (FQPA)

- Aggregate, non-occupational exposure from the pesticide (exposure through diet and drinking water and from using pesticides in and around the home);
- Cumulative effects from exposure to pesticides that have a common mechanism of toxicity;
- Whether there is increased susceptibility to infants and children, or other sensitive subpopulations, from exposure to the pesticide; and
- Whether the pesticide produces an effect in humans similar to an effect produced by a naturally-occurring estrogen or produces other endocrine-disruption effects.

Pesticide Registration Improvement Act (PRIA)

- First authorized in 2004
 - PRIA was reauthorized by the Pesticide Registration Improvement Renewal Act of 2007, the Pesticide Registration Improvement Extension Act of 2012, and Pesticide Registration Improvement Act Extension of 2018
- Under PRIA: Companies must pay service fees according to the category of the registration action
- EPA must meet registration decision review time periods, which result in a more predictable evaluation process for companies
- Shorter decision review periods are provided for reduced-risk registration applications

EPA Office of Pesticide Programs (OPP)

- Highly technical staff includes toxicologists, chemists, entomologists, wildlife biologists, agronomists, statisticians, economists, and other disciplines
- Located in Washington, DC
 - Staff in Regional Offices
 - Labs
- A pesticide cannot be legally sold or used in the United States if it has not been registered by OPP
 - Over 1,200 active ingredients
 - Over 18,000 products
 - Over 10,000 tolerances (MRLs)
- Contents of pesticide registration process:
 - Service fee(s) required by PRIA
 - Forms describing the requested action
 - Identity and quantity of all chemicals in the product
 - Data on potential risks to human health and the environment, including about the potential for pesticide residues on food (if applicable)
 - Proof that the product manufacturing process is reliable
 - Labeling, including directions for use, contents, and appropriate warnings
 - Evidence of meeting all legal and financial obligations

State Regulation of Federally Registered Pesticides

- Even if a federal registration is obtained, states may have additional requirements that must be met before the product can be distributed or sold within that state
- Requirements vary from state to state and may include:
 - Additional data requirements
 - Additional restrictions on pesticide use within the state
 - Additional licensing requirements
- Information about state pesticide regulatory agencies is available at: http://npic.orst.edu/reg/state_agencies.html

The Label is the Law

- EPA Registration Number
- Establishment Number
- Directions for Use
- Signal Word
- First Aid
- Ingredients Statement
- Precautionary Statements
- Hazards Statements
- Environmental Hazards
- Physical or Chemical Hazards
- Storage and Disposal
- Warranty Statement
- Net Contents
- Labeling requirements are product-specific, and are informed by the data

PRODUCT NAME

DIRECTIONS FOR USE It is a violation of federal law to use this product in a manner inconsistent with its labeling. _____ _____	KEEP OUT OF THE REACH OF CHILDREN DANGER FIRST AID (STATEMENT OF PRACTICAL TREATMENT) IF SWALLOWED _____ IF INHALED _____ IF IN EYES _____ IF ON SKIN _____ ACTIVE INGREDIENTS: _____ % OTHER (INERT) INGREDIENTS: _____ % TOTAL: _____ 100.00% THIS PRODUCT CONTAINS XX LBS. OF XXXX PER GALLON WARRANTY STATEMENT _____ _____ MANUFACTURER'S ADDRESS _____ _____ NET WT. / NET CONTENTS STATEMENT: _____ EPA Registration No. / EPA Reg. No: _____ EPA Establishment No. / EPA Est. No: _____
PRECAUTIONARY STATEMENTS HAZARD TO HUMANS (AND DOMESTIC ANIMALS) DANGER _____ _____ ENVIRONMENTAL HAZARDS _____ _____ PHYSICAL OR CHEMICAL HAZARDS _____ _____	
STORAGE AND DISPOSAL STORAGE _____ _____ DISPOSAL _____ _____	

Priority Issues for RISE

- State and local product bans and restrictions
- State pesticide preemption challenges
- Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) integrity
- Pesticide Registration Improvement Act (PRIA) and appropriations
- Non-PRIA registrations at EPA
- Endangered Species Act (ESA) administration
- Waters of the United States (WOTUS)
- Regulatory issues
- Litigation

Federal Regulatory: Endangered Species Act (ESA)

