

The Pollinator Environment: Resources to Join the Conversation

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About RISE

- Our vision: An Industry Free to Create Inspiring and Healthy Places Where We Live, Work and Play
- We represent the manufacturers, formulators, distributors, and other industry leaders engaged with specialty pesticides and fertilizer



About RISE

Professional and Consumer
Synthetically and naturally-derived
products

Turf

Ornamental

Lawn and Garden

Pest and Public Health Management

Terrestrial and Aquatic Vegetation

Vegetation Management

Other Non-Food and Non-Fiber Applications



Pollinators and Perception

- The Pollinator Health Issue is:
 - Complex
 - About Colony Collapse Disorder in managed bees
 - About a handful of misapplications by professionals
 - ***Very much driven by social media***

What is Our Place in the Pollinator Environment?



Our Focus

Following science

At the Federal level

- Working with the White House
 - Focusing on forage and habitat through Integrated Vegetation Management on U.S. lands
- Working with EPA
 - EPA insecticide guidance coming in February



Our Focus

- At the state level
 - State Managed Plans
 - Resources for applicators
 - Resources for policy makers
- Supporting productive state legislation
- Promoting the role of healthy landscapes and in providing habitat and forage
- Educating about specialty use patterns and insecticides and herbicides

Our Focus

- Local and media
 - Urban focus on bees
 - You and hobbyists in the community
- What about neonicotinoids?
- Being an active part of the discussion

The Conversation

- Social media is very important
 - Twitter
 - Facebook
- Where are you active?

Volume and Origin of Conversation

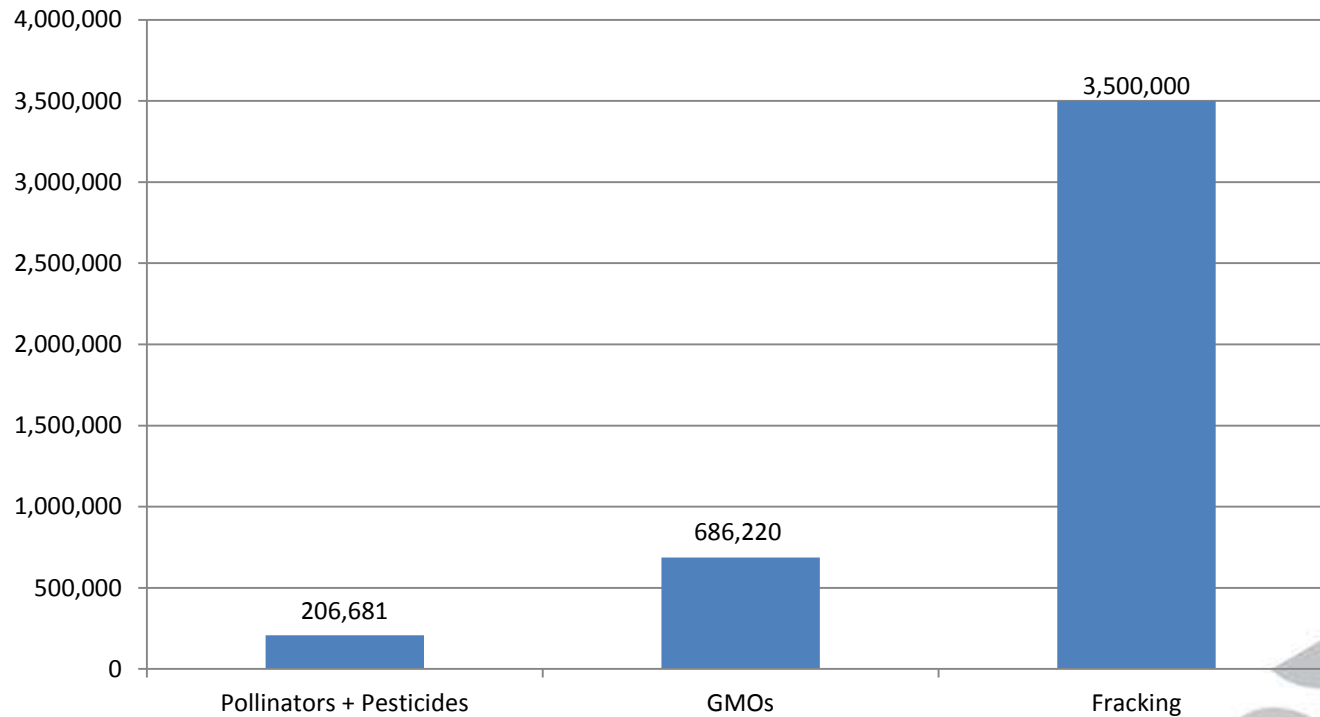
- We conduct periodic social listening audits of the online discussion about pollinators and pesticides
- During the past year or so there have been some 200,000 mentions
- Mentions fluctuate, but continue to increase

Coverage in All Media



Conversation in Context

Comparative Analysis



Our Focus

- Education and outreach
- Learning what voters think
 - Research supports messaging
- Monitoring and participating in the social media discussion
- Joining all discussions in a substantive and productive way
- Creating resources you can use to engage too

Create the Perception About Your Practices

- Seek out and use resources from RISE and your state associations
- Engage in the social media discussion
 - Your voice needs to be heard
 - Create a fact-based perception about bees, pesticides and professional applicators
 - Monitor the discussion locally to see who is engaged and what their saying

Thank You

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