

How We Make a Difference!

Harnessing the Power of the Marketplace to Improve Health, Environment and Economics



PSI
POTATO SUSTAINABILITY INITIATIVE

McDonald's

Lamb Weston
SEEING POSSIBILITIES IN POTATOES

BASIC AMERICAN FOODS

University of Idaho

THE SUSTAINABILITY CONSORTIUM

SOIL HEALTH INSTITUTE

McCain

Simplot

Canadian Horticultural Council

NATIONAL POTATO COUNCIL

trueearth CERTIFIED

ECO apple
Local done right.

Good things come from Sysco

Agflex

WHOLE FOODS MARKET
RESPONSIBLY GROWN

EFI

Pesticide Risk Tool
Science Informing Decisions

IPM Voice

GREEN SHIELD CERTIFIED
Pest control. Peace of mind.

iPIPE INTEGRATED PEST INFORMATION PLATFORM FOR EXTENSION AND EDUCATION

SCS GLOBAL SERVICES
SUSTAINABLY GROWN CERTIFIED

PARTNERSHIP for AG RESOURCE MANAGEMENT
sustainability | profitability | science

Ninth International IPM Symposium
March 2018

ipm
Evidence in Integrated Pest Management
IPM STAR CERTIFIED
www.ipminstitute.org

Check Strip

BMP Strips

CHECK IT OUT: stopschoolpests.org



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Stop School Pests: Professional Development Training for K-12 School Staff

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Stop School Pests are free online training courses for K-12 school employees to learn how to reduce pesticide use, prevent pests from entering schools and outdoor areas, and create healthy, safe spaces for children and staff using an Integrated Pest Management approach. Choose from nine online courses each created for different school staff groups.

Students and staff spend a major part of each day in school – at least 25% of the time they're awake. An unhealthy school environment with hazards from pests and pesticides has a profound effect on their health. Mice and

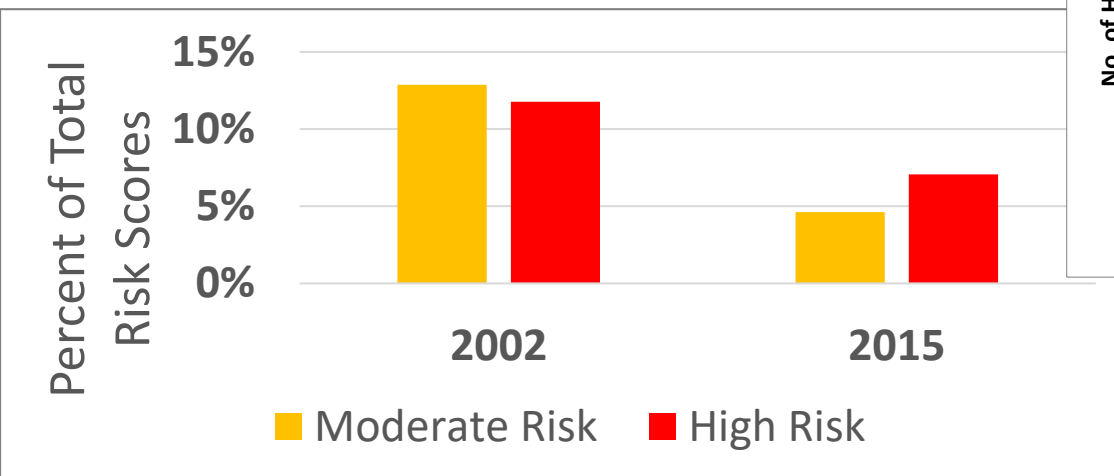
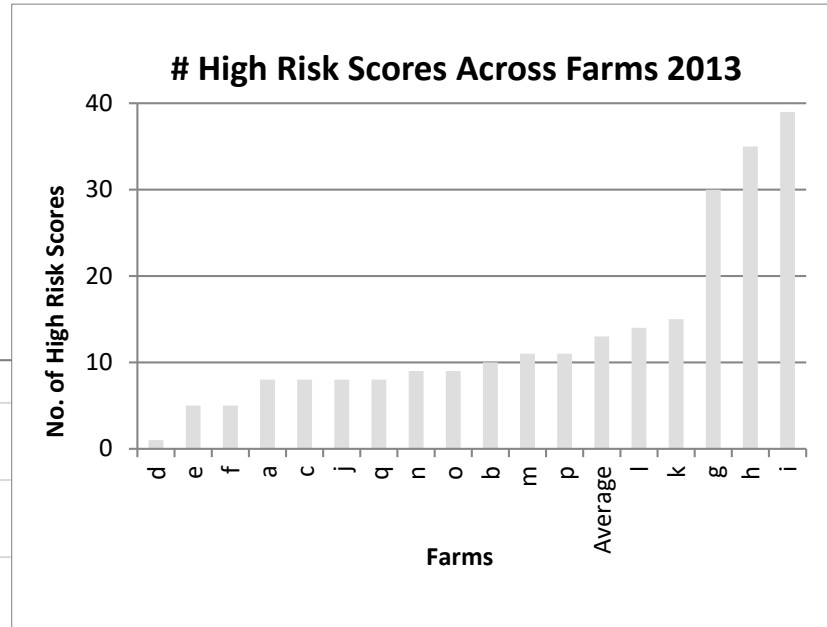