- EPA's role in implementing the ESA is “to ensure that the use of pesticides is not likely to jeopardize listed species or destroy or adversely modify their critical habitat when we register pesticides”
- ESA Workplan (April 2022) and ESA Workplan Update (November 2022)
 - Explains steps EPA is and will be taking to better protect non-target species, including listed species, earlier in the process through pesticide registration review and other FIFRA actions
- Vulnerable Species Pilot Project (June 2023)
 - A draft white paper that describes how EPA developed and evaluated proposed mitigations and developed an implementation plan to reduce their exposure to outdoor uses of conventional pesticides, including specialty pesticides
- Draft Herbicide Strategy (July 2023)
 - Describes proposed early mitigations for more than 900 listed species and designated critical habitats to reduce potential impacts from the agricultural use of these herbicides
- RISE continues to engage to highlight the unique application and best management practices already in use in the different segments of the specialty industry

Federal Legislative: PRIA Appropriations

- Appropriation levels:
 - FY 2022 Funding: \$129.367 million
 - FY 2023 Funding: \$140.457 million
 - PRIA Funding Trigger:
 - PRIA 4: \$128.3 million
 - PRIA 5: \$166 million
 - FY 2024 appropriations *still* underway
 - Industry Request: minimum of \$166 million (new PRIA 5 funding trigger)
 - President's Budget: \$172.18 million

State Legislative: 2023-2024 Legislative Priorities

- 2024 is the second year of the 2023-2024 legislative session
 - A significant amount of legislation that did not pass in 2022 has returned– along with some new challenges!
- 484 bills tracked in 2023
 - 270 introduced, 66 in consideration, 108 failed, and 45 passed
- Major focus for RISE includes legislation pertaining to:
 - PFAS
 - Bans and restrictions
 - Preemption

State Legislative: Bans and Restrictions

- Banning or restricting single active ingredients or classes of chemistry, such as:
 - Neonicotinoids (like recently signed NY S. 1856/A. 7540)
 - Glyphosate
 - Rodenticides
- Banning or restricting use patterns, such as:
 - Vegetation management, terrestrial, and aquatic uses
 - Within 75 feet of school property or prohibiting use on or near schools and daycares
 - Public property, including parks

State Legislative: Preemption

- FIFRA does not preempt (or prevent) local governmental regulation of pesticides
- 44 states have adopted some form of pesticide preemption
 - Without these measures, regulation by political subdivision (like a town, city, or county) would be allowed
- We support uniformity in pesticide regulation to ensure safe use
- Examples of positive and negative legislation:
 - Positive – OH solidified state pesticide preemption
 - Negative – Preemption rollbacks proposed in MN and CO

It Starts with You

- You are the most **credible source** for information on the safe use of pesticides.
- You make the industry **human** to people who don't know what we do and why.
- You are the key to achieving a **positive outcome** when faced with questions.

Your Role in the Conversation

- You are the expert!
 - Policy makers need to hear from you about your business and its practices
- Make time in 2024 to tell your story!
 - Lead with benefits
 - Share timely and relatable events and news to help tell your story
 - Be ready with cost comparison data
 - Be ready to talk about your area of expertise
 - Use email and virtual meeting tools

What is the benefit of preparing for these conversation?

- Spread awareness
- Create understanding for a positive impact
- Clarify a position
- De-escalate a situation
- Connect with audiences
- Tailor what you say.
- Prepare for anything (well almost anything!)

What do people perceive?

What We Hear...

Confusion

- Are pesticides good or bad?
- Do pesticides cause health or environmental problems?
- Is there a safer way?

Concern

- Aren't pesticides contaminating water sources?
- What are the pros and cons of using pesticides?

What We Can Offer!

Benefits and Solutions

- Pesticides serve an important role in protecting our families, communities, national infrastructure and the environment.
- We are committed to safe and responsible use of all pesticide products.



1. Seek common ground.

*Do you have children who play in the local parks?
Do you live in the community?*



2. Listen.

*What is/are their primary concern(s)?
Why do they think/believe this?*



3. Identify the opportunity.

*Is there an opportunity to correct misinformation?
What do they need to know?*



4. Deliver your message.

*Can you use a flag or bridge to pivot the conversation?
Now you know the audience and their concerns, what key message can you deliver?
Can you color your key message with a personal anecdote or story?*

THE CONVERSATION PATH

2022 Public Opinion Research

- Our goal this year: To gain a national-level understanding of public attitudes regarding specialty pesticide use, including opinions of:
 - Use by homeowners
 - Safety and efficacy
 - Belief in pesticides' contribution to the environment
 - Perspectives about the current regulatory approach nationwide
- We surveyed 2,000 adults age 18+ nationwide during April of this year
- Now for the good news...

