



## I.D.E.A. Industry Update - March 21, 2005

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### **\*\*\*The Other Side of the Pesticides Story**

A major communications initiative has been announced, designed to give the full picture about how pesticides help farmers provide Canadians with an abundant, affordable and safe variety of fruits, vegetables and other important foods. "We're calling it 'Food For Thought' because that really sums up the goal," said Lorne Hepworth, President of CropLife Canada, the trade association of pest control manufacturers and distributors. "We will provide Canadians with balanced, evidence-based scientific facts about crop protection technologies, pest control products and the food they put on their tables. For far too long, people have been given sensational and unfounded rhetoric instead of proven facts. Food For Thought is designed to change that," Hepworth said.

A recent national survey of Canadian women - the chief household decision-makers on food and nutritional matters - found that 73 percent have been left confused about the safety of foods grown using pesticides, as a result of information they have heard from various sources. Eighty-five percent said they want more factual and evidence-based information about pesticides, food and human health.

"If people have been scared by some of the misinformation they've been given up until now, we'll show them why they don't need to worry. And we'll give them the supporting evidence so they can see the facts for themselves, so they can come to their own informed opinions," said Hepworth.

The Food For Thought initiative contains a number of elements: Targeted ads will begin running this month in a number of family-focused magazines including *Chatelaine*, *Canadian Living*, *Reader's Digest*, *Today's Parent* and *Canadian Family*. There will also be a series of media announcements related to the science behind crop protection, and an informative and interactive web component ([www.croplife.ca/foodforthought](http://www.croplife.ca/foodforthought)).

#### FOOD FOR THOUGHT: 10 FACTS YOU MIGHT NOT KNOW

1. If Canadian farmers were not able to use pesticides to protect crops from insects, rodents and disease, it is estimated that crop yields would be cut by 40%. That would dramatically reduce the variety and amounts of fruits, vegetables and other food items available to Canadians - and what would be available would be considerably more expensive. Family budgets and nutritional health would both be greatly affected.

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2. Canadians enjoy some of the most affordable food in the world, thanks to modern farming methods including crop protection methods such as pesticides. On average, we spend about 10% of our income on food, compared to 64% in some developing countries.
3. The Irish Potato Famine of the 19th century was caused by a fungal disease called late blight. There has not been a similar catastrophic crop loss since the development of crop protection products.
4. Every pesticide must undergo as many as 160 government-required tests - many of which are focused specifically on any possible human health and environmental impact - before they are eligible for Health Canada's review, registration and label approval. The process from discovery to market can take as long as 10 years and can cost the manufacturer as much as \$300 million.
5. Testing requirements are especially stringent when it comes to potential impact on the health of children. Exposure assessment includes factors such as a child's size, diet and child-specific activities that may lead to increased exposure - such as putting their hands in their mouth or crawling on a surface that might contain pesticide residue.
6. The federal government sets maximum residue limits for pesticide residue in food which may – and in most cases, there is none whatsoever (see No. 8 below) – be present on fresh produce and other foods. Maximum residue limits are based on the regulated use of the pesticide and must be below the Allowable Daily Intake (ADI) which is the limit that government scientists consider safe for consumption each day for an entire lifetime.
7. For example for a particular pesticide, it has been calculated that a 68 kg (150 lb) man would have to eat 3,000 heads of lettuce every day of his life to exceed the level of a pesticide's residue that has been proven to have no effect on laboratory animals. An 18 kg (40 lb) child would have to eat 534 apples or 13,636 kg (30,000 lbs) of carrots every day of his or her life to exceed that same level.
8. According to the Canadian Food Inspection Agency, 98% of all fresh foods inspected over a four-year period were within maximum residue limits. 74% had absolutely no detectable residues.
9. "The Canadian Cancer Society recommends that people eat 5 to 10 servings of vegetables and fruit every day to help reduce their risk of developing cancer. Using pesticides to protect our food from damage by weeds, bacteria, fungi and other organisms helps to ensure that a variety of affordable fruits and vegetables are available to Canadians. A diet rich in vegetables and fruit is believed to be one of the best defenses against cancer, heart disease and diabetes." – Canadian Cancer Society
10. "There is no convincing evidence that eating foods containing trace amounts of chemicals such as fertilizers, pesticides and drugs used on farm animals changes cancer risk. Exposure to all manufactured chemicals in air, water, soil and food is believed to cause less than 1% of all cancers." – American Institute for Cancer Research *(Source: Agnet)*

### **\*\*\*Monsanto Unlikely to Resurrect Biotech Wheat**

Monsanto Executive Vice President Jerry Steiner told the Reuters Food Summit in Chicago Wednesday it was unlikely to soon resurrect its project to develop genetically modified wheat, suspended in May last year, adding, "Would we bring it back next year? It's highly unlikely . . . The product has to make sense economically and we have to make best use of our resources." Even wheat industry leaders, who said biotechnology could lead to improved profitability for struggling wheat growers, warned that Roundup Ready wheat could devastate exports of all U.S. and Canadian wheat. *(Source: Agnet)*

**\*\*\*Next I.D.E.A. Member Conference Call - April 12**

The next I.D.E.A. member conference call will be held Tuesday April 12. What would you like to hear about? Fertilizer markets? Grain prices? Send your requests to [office@independenetdealers.com](mailto:office@independenetdealers.com), or call us at 306-933-4904.

***I.D.E.A. Regional Meeting***

Are you interested in an I.D.E.A. social and regional meeting? A tentative date has been set for Tuesday March 29 in Red Deer, beginning with a meeting at 4:00 p.m., followed by dinner at 6:00 p.m. Please let us know if you would be available by completing the information below and faxing it back to 306-244-4497 by March 23.

Yes, I am interested in attending a regional meeting on March 29 in Red Deer, Alberta

No, I'm unable to attending a regional meeting on March 29 in Red Deer, Alberta.

A better date is: \_\_\_\_\_

Name of Dealership: \_\_\_\_\_

***Third Party Financing***

Does your dealership have access to third party financing? I.D.E.A. is looking into programs for memberships. Please let us know what your needs are by completing the information below and faxing it back to 306-244-4497 by March 23.

My dealership has a third party financing program in place.

My dealership does NOT have a third party financing program in place.

I am interested in receiving more information about a third party financing program.