

Ontario Prohibition of Pest Control Products.

Part 9.

08/04/2009

Force of Nature Media Report : The Environmental Movement in the Media from an Independent Perspective.

Force of Nature was launched for continuous transmission on the Internet on January 1st, 2009. It is a series of e-newsletters destined for the **Green Space Industry**, the **environmental movement**, politicians, municipalities, and the media, nation-wide across Canada, and parts of the United States. **Force of Nature** is produced in two parts. First. The **Media Report** itself that reports on the current events affecting the future of the **Green Space Industry**... Second. **Independent Perspective**, which is a running commentary, sometimes also of a more technical in nature.

Force of Nature is the brainchild of William H. Gathercole and his entourage. The opinions expressed in these e-newsletters, even though from an independent perspective, may not reflect those of everyone in the **Green Space Industry**, or Mr. Gathercole's many associates. Be warned ! Mr. Gathercole and his team may sometimes be very irreverent and fearless with these e-newsletters.

William H. Gathercole holds a degree in Horticulture from the **University of Guelph**, and another pure and applied science degree from McGill University. He has worked in virtually all aspects of the **Green Space Industry**, including public affairs, personal safety, and environmental issues. Mr. Gathercole has been a consultant and instructor for decades. Mr. Gathercole has been following the evolution of **environmental terrorism** for over a quarter-century. His involvement in environmental issues reached a fevered pitch in the 1990s, when he orchestrated, with others, legal action against unethical and excessive municipal regulations restricting the use of pest control products. (i.e. the Town of Hudson.) Although he can be accused of being **anti-environment-movement**, he is, in fact, simply a strong advocate for the **Green Space Industry**. However, this position has not precluded him from criticizing the industry itself. Nonetheless, his vast knowledge of our long journey with environmental issues is **undeniable**. (Hopefully !)

For many years, Mr. Gathercole has been a contributing columnist for **TURF & Recreation Magazine**, Canada's Turf and Grounds Maintenance Authority.

All pictures contained in **Force of Nature** were found somewhere on the Internet. We believe that they are in the public domain, as either educational tools, industry archives, promotional stills, publicity photos, or press media stock.

Information presented in **Force of Nature** has been developed for the education and entertainment of the reader. The events, characters, companies, and organizations, depicted in this document are not always fictitious. Any similarity to actual persons, living or dead, may not be coincidental.

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Review urges reducing pesticide exposure

March 13th, 2009



Letter to the Editor

Ontario College of Family Physicians' pesticide literature review [...] is a **landmark document** on the human health effects of pesticide exposure.

It represents the scientific views of an expert team of medical doctors working under the auspices of an organization representing 9,000 family physicians.

The review found very troubling associations between pesticide exposure and an increased risk of cancer, neurological illness, and reproductive problems. Based on its scientific findings, it concluded that Ontarians should "avoid exposure to all pesticides whenever and wherever possible."

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To ensure that their work met the most stringent demands of scientific scholarship, the review's authors submitted their research to the prestigious journal *Canadian Family Physician*.

After a thorough peer-review process -- in which third-party medical authorities examined the authors' findings -- the research was accepted for publication in the *Canadian Family Physician's* October 2007 issue.

We urge all citizens to read this publication for themselves. If they do, we believe they will share the scientists' recommendation that ***"exposure to all pesticides be reduced."***

Those supporting continued use of non-essential pesticides tend to be connected with the pesticide industry itself. Those urging a phase-out of cosmetic pesticides include Ontario's doctors and nurses and the **Canadian Cancer Society**. Readers must decide for themselves whom they trust to protect their health.

Gideon Forman,
Canadian Association of Physicians for the Environment

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Background Information from a Independent Perspective.

What about the report from the The Ontario College of Family Physicians ???

In 2004, the « *THE ONTARIO COLLEGE OF FAMILY PHYSICIANS* » (O.C.F.P.) issued a devastating, but inaccurate, « *PESTICIDE LITERATURE REVIEW* ». The reader must maintain some perspective regarding the members and administrators of this group. They are not researchers. They are not scientists. They are not experts in the field of pest control products. To be blunt, they are merely technicians with prescription pads and bed-pans.