CHECK IT OUT: pesticiderisk.org

WEBINAR: Oct. 25, 2 CT, iyu@ipminstitute.org



Pesticide risk is **MEASURABLE** and **REDUCIBLE**





ipm

Integrated Pest Management
for our environment • for our future

9th International IPM Symposium

Improving Health, Environment and Global Sustainability

IPM | MARCH 19-22, 2018 | BALTIMORE, MARYLAND



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General Information

Save the Dates!

The 9th International IPM Symposium will be held March 19-22, 2018 at the [Renaissance Baltimore Harborplace Hotel](#), 202 East Pratt Street, Baltimore, Maryland, USA. The symposium will begin with the Opening Session on Monday, March 19, 5:00-7:00 pm, featuring a keynote talk by Dr. Dini Miller, Virginia Tech, and presentation of the 2018 IPM Achievement Awards.

The International IPM Symposium is your premier global event for professional development, networking with colleagues and leading scientists, and learning the latest research and strategies for effectively managing pests in agriculture, communities, and natural areas. In 2018, we will organize around an important theme, *IPM: Improving Health, Environment and Global Sustainability*.

Plans for 2018 include mini-symposia featuring international experts addressing hot topics including management solutions for newly introduced pests, as well as sessions for agricultural and food company leaders, and increased opportunities for student participation and recognition. Also new in 2018 will be a coordinated opportunity to visit policymakers on Capitol Hill to educate them on IPM needs and benefits for your sector and clientele.

Food Narrative Project

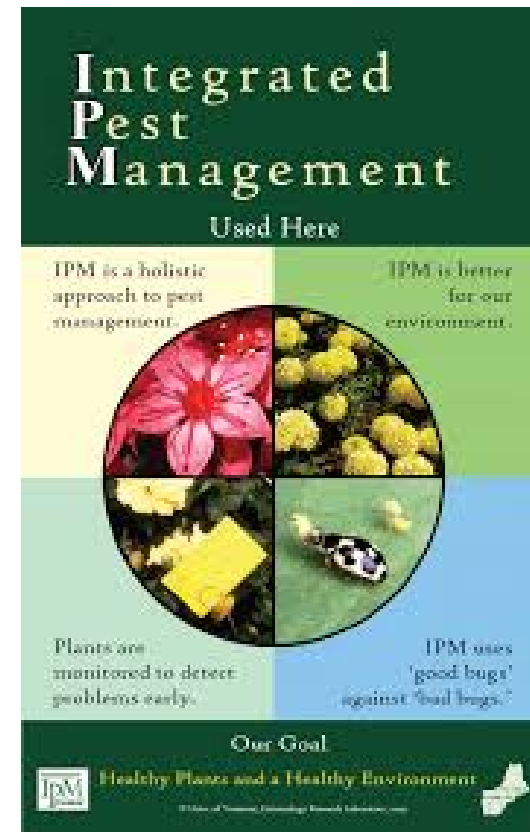


Origins: Desires, frustrations and obstacles faced in trying to communicate IPM to policymakers and the public

