

# IPM Institute and Farming and Food Narrative UPDATE

T. A. Green, Ph.D.

President

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Whole Foods Market 2014 Supplier Award for Outstanding Quality Assurance

2012, 2009 US EPA Sustained Excellence in IPM Award

2009, 2008, 2005, 2004 National Champion, US EPA Pesticide Environmental Stewardship Program

2005 Children's Environmental Health Recognition Award, US EPA Office of Children's Health Protection

# How We Make a Difference

*Harnessing Marketplace Power to Improve Health, Environment, and Economics*



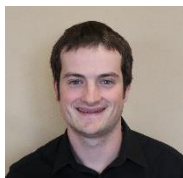
# Who We Are



**Dr. Tom Green**  
Director



**Kelly Adams**  
Co-Director of  
Operations



**Ryan Anderson**  
Outreach Specialist



**Josie Dillon**  
Coordinator



**Julia Freuck**  
Coordinator



**Will Fulwider**  
Coordinator



**Sharon Haberkorn**  
Office Manager



**Ariel Larson**  
Project Manager



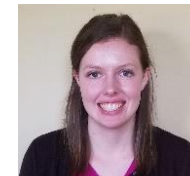
**Caitlin Leahy**  
Project Manager



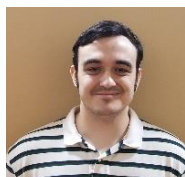
**Richard Mansheim**  
Senior Manager



**Lauren Mordini**  
Team Member



**Leah Reuter**  
Coordinator



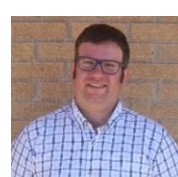
**Gabriel Schaffner**  
Team Member



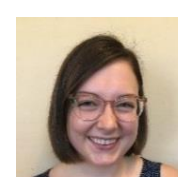
**Dan Skolnik**  
Senior Software  
Engineer



**Maria Weber**  
Team Member



**Peter Werts**  
Project Manager



**Madeline Zastrow**  
Coordinator



26% OF CONSUMERS ALWAYS OR USUALLY BASE  
PURCHASING DECISIONS ON SUSTAINABILITY,  
A 63% INCREASE SINCE 2007.

HARTMAN GROUP 2017

## Our Vision

A world where food is grown in sync with natural processes and where agriculture and food companies are a force for good, directly benefiting workers, consumers, water, air, climate, biodiversity and soil.

## Our Mission

Our mission is to help food and agriculture companies and supply chains create high-impact, sustainable outcomes for their business, people and the environment. We do this through innovative research, tools to measure progress and by developing field-to-retailer programs that are tailored to balance the needs of all stakeholders.





## Sustainability Standard

### Azzule Systems

Supply chain data  
management  
Analytics  
expertise

### Sustainable Food Group

Sustainability  
and certification  
standards  
development  
expertise

### Primus Auditing Ops

Auditor integrity  
Experience with  
IPM/sustainability  
audits

# Current example initiatives

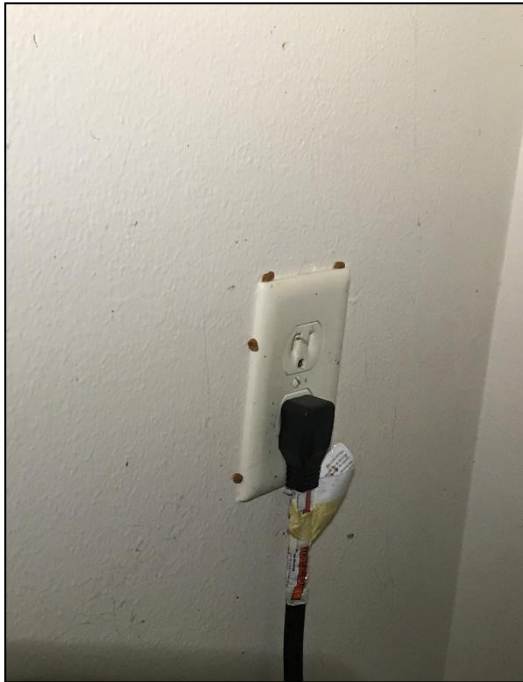


## New evolution of IPM Elements/Guidelines?

- Supply chains
- Outcome-based framework
- Cropping system
- Prioritized, not laundry list
- Success stories, challenges
- Crop loss

- Midwest apple and grape, Vietnam black pepper crop consulting
- Working groups:
  - Tick IPM – First Annual Tick IPM Academy with UW
  - Organic & IPM – *Biological Control* article, Regenerative Ag fact sheet just published
  - Midwest Grows Green – Stonyfield collaboration
  - Hemp?
  - IPM Communications?
- NRCS and IPM
- Madison WI IPM Policy Task Force
- Transitions...







# The Farming and Food Narrative Project

Toward a more productive public conversation.

## PURPOSE

To create an inclusive public narrative about good farming practices, realistic and science-based, that helps people be better informed, more trusting, and engaged around the farming and food issues that matter most to them and society.