Here is an independent assessment of the O.C.F.P. report by the government agency « *ADVISORY COMMITTEE OF PESTICIDES* » (A.C.P.). United Kingdom. —

<< [...] the report overall is scientifically weak, its main flaw being to draw inappropriate conclusions and make impractical recommendations for risk management on the basis of superficial consideration of an incomplete and biased selection of the relevant scientific evidence. >>

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« *CROPLIFE CANADA* », the group that represents the manufacturers of pest control products, has taken a similar position regarding « *THE ONTARIO COLLEGE OF FAMILY PHYSICIANS* » (O.C.F.P.). —

<< In the case of the The Ontario College of Family Physicians (OCFP) review, there were significant flaws found in the report. Scientists within the PMRA and elsewhere have carefully reviewed the OCFP report. As indicated by the PMRA, the report did not consider « all or even most of the relevant epidemiology evidence ». In fact, the OCFP ignored a large body of extremely important and widely recognized research. >>

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Notable quotations.

<< **N**ot one regulatory agency in the world classifies 2,4-D as a human carcinogen. >>

Quote from

Donald L. Page

May 5th, 2004

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<< **W**hile some pesticides may present a cancer risk to humans, many, maybe even most, pesticides do not. >>

Quote from

U.S. National Cancer Institute

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Only bad science links 2,4-D to cancer

May 5th, 2004

Donald L. Page

Industry Task Force II on 2,4-D Research Data

NATIONAL POST

The **Ontario College of Family Physicians'** [**OCFP**] recent review on the effects of pesticides on humans raises important questions about Canada's scientific and regulatory process. More importantly, it raises concerns about the ability of trusted professional bodies to erode the public's faith in this process.

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Canada has a comprehensive regulatory system to protect Canadians from a wide range of potentially harmful substances. In the case of pesticides, a product is acceptable for use only after demonstrating that it does not cause any unacceptable health risk, including cancer. The system is effective because of rigorous review processes whereby all the applicable science is examined to ensure the best and most evidentiary decision on what is safe and what is not.

When other bodies, particularly those from a supposed science-based discipline, follow a less stringent process to produce and promote a "**comprehensive review**," we no longer give Canadians informed decisions based on the weight of evidence.

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In the **OCFP's** review, a large body of extremely important and widely recognized research is ignored. In fact, the **OCFP** appears to have committed the ultimate transgression in scientific reporting: to selectively choose research that supports one's hypothesis. And even worse, to selectively pick information from within research studies.

Although the **OCFP** singled out 2,4-D for special attention, recent reviews of 2,4-D by regulatory agencies such as the **World Health Organization**, the **U.S. Environmental Protection Agency** and the **European Commission** came to conclusions very different from those reached by **OCFP**. These three agencies — which are mandated to protect human health — agree that 2,4-D is not an animal carcinogen, mutagen or teratogen.

Furthermore, **not one regulatory agency in the world classifies 2,4-D as a human carcinogen.**

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These reviews included all pertinent epidemiologic and toxicology data and offer conclusions based on the weight of the total evidence. Given their prominence, one can only assume they were not included because they in no way support the **OCFP's** conclusion.

The **U.S. National Cancer Institute** has spent 20 years and millions of dollars testing for any link between 2,4-D and non-Hodgkin's lymphoma. Its analysis concluded that there is no association between non-Hodgkin's lymphoma and **"ever having used 2,4-D."**

More importantly, NCI researchers concluded : **"while some pesticides may present a cancer risk to humans, many, maybe even most, pesticides do not."**

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The OCFP review completely ignores this landmark study. The OCFP review has Canadians believe that populations exposed to pesticides can expect a higher rate of cancer and other health problems than the general population.

This simply flies in the face of many studies that demonstrate there is no such relationship. To the contrary, a 20-year cohort study of over 33,000 Florida pesticide workers cited by OCFP actually found the overall incidence of cancer among the pesticide applicators to be significantly lower than the general Florida population, and the applicators to be in significantly better health.

On page 36 of the report, the authors pull one data element from the 1994 Morrison study of 155,000 farmers in Manitoba, Saskatchewan and Alberta. But they neglect to inform the reader that this population actually lives longer than the average Canadian, has a lower incidence of cancer and significantly fewer deaths from non-Hodgkin's lymphoma.