Public Opinion Research: Attitudes About Pesticide Use

- **Generally speaking, the vast majority (77%) of U.S. citizens are not opposed to residential pesticide use**
 - In fact, six-in-ten (58%) have personally used, or paid someone to use, pesticide products around their home this past year, 80% of citizens say they want to have the ability to purchase and use these products
- **In addition to wanting the ability to purchase and use pesticide products, most U.S. citizens also believe pesticides are necessary**
 - 76% of citizens agree that pesticides are necessary because they protect families from health problems, disease and discomfort caused by bugs and weeds,
 - 75% agree that pesticides protect ecosystems from invasive species,
 - 75% agree that pesticides keep our outdoor spaces accessible, enjoyable, and well-maintained

Messages That Resonate: General Messaging

The safe and responsible use of pesticides is critical to our health, our environment, and our quality of life.

- Specialty pesticides protect homes, green spaces, water environments, and businesses from pests that impact public health and pose threats to the environment.
- Pesticides play a critical role in keeping our public spaces green and flourishing. They combat pests and rodents that spread disease. They control human allergens. They help our trees and plants produce oxygen, improve air quality, and conserve water. Pesticides are vital to a life well lived.

Messages That Resonate: Quality of Life

Specialty pesticides, backed by science, improve quality of life.

- They protect us from pests that spread disease.
- They provide playable, natural athletic fields and green spaces for us and our children.
- They protect and enhance aquatic environments for humans and wildlife.

A large majority (75%) of Americans agree that pesticides are necessary, because they keep outdoor spaces accessible, enjoyable, and well-maintained.

96% of Americans believe it is important that public green spaces in their community are well maintained.

Messages That Resonate: The Environment

Specialty pesticides improve and protect the environment.

- Our land, water, and wildlife are arguably our nation's most precious resources and need responsible maintenance to thrive.
- Specialty pesticides – used responsibly – encourage the best from these critical resources by protecting wildlife and promoting healthy ecosystems.

3 out of 4 Americans agree that pesticides are necessary, because they protect various ecosystems from invasive species.

Similarly, 75% agree that well-maintained yards and public green spaces make our environment healthier.

Messages That Resonate: Efficacy and Safety

There is a federally established, science-based, responsible, and balanced approach to pesticide use.

- Regulatory agencies established a science-based, responsible, and balanced approach to pesticide use.
- A rigorous regulatory process delivers confidence in the safety and efficacy of specialty pesticides.
- This process is extensive and can more than 11 years.
- All products are continually re-evaluated to ensure they are up to date on current scientific standards.

More than seven in ten (71%) of Americans say pesticides that are used around their home and yard are safe when these products are used properly, according to instructions on the label.

Over half (59%) of Americans believe the current framework for regulating pesticides is the right approach.

Messages That Resonate: The Regulation of Pesticides

- The United States Environmental Protection Agency (EPA) has responsibility for federal regulation of all pesticides. All pesticide products for sale in the United States must have an EPA registration.
- The EPA evaluates pesticide products to determine both the risks and the benefits of the products in its regulatory evaluation.
- It can take up to 8-10 years before a new product is registered for sale due to the rigorous registration process, including scientific reviews of product data, the impact on people and the environment, and effectiveness.
- All products are continually re-evaluated by the EPA to ensure they meet current scientific standards.
- The regulatory process also involves coordination with state governments who have regulatory authority, delegated by the EPA, to register and regulate pesticides for use within their borders.

6 Things to Remember

1. **Be Credible**
Truth and transparency are essential...don't guess or speculate.
2. **Be Compassionate**
Try to understand the emotions behind others' points-of-view.
3. **Be Relaxed**
People can be passionate about pesticide use, especially when it comes to their family and community. Don't let it fluster you...it's not personal.
4. **Be Personable**
Sincere, casual and honest communications go a long way.
5. **Be Positive**
Focus on the benefits of the products and their safe use.
6. **And know...**
You won't win 'em all, but you have to keep engaging and telling your story.

Join Today!

- Our Network strives to make it easy for you to grow as an advocate for the specialty pesticide industry.
 - Scan our QR Code
 - Sign up online at:
www.pestfacts.org/grassroots
 - Text “RISE” to 50457
- *If you have any questions or concerns:*
 - *Megan Striegel, RISE Grassroots Manager, at mstriegel@pestfacts.org*





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Questions?