

The Next Generation of Vegetation Management and Stewardship.

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For pesticide applicators being a good steward is now as much about using products as part of an integrated pest management program as it is about stewarding the conversation with people about product benefits, regulation and industry professionalism.

While pesticides are an essential part of the plant health and pest management tool box for keeping people, pets and communities safe and healthy, their use and benefits are often overlooked, are unknown, and can sometimes be called into question.

Increasingly, legislative proposals at the local and state levels are impacting the availability of important pest management tools while also creating doubt about state and federal pesticide regulation, and industry professionalism. In a number of states local laws are now inconsistent with state and federal law, contributing to confusion about an already complex topic.

Gabriel Ludwig will discuss local and national policy challenges to pesticide use and opportunities to steward the conversation about how and why pesticides are used. Ludwig will discuss current trends in the conversation about pesticides in communities and social media, and will provide tips about ways to talk to people about pesticides and how to add relevant and attractive content to programs and channels targeting consumers.