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Other major studies have also shown that populations of applicators, farmers and chemical workers who actually manufacture 2,4-D products have an overall mortality from cancer below that of the general population. It is puzzling why the authors of the OCFP review chose not to include these and similar findings.

Contrary to the claims in the OCFP review, 2,4-D was not developed during the Second World War as a chemical weapon to eradicate the Japanese rice crop. In fact, it is the world's most widely used rice herbicide, used to protect rice from yield-destroying invasive weeds. It is still extensively used by Japanese rice growers today and has been an important tool to increase rice production worldwide (also wheat, barley, corn, oats) having a significant impact on reducing world hunger.

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Remarkably, the **OCFP** review failed to include the comprehensive literature reviews by researchers attempting to quantify the contribution of pesticides to the overall incidence of cancer. Such reviews include Sir Richard Doll (1981), Doll (1998), Ritter (1997) and Gold (2002). Every one of them concludes that the major causes of preventable cancer are smoking, alcohol consumption and lifestyle (mainly diet), and that the contribution from pesticides is negligible.

Based on these expert reviews, the health of Canadians would be better served to have all the resources currently dedicated to banning lawn care pesticides redirected to improving the diet and exercise of the population.

Last year at this time, Sir Richard Doll, professor emeritus of cancer research epidemiology at **Oxford University**, spoke at a meeting in Guelph, Ont. As reported by the news media, when a local municipal politician asked Sir Richard if there was a connection between the use of pesticides and cancer, and if a ban was warranted on the use of lawn and garden pesticides, he responded, "**No. There's no scientific basis for it.**"

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It is not in the public interest to misrepresent the science when science is the fundamental basis for our decision-making. Doctors and scientists charged with protecting our health should make decisions on the basis of the weight of evidence. **The OCFP report fails that critical test.**

Donald L. Page is executive director of the **Industry Task Force II on 2,4-D Research Data**. He may be contacted at : donpage@24d.org or 1-800-345-519

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Notable quotations.

Interesting that the Ontario College of Family Physicians study only went back as far as 1991 and focused only on epidemiology, omitting all the other data about these compounds. Perish the thought that they should have to deal with credible, repeatable science that does not support their theory. >>

Who do I trust? The thousands of experts who work for Health Canada, the U.S. Environmental Protection Agency, the World Health Organization and the International Agency for Research on Cancer, to name a few. >>

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Quotes from

Sandra Solomon

March 10th, 2009

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I know who I trust to protect my health

March 10th, 2009

GuelphMercury.com

Letter to the Editor

Gideon Forman, executive director of the **Canadian Association of Physicians for the Environment**, seems to have some of his facts wrong.

Let me help him out.

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1. I am not connected to anyone in the pesticide industry. I am a retired secretary and a gardener. I do have access to unbiased and broad science in relation to the subject, including landmark studies out of the University of Guelph in 1984 where extensive research was done relating to exposure to 2,4-D. **Interesting that the Ontario College of Family Physicians study only went back as far as 1991 and focused only on epidemiology, omitting all the other data about these compounds. Perish the thought that they should have to deal with credible, repeatable science that does not support their theory.**

2. The URLs I referred you to in my letter ("**Pesticide review lacking credibility**", Feb. 28) basically both said that the review was biased and the science had been selectively chosen to support the **College of Family Physicians'** theory. The review also acknowledged names of reviewers, one a respected scientist who had never seen the report before it was published. How many other inaccuracies are there in the review ?

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3. Considering the **Canadian Cancer Society**, by their own admission, have used the same review as the basis for their support, I wouldn't have much faith in them either. The **Canadian Cancer Society** wholeheartedly supports the science that connects smoking to lung cancer but not the science that there is no connection between pesticides and cancer. The same scientist, Sir Richard Doll, is involved in both findings. It is called "**cherry-picking.**"

4. The Ontario position is nonsensical. The alternatives to federally approved pesticides allowed in Ontario range from fatty acids -- lethal to frogs -- to removing pests by hand. How are we to effectively treat blight on our tomatoes by hand? Are we going to be up 24/7 picking tomato horn worms off our plants?