## VISION

A future in which citizens better understand and experience the connections among farming, community well-being, and the food they eat.

## MISSION

To create and widely disseminate a new narrative about food and farming with communication tools that are effectively used by stakeholders and citizens.

# Expert and Public OVERLAP

- Farming is an integral part of society
- Farming practices significantly impact human survival and health
- Farming is economically risky and challenging work
- Weather and climactic conditions significantly impact farming and are uncontrollable
- Good farming practices are financially costly to adopt
- Organic and locally-grown produce should be supported
- Scientific research can and should be used to develop and inform good farming and food practices



## **The Landscape of Public Thinking about Farming**

Mapping the Gaps between Expert and Public Understandings

# Expert and Public Perception GAPS

- Farming = complex, expert practice
  - Hard, simple but risky labor
- Farming impacts economics, environment; farmer, health
  - Farming impacts mostly consumer health
- Good farming = diversity of approaches and practices
  - Natural (organic) is best, use as few human-made tools and substances as possible
- Good farming practices = determined by complex, ever-changing, multiple factors
  - Determined by what consumers want; happen when farmer cares about doing the right thing
- Sustainability = economics, social, environmental
  - Sustainability and ag: confusing, unfamiliar, no clue
- Pest management = diversity of pests and safe approaches to manage
  - Killing insects with synthetic chemicals
- Pesticides are necessary tools, soil health is critical
  - Pesticides are never acceptable, what's soil health?
- Solutions include investment in research
  - Tougher regulations needed.

# Recommendations

1. Highlight specific farming practices that **complement and work with nature**
2. Emphasize the **principles of sustainable agriculture** rather than the term itself
3. Explain **how specific practices enhance the natural environment and protect consumer health**
4. Highlight how farming practices affect **farmer, farm worker health and well-being** *Public values and admires farmers*
5. Show work farmers do **beyond planting seeds or harvesting and watering crops**
6. **Explain pest management, how it works and why pesticides are necessary tools**
7. **Highlight investments in science** that help ensure good farming practices **including beyond pesticides and organic farming**
8. **Build a joint sense that we can all work together effectively** to ensure safe, sustainable farming approaches and food systems



- Interim report formal release imminent
  - Disadvantaged farmers
- Recruiting communication partners ongoing
- Winter meeting, Fresno, March 2020
- Media, social media research report
- Message testing, release Jan 2021
- IPM communications working group?



**FFNP**

## Core Team

**Katherine DiMatteo**

Wolf, DiMatteo & Associates

**David Epstein**

Northwest Horticultural Council

**Susan Futrell**

Red Tomato

**Larry Gut**

Michigan State University

**Carolyn Mugar**

Farm Aid

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**Michael Rozyne, project manager**

Red Tomato

**Julle Sweetland**

FrameWorks Institute

**Glenda Yoder**

Farm Aid

## IPM Voice Board

**Jerry Baron**

IR-4 Project

**David Epstein**

Northwest Horticultural Council

**Jim Farrar**

University of California Division of

Agriculture and Natural Resources

**Thomas Green**

IPM Institute of North America, Inc.

**Larry Gut**

Michigan State University

**Jim Koan**

Almar Orchards

**Kelth Pitts**

Marrone Bio Innovations

**Michael Rozyne**

Red Tomato

## Financial Supporters

Cedar Tree Foundation, Chesapeake Foodshed Network, Foundation for Food and Agriculture Research (FFAR), IPM Institute of North America, IR-4, Marrone Bio Innovations, Michigan Horticulture Society, NESAWG, Northeast SARE, Northeast IPM Center, North Central IPM Center, Red Tomato, Southern IPM Center, Town Creek Foundation, University at Buffalo Food Lab, Whole Foods Markets



**Integrated Pest Management**  
*for our environment • for our future*

# 10th International IPM Symposium

## *Implementing IPM across Borders and Disciplines*

IPM | MARCH 15-18, 2021 | DENVER, COLORADO, USA



About the Symposium  
Sponsor/Exhibitor Opportunities  
IPM Achievement Awards  
Accommodations  
About Denver  
Committees  
Past Symposia

## General Information

The 10th International IPM Symposium will be held March 15-18, 2021 at the [Sheraton Denver Downtown Hotel](#), 1550 Court Place, Denver, Colorado 80202 USA. The International IPM Symposium is your premier global event for presenting and learning about the latest research and strategies for effectively managing pests in agriculture communities, and natural areas. The symposium is an outstanding networking and professional development event. In 2021, we will organize around an important theme, *Implementing IPM across Borders and Disciplines*.

Highlights include:

- Opening keynote presentation (speaker to be announced soon)
- Mini-symposia featuring experts addressing hot topics in the IPM field
- More than 40 concurrent sessions designed for practitioners, growers, educators, consultants, researchers, industry professionals, students, and employees of non-governmental organizations
- CCA credits available
- Presentation of the [2021 IPM Achievement Awards](#)
- [Poster presentations](#) of research and best practices
- [Field trips](#) to see IPM in action in the Denver area

## QUESTIONS?

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