

Crop Protection 101

Social Media

Message Library



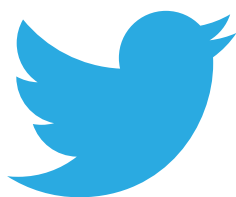
Are you ready to talk pesticide safety and benefits?

Everyone depends on agriculture – our meals, clothing, homes and fuel sources are quite literally built upon the work of the country's farmers and ranchers. It's easy to forget that while farmers are growing our food, they battle thousands of insects, diseases and weeds on a daily basis. Pesticides are used as one tool to fight these pests and safely grow the country's food, fiber and renewable fuel, thereby increasing crop productivity by 20 to 50 percent.

The crop protection industry is also one of the most highly-regulated industries in the United States. Thousands of pages of test data are submitted to the Environmental Protection Agency (EPA) for review and investigation of issues such as human health and environmental impact. Safety for people and the environment is a top priority during the review of any pesticide product.

Balance the conversation

This toolkit provides you with the facts, tweets and resources



you need to balance the conversation about crop protection products and agriculture on social media. From messages on how pesticides are tested to ensure protection of human health to data on conservation,

this list of tweets

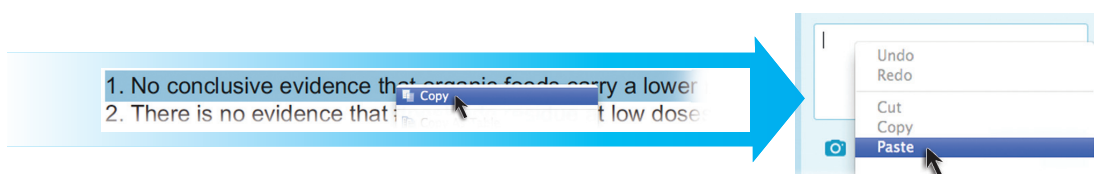
provides straightforward and concise pesticide facts

to help you openly and honestly discuss crop protection.

Feel free to put a personal spin on the tweets included in this toolkit or repurpose them for other social media channels such as

Facebook and LinkedIn.

While links are included in these tweets, please remember that websites are often taken down or content is changed. Don't forget to double-check the link before you post anything online.



Health & Consumers

No conclusive evidence that organic foods carry a lower risk of cancer - @AmericanCancer <http://goo.gl/jYLPss>

There is no evidence that #pesticide residue at low doses found on foods increases cancer risks <http://goo.gl/xd7t6m> #moreyouknow

A person needs to consume more than 529 apples in one day to have #health effects from #pesticide residue <http://goo.gl/TyD1al>

A man could eat 2,640 servings of strawberries in a day with no adverse effects from pesticide residue <http://goo.gl/3xqE6F>

We're exposed to chemicals through air, water & cars <http://goo.gl/FdfQRM> Our exposure to pesticides is far less than these

Consuming more fruits & vegetables, from either organic or conventional processes, is a healthy choice <http://goo.gl/jYLPss>

The presence of a chemical does not indicate the potential for harm <http://goo.gl/FdfQRM>

Organic fruits & veggies are no more #nutritious than those grown w/ #pesticides - @Stanford <http://goo.gl/udFYHs>

Food is naturally made of chemicals! Fruits & veggies are good for your health...organic OR conventional <http://goo.gl/jYLPss>

Eating up to 7 servings of fresh fruit & vegetables a day can cut your risk of premature death by 42% <http://goo.gl/YdM9az> #healthtalk

A child could eat 1,838 servings of kale in 1 day with no health effects from pesticide residue <http://goo.gl/3xqE6F>

A child could consume 11,713 servings of lettuce in 1 day with no health effects from #cropprotection residue <http://goo.gl/3xqE6F>

What can save 100,000 lives & \$17 billion in healthcare? Fresh #produce <http://goo.gl/2r81iN> @UCSUSA

A woman could consume 219 servings of blueberries in 1 day with no health effects from #pesticide residue <http://goo.gl/3xqE6F>

A man could consume 1,171 servings of cherries in 1 day with no health effects from #cropprotection residue <http://goo.gl/3xqE6F>

Regulation

The #cropprotection industry collaborates with @EPA & other federal/state regulatory agencies to bring the safest products to market

@EPA sets safety limits for pesticide residue & @USDA PDP reports show these limits are almost never exceeded <http://goo.gl/MYc0z4>

Less than 1% of produce samples tested by @USDA exceed #cropprotection #residue limits <http://goo.gl/5JZsp3> #agchat

During the development & registration process, #pesticides undergo health & safety tests outlined by @EPA <http://goo.gl/OLcS7K>

@EPA regulates #pesticide use & development to protect human & environmental #health <http://goo.gl/k9yjry>
#modernag

From monitoring food for #cropprotection residue to registering pesticides for use, @USDA, @EPA & @US_FDA regulate pesticides

The process for new #pesticide registration can take up to 9 years to ensure #safe products <http://goo.gl/yZGhe7>

@EPA requires each applicant to submit results from over 100 scientific tests to register a #pesticide product
<http://goo.gl/PXZIMp>

@EPA's OPP has rigorous requirements for #pesticide registration & tests must pass careful scrutiny
<http://goo.gl/XGNcQ9>

Pesticide residue tolerances are established by @EPA & enforced by @US_FDA which monitors the U.S. food supply
#pesticidesafety

2012 @USDA Pesticide Data Program shows more than 99% of tested food samples had #residues below tolerances
<http://goo.gl/CvpZFM>

Registered #pesticides must meet all current safety #standards & @EPA is required to re-review each registration
<http://goo.gl/7EDQep>

Every #cropprotection product must have an @EPA-approved label w/ directions on application & storage before it can be sold in the US