Goal: Break through the **polarization** that characterizes current discourse on food and farming

We do not believe that more information, better science, better writing, or clever slogans will turn this around

We are pursuing a **methodical and empirical inquiry into effective ways** to (a) increase knowledge and understanding of farming practices and (b) influence individuals' opinions, behavior and policy preferences around farming



Lack of Agriculture Knowledge

- People learn about farming practices and food choices from narrowly framed, emotional nuggets from sources with narrow agendas.
- Without the whole story, people can't make good choices; policymakers can't make good policy



Environmental impacts of farming

Organic claims to be more environmentally friendly. Swedish Food Administration report shows it falls short in 39 out of 53 reviewed aspects. Conventional farming outperforms organic more often than the reverse.

● Equal
 ● Organic better
 ● Conventional better

	Climate	Over-fertiliz.	Acidifi-cation	Eco-toxicity	Energy use	Land use
Milk	32	6	6	5	9	13
Beef	5	7	3	9	3	4
Pork	4	6	4	4	4	5
Chicken	4	6	4	4	2	5
Eggs	2	3	2	1	2	2
Fish	4	3	4	3	3	0
Grains	21	11	10	12	18	9
Veggies	13	4	4	9	8	2
Fruits	22	4	4	2	9	2

Use of resources and other environmental effects compared per unit weight of each farming product. Numbers signify nr of studies reviewed.
Source: Svenska Livsmedelsverket, Report June 2016, part 2

Presented by
Thoughtscapism

Challenge – Conflicting Interests and Agendas



Organic
IPM
Conventional



Farmers



Land Grant
Scientists & Educators



Consumers

Media

NGOs
Food Industry
Policy Makers

EWG's 2014 Dirty Dozen [™] Shoppers Guide to Pesticides in Produce [™]		EWG's 2014 Clean Fifteen [™] Shoppers Guide to Pesticides in Produce [™]	
Apples	Potatoes	Asparagus	Mangoes
Celery	Snap Peas ^{limited}	Avocados	Onions
Cherry Tomatoes	Spinach	Cabbage	Papayas
Cucumbers	Strawberries	Cantaloupe	Pineapples
Grapes	Sweet Bell Peppers	Cauliflower	Sweet Corn
Nectarines ^{limited}	Plus +	Eggplant	Sweet Peas ^{limited}
Peaches	Hot Peppers	Grapefruit	Sweet Potatoes
	Kale/Collards	Kiwi	

Challenge – Communication Breakdown

- **Not listening**

- In some multi-stakeholder food and ag meetings it's as if people removed their ears and left them at the door.
- So many people, especially young, learn from the internet's "self-reinforcing echo chamber." = confirmation bias.

- **Not thinking**

- Farming practices are reduced to oversimplified versions of good versus bad, either/or, all or nothing.

- **Better science education is only part of the solution**

- It's about more effective communication with non-experts and broadening exposure to different ideas.

Outcome

- Practitioners don't recognize and establish common ground that can lead to coalition building, policy gains.
- Citizens cannot sort out competing claims to make intelligent choices
- No common vision of profitable American farms that produce healthy, safe, and affordable food for all and employ environmentally sound practices



Overall aim is to:

- **Equip us** with messaging to communicate more effectively with non-experts.
- **Create more accurate public perceptions** about pest management and farming.
- **Have citizens and policymakers more aligned** with scientific consensus on what's needed for continuous improvement, less driven by fear and distrust.



- **Team** of agricultural scientists, social scientists, farmers and farming advocates.
- **Frameworks Institute:** communication science and science translation expertise
 - Frameworks received the 2015 MacArthur Award for Creative and Effective Institutions (“organizational genius grant”).



Completed:

Expert interviews, **expert story**

1. What is crop farming?
2. What challenges must crop farmers manage?
3. How does crop farming impact human life and society?
4. How can the challenges of crop farming be met?

To do:

- Public interviews, gap analysis
- Develop and test messaging (“framing”)
- Make the new messaging useful to and used by many organizations
- Evaluate results

What's the value?

- ... improved public discourse
- ... more accurate public thinking
- ... better policy

Funders to date



- Questions?
- Suggestions for additional funders?