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5. **Who do I trust? The thousands of experts who work for Health Canada, the U.S. Environmental Protection Agency, the World Health Organization and the International Agency for Research on Cancer to name a few.** Just as I would not go to a plumber for kidney surgery, I would not go to a medical doctor (with minimal toxicology training) to assess pesticides, and most certainly not a philosopher such as **Gideon Foreman.**

Sandra Solomon,

RR 1, Puslinch

Ontario

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The 6 sins of greenwashing

March 18th, 2009

Ron Hall

LM Direct !



Landscape Management

Web Site



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Retrieved in March 2009

The concept of sustainability keeps growing and is becoming a driving force in consumers' selection of products and services. This hasn't been lost on the Green Industry, as evidenced by major companies, including **TruGreen**, the world's largest lawn care company, now offering and promoting its alternative "**natural**" or "**organic**" lawn care program in its spring mailers and newspaper advertisements.

Whether that, and the growing success of other industry providers who promote more "**ecologically friendly**" services, represents a major change in the industry remains to be sorted out. One thing for certain, though, companies that promote these types of services must deliver what they promise or risk being accused of "**greenwashing.**"

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Greenwashing is a term that's increasingly popping up in the consumer press. Consumer watchdog groups commonly use the term to describe efforts by individuals or companies who inaccurately or falsely portray the environmental benefits of their practices or products.

In December 2007, the environmental marketing company **TerraChoice** came up with "**The Six Sins of Greenwashing,**" and used them in looking at the environmental claims being made on behalf of 1,018 common and randomly selected consumer products. **According to its criteria, 99% of the products were guilty of greenwashing.**

Beware TerraChoice's six sins of greenwashing :

- 1. Sin of the Hidden Trade-Off :** Products such as "**energy-efficient**" electronics that contain hazardous materials. 998 products and 57% of all environmental claims committed this sin.
- 2. Sin of No Proof :** Products claiming to be "**certified organic,**" but with no verifiable certification.
- 3. Sin of Vagueness :** Products claiming to be natural when many naturally occurring substances are hazardous, like arsenic and formaldehyde.
- 4. Sin of Irrelevance :** Products claiming to be CFC-free, even though CFCs were banned 20 years ago.
- 5. Sin of Fibbing :** Products falsely claiming to be certified by an internationally recognized environmental standard like EcoLogo, Energy Star, WaterSense or Green Seal.
- 6. Sin of Lesser of Two Evils :** Organic cigarettes or "**environmentally friendly**" pesticides. It's better to forego cigarettes and the use of synthetic pesticides entirely, claims TerraChoice.

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Notable quotations.

P*MR*A feels these concerns are not supported by modern science, and that the credibility of Health Canada's scientific review process is being questioned. >>

Unlike other levels of government, the **PM**RA system has to be based on science. >>

Authorities looking at (bans) will have to consider the unintended consequences they create, including the difficulty to effectively enforce this type of legislation, the issue of how it would be challenged in court, the possibility of black market/cross-border activities and the use of home-made remedies to replace use of registered products. >>

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Quotes from

Pest Management Advisory Council (PMAC) — Meeting Report

May 22-23, 2008

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Urban Pesticide Use

May 22–23, 2008

Pest Management Advisory Council (PMAC) — Meeting Report

Lindsay Hanson, Policy, Communications and Regulatory Affairs Directorate,
PMRA

Pest Management Regulatory Agency (P.M.R.A.) of Health Canada

Web Site



Retrieved in March 2009

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The Canadian public is hearing a variety of messages with respect to pesticides. Many of the messages focus on the **"cosmetic"** use of pesticides and various health concerns. **PMRA feels these concerns are not supported by modern science, and that the credibility of Health Canada's scientific review process is being questioned.** The Agency has developed a number of key public messages to address this issue and presented these to PMAC.

Part of the discussion focused mostly on the **PMRA** communications approach with and about other jurisdictions. The main points of discussion are as follows:

There were several objections raised by some members about **PMRA's** messages on the aspect of science-based decisions :

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Some challenged the **PMRA** statement that the link between the "*cosmetic*" use of pesticides and adverse health effects is not supported by modern science. For example, the city of Toronto came up with concerns after reviewing the totality of evidence in the literature and chose not to allow pesticides for cosmetic use to reduce exposure.