Certified #cropprotection applicators must pass @EPA-approved, state-administered training courses & exams in pesticide handling/safety

Conservation

The use of #pesticides in ag can help improve the environment #modernag <http://goo.gl/GErnUv>

The #responsibleuse of pesticides has improved #agriculture, food production, & made the world a better place
#modernag

U.S. #ag accounted for 5% of energy use in 1970 & today accounts for 1% of national energy use <http://goo.gl/lrt2w0>
#agprogress

Herbicide use allows for #conservationtillage which reduces fossil fuel use by 558 million gallons per year
<http://goo.gl/XjioR>

With #conservationtillage, #farmers can reduce fuel use by 50% & soil #erosion by up to 90% <http://goo.gl/lrt2w0>

Conservation tillage reduces soil & water impacts, saving these resources for #endangeredspecies & wildlife
<http://goo.gl/qUczcT>

A @NASciences report found #herbicides contribute to the adoption of #conservation practices like reduced-till <http://goo.gl/VskSQ9>

DYK the total amount of land used for growing crops has declined by 15%, or 70 million acres? <http://goo.gl/52fXdS>

Food Production

Pesticides allow for more affordable fruits & vegetables at the grocery store <http://goo.gl/XjiiOR> #realtalk

There are over 2.2 million #farms in the US & approx. 87% are owned & operated by individuals or families <http://goo.gl/rP309y>

Pesticides increase crop productivity by 20 – 50% & help boost customer access to fresh produce year-round <http://goo.gl/rQpABm>

Bees & other pollinating insects pollinate more than 75% of the US's plants <http://goo.gl/veV9iE> #beefacts

Farmers produce 262% more food than 63 years ago w/ more efficient use of #pesticides <http://goo.gl/Q1cint> #agprogress

15% of the U.S. workforce produces, processes & sells the nation's food & fiber <http://goo.gl/Q1cint> #agfacts

Farmers that use #cropprotection save American families 35% on fresh fruit & 45% on vegetables <http://goo.gl/XjiiOR> #modernag

Farmers ages 25 - 34 make up 5% of US farmers & women comprise 43% of the worldwide ag workforce <http://goo.gl/EoSnKD> #womeninag

Women are 43% of the worldwide ag workforce <http://goo.gl/EoSnKD> #womeninag

One #farmer can feed 145 more people than 80 years ago <http://goo.gl/BkaLoi> #agfacts

Native #bees may contribute 50% or more to the pollination of agricultural #crops around the world <http://goo.gl/LemCcJ>

Adding primary & secondary operators, women make up 30% of U.S. farmers, w/ nearly 1 million #womeninag <http://goo.gl/Kus8Fa>

Without #fungicides, the French #wine grape industry would suffer heavy losses due to a damaging fungus <http://goo.gl/NSQGvz> #modernag

Without #cropprotection products, 69% of US hops yield would be impacted <http://goo.gl/LCgTYd> #beerfacts

Without #herbicides, the hand weeding process can require twice as many hours of labor & processing time <http://goo.gl/HBMLP4>

Modern ag tools help provide food for millions of people in underdeveloped nations who are in need of nutrient-rich food #hunger

A survey of 50 crops produced in the US found that 31 would suffer nationwide losses of 40% w/out #pesticides <http://goo.gl/e4NOGn>

Seeds treated w/ #fungicides have improved efficacy & require less active ingredient than other types of applications <http://goo.gl/RIUP1j>

Ag & Economics

The additional #economic output from #pesticide use for all 50 states across 20 industries is ≈ \$166.5 billion
<http://goo.gl/XjiiOR>

A family of four saves nearly 48% on their grocery bill thanks to #modernag <http://goo.gl/XjiiOR> #agfacts

U.S. consumers spend 10% of their income on food, while consumers in other countries use between 18 – 51%
<http://goo.gl/S9srHE>

Pesticide use adds \$82 billion in increased yield & generates \$33 billion in wages for over 1.05 million Americans
<http://goo.gl/XjiiOR>

Pest, Disease & Weed Management

Each acre of U.S. cropland contains 50-300 million buried #weed seeds & #cropprotection helps prevent their spread <http://goo.gl/aCfKfN>

Crop plants must compete with 30,000 species of weeds & 10,000 species of plant-eating insects
<http://goo.gl/fJdoiY> #agfacts

Insecticides prevent infestations from pests that can transmit diseases such as malaria & West Nile Virus
<http://goo.gl/3h0cla>

DYK the Irish Potato Famine was caused by a plant #disease? #Fungicides help keep plants safe from disease
<http://goo.gl/yZ07j2>

Innovation

80% of ag retailers predict farmers will use more #precisionag techniques in the next 5 years <http://goo.gl/C7ny4U>
#agprogress

Ag #innovation cuts crop losses by 50% & adds billions in farm income <http://goo.gl/svd111> #moreyouknow

Additional Resources

@CropLifeAmerica
@CropLifeCanada
@CropLifeFdn
@CropLifeIntl
@CropLifeOZ
@CropLifeAsia
@DebugtheMyths
@USFRA
@TheKeystoneCtr
@FieldtoMarket
@USDA
@EPA
@whitehouseostp
@CASTagScience

Other CropLife America Resources

Tell Me More (<http://tellmemore.croplifeamerica.org/>)

CLA's Tell Me More initiative uses easily shareable materials such as posters, infographics and blog posts to disseminate key talking points and facts about modern agriculture and crop protection.

Modern Ag Matters (<http://modernagmatters.tumblr.com/>)

CLA's photo campaign shows the world that the crop protection industry and those who support modern farming technologies are real people with a real passion for agriculture. Participants share a photo that says, "I support modern agriculture because..." There are no wrong answers and the possibilities are endless – this is your chance to make modern ag creative!