

Pesticide Free Zone Strategy Call

TUESDAY APR 27, 3-4PM EST

Thanks everyone for your time and input. Here's a quick overview of our conversation.

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Overview of Driving Cause for Campaign

- Threat of industry/EPA guidelines is real and immediate. Industry coming out with “10 Tips for Low Cost, Healthy Lawns” – set to conduct mass public education campaign all about pesticide safety and these 10 Tips, involving points of purchase, media, radio-PSAs, local journalists, etc. Highlighting fact that enviro groups are joining with govt and industry (*spirit of cooperation*). Alternatives: compost tea, etc. were totally ignored and dismissed (this could be an opportunity for us!)
- Key is the participation of National Audobon and National Wildlife Federation. Seems to be science and other staff driving participation and not policy folks in those organizations. Audobon rep did not speak at all at guideline conference – serious internal divisions on issue. NWF - ?

National Platform

- (1) Need to address guidelines (2) Unify enviro community. Focus on why no enviro should touch the industry's guidelines. (3) Frame the issue - adverse health effects, toxicities, etc.
- Guidelines claim middle ground, look benign, non-controversial. We need to think through our approach to not look reactionary, too radical, etc.
- Key advantageous angle is children. Industry dismissed as having NO SCIENCE. Tying platform to PFZ with focus on kids. Where kids play is a cross-cutting, non controversial angle. Lawns is where kids plays, schools, parks, etc.
- Patty and BIRC both have trained landscapers and retail workers who direct people with kids to organic products. Scientists have helped raise awareness too with their research.
- Include water quality protection and stormwater/retention issues. Broader group of allies and overlaps. Canadians approach also overlapped with water. Protect Drinking water!! Don't pollute your kids, don't pollute the water that will pollute your kids.
- Need broad endorsement – major NGO enviro/health grps, NWF Audubon, even corporates (PEPSICO)

State of local and state laws White Paper/Report

- Useful to have a catalog for press and activists of current state of laws. Maybe Canada too. When we move to do policy changes – local campaigning, etc. this will be helpful in areas of state pre-emption over local authority. Creates a baseline tool.
- A website or database could be used to generate tables to be integrated and keep current on changing environment.
- Useful in Identifying good models- State legislators always ask for this.

Policy Advocacy/Changes – is it worth our energy to try to reverse laws? Advocate where authority exists, should we try to adopt Canadian style ordinances? Intriguing. Using model of 2nd hand/no-smoking.

- Challenges: NCAP tried addressing small aspects of preemption laws and was quickly overwhelmed and out-resourced by industry who immediately pulled out big guns. DOA often in industry pocket. Pesticide free aspect more popular – people are very interested incl. people new to pesticide issues. Can get broader involvement: Wildlife Fed, Pollinators, etc. Esp where there's endangered species. Public property is only thing to make stricter. Models have been very useful to get community involved and public land mgrs, (playgrounds), progress is incremental (bush by bush).
- How long-term is the campaign? P-free legislation (1) preemption = \$\$ (2) state leg passed = time+\$
- Would need to find opportunity issue. In NC it was hogfarms that energized counties to fight preemption. Need an issue to hang it on and gain much broader appeal.

Coordinated Organizing: No Second Hand Exposure Campaign

Use of Pesticide Free Zone Placards – people love it. We'll have a call to: Learn from each other for new ways to use signs, share feedback and ideas. Target public lands, municipalities who use their own signs already, create national recognition using sign, define parameters of concept so we're on the same page and protect our integrity, prevent co-option of sign usage, etc.

Point of Purchase Information/brochure - Must get backing from manufactures – alternative products. Retailers would accept if products back it. Approach sympathetic garden centers. (PFZ placard being sold in some WA garden centers.)

Next Steps?

1. Fax Industry 10 Tips to all
2. BP gets out names of NWF & Audubon folks to target for comments on their involvement.
3. Anyone who thinks of others who should be initially involved, send them to Shawnee.
John sends contact to involve BIRC – Bill Quarreles or Tanya D.
4. Shawnee sends out potential dates of next conf call on PFZ placards.
5. Jay and Philip will write up beginning draft of platform.

Note: Since the call we looked at the 10 Tips. They seem VERY benign. Jay adds that points of differentiation for enviro community are Full Disclosure and Right-to-Know. Instead of fighting/competing with guidelines we add to them as: All that AND More (Real safety for your kids and pets and community.)