One member cautioned the Agency about making statements implying that actions or decisions of other government levels are not supported by science. This type of message could lead to a loss of public confidence for **PMRA**.

According to some members, the challenge identified by **PMRA** that the credibility of Health Canada is being questioned in various messages that refer to health concerns from the "*cosmetic*" use of pesticides comes out as a very defensive stance.

One member noted some misrepresenting statements in the messages that will contribute to polarization of the debate, something **PMRA** and the Council need to recognize and avoid.

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The statements considered as misrepresentations refer to the science-based **PMRA** risk assessments (has some weaknesses and has not been applied to all registered pesticides) and to the decisions taken at bylaw levels (implication that these governments' decisions to take a precautionary approach are not supported by science because they were influenced by health advocacy groups). One member noted that municipal politicians have to build in more than science in their decisions. In the end, city councillors must show that they listen to their constituents.

PMRA responded that it wants to convey that rigorous risk assessment is done and its scientists do consider epidemiology studies, in addition to the studies submitted to **PMRA** for registration. The intent of **PMRA** is to highlight that, **unlike other levels of government, the PMRA system has to be based on science.** However the Agency agrees it will have a closer look at its science-based messaging.

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There were divergent views about the level of involvement and the role of **PMRA** in the urban pesticide debate (e.g., jurisdictional issues, resources, sensitivities).

PMRA indicated that much of the multi-jurisdictional communication can occur through the FPT Committee, to ensure FPT members are aware of the information available at the federal level.

There is general agreement on the need to communicate more effectively with consumers, although members had diverse views on the messaging approach to take:

PMRA communications should be clear on the Agency's role and the science associated with that. While being careful not to offend people, **PMRA** needs to adjust the message to different audiences.

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Although there is disagreement whether public support of bans is based on a lack of understanding, most members agree that **PMRA** should make sure people have the basics first, i.e. what pesticides are and how they relate to their everyday life.

PMRA indicated that they do target their communications, and some of it does go into more basics.

One member referred to the findings from the focus group survey, done for **PMRA**, in support of the need to use more definitive phrases in communicating **PMRA** decisions.

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Another member also cautioned **PMRA** to be careful that the message does not become advertising rather than real communication.

Some work needs to be done to determine what type of information is most suitable and how best to communicate it for effective results (all government levels). Educational activities should be aimed at changing consumer behaviour with pesticide use.

One member noted that consideration of incidents of accidental ingestion or inhalation of pesticides needs to be part of consumer education.

Some members raised the issue of home-made products and their safety for closer attention in educational material.

Some members see a role for vendors to redirect consumers to alternatives to pesticides.

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At the provincial level, one member indicated that **authorities looking at these types of program (bans) will have to consider the unintended consequences they create, including the difficulty to effectively enforce this type of legislation, the issue of how it would be challenged in court, the possibility of black market/cross-border activities and the use of home-made remedies to replace use of registered products.**

Council members feel that **PMRA** can play a role in providing scientific information to provincial authorities in the context of legislative actions concerning pesticides. It is recommended that **PMRA** ensures that Federal/Provincial/Territorial members are aware of the information available from Health Canada, and that the Agency is open to providing this information to other governments if asked.

Pesticides are regulated by Health Canada under the Pest Control Products Act, and are among the most stringently regulated substances in Canada. The Pest Management Regulatory Agency (P.M.R.A.) is the branch of Health Canada that administers the Act on behalf of the Minister of Health. The primary objective of the P.M.R.A. is to prevent unacceptable risks to people and the environment from the use of pesticides.

TruGreen Goes Greener With More Targeted, Environmentally Responsible Lawn Care Options

Helping Homeowners Take Better Care of their Lawn

March 19th, 2009

Media Release

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TruGreen lawn and landscape company
U.S.A.



Web Site

Retrieved in March 2009

MEMPHIS, Tenn. — / PRNewswire / — As Americans spend more time enjoying their lawns, research shows they're looking for environmentally responsible ways to care for their little square of the Earth. **TruGreen, the world's largest lawn care services provider**, is going greener today with its debut of Targeted Lawn Care SM (TLC) to address customers' specific lawn care needs.

TruGreen's Go greener SM advanced line-up, being piloted this spring in 38 markets, includes :

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Targeted Lawn Care : TruGreen's overall commitment to service excellence that includes a customized lawn inspection at every application with new, proprietary technology that controls weeds only when and where needed

TruPerformanceSM : A highly effective fertilizer with Targeted Lawn Care weed control

TruBlendSM : A blend of 100 percent natural, organic fertilizer and traditional fertilizer with Targeted Lawn Care weed control

TruNaturalSM : A 100 percent natural, organic fertilizer



In addition to more TruGreen lawn care options, homeowners will notice enhancements in the highly personalized service from TruGreen's professionally trained route managers, including a free lawn evaluation and customized plan and a Lawn Quality Audit® to track progress.

As part of its TLC program, TruGreen has begun **rebranding trucks** from its fleet to feature lifestyle images of drawn-to-your-lawn fun. The new trucks are equipped with patented **dual line technology** for delivering targeted weed control only when and where it's needed. In addition, TruGreen route managers from participating pilot branches are donning **newly branded uniforms**. TruGreen's TLC approach will also be emphasized in a new **direct mail campaign** in pilot markets, featuring a guaranteed greener, healthier, more weed-free lawn with special **introductory pricing** on first lawn applications.

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Kirk Hurto, Ph.D., TruGreen's vice president of technical services, explained that being environmentally responsible is at the root of TruGreen's new, innovative approach.

"Targeted Lawn Care is a common-sense approach to caring for your lawn. Our programs are designed to be environmentally responsible, and TruGreen's professionally trained route managers make certain our products stay on lawns and out of our waterways," said **Hurto**. *"We're committed to reducing the use of pesticides, and our specialized TLC delivery system helps to ensure this reduction goal while still providing effective results. It's doing the right thing for the environment - and for our customers."*

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Your Square CareSM :

"Homeowners love their lawns," Hurto said, "and proper care makes all the difference in growing greener, healthier grass. Whether you take care of your lawn yourself or you use a professional lawn care service, it's important to ensure you're taking care of your square responsibly."

Hurto reinforces TruGreen's commitment to educating do-it-yourself homeowners on responsible lawn care and offers the following Your Square Care tips :

Mow correctly : Cut your grass frequently with a sharp-blade mower; keep the lawn high, only removing one-third of grass; and return clippings to the yard for added nourishment

Water properly : Adjust watering schedule and level based on the season; apply less in the rainy season and more in the drier months as needed; water early in the day to reduce loss from wind and evaporation

Plant health care : Understand a plant's nutritional needs; identify lawn problems to avoid diagnosing and treating the problem incorrectly. TruGreen's specially trained lawn care professionals can help ensure your lawn is getting the care it needs.

Right plant, right place : Identify the right type of grass and plants for your region and your lawn to ensure greener, healthier turf and improved landscaping appeal; replacing un-adapted plants with the right plant enhances the value of your landscape

TLC Pilot Markets :

TruGreen's Targeted Lawn Care and new programs are available in 16 states in 2009 in advance of a national roll-out in 2010. A **new TruGreen logo** and Go greener tagline are being tested with homeowners with an emphasis on customized, environmentally responsible lawn care of each homeowner's little square of the world. TruGreen's natural, organic products are also available nationwide on request. Go to www.trugreen.com for a local branch locator by zip code.

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Region Market

Northwest Portland; Seattle

Midwest Merrillville, Ind.; Cedar Rapids, Iowa; Davenport, Iowa; Cary/Elgin, Ill.; West Chicago; Crestwood, Ill.; Hickory Hills, Ill.; Lake Forest, Ill.; Naperville, Ill.; Park Ridge, Ill.; Rockford, Ill.; Wheeling, Ill.; Appleton, Wis.; Madison, Wis.; Milwaukee

Southeast Savannah, Ga.; Charlotte, N.C.; Fayetteville, N.C.; Greensboro, N.C.; Lake Norman, N.C.; Raleigh, N.C.; Augusta, S.C.; Charleston, S.C.; Columbia, S.C.; Myrtle Beach, S.C.; Newport News, Va.; Roanoke, Va.; Virginia Beach, Va.

Northeast Hartford, Conn.; Rocky Hill, Conn.; Boston; Springfield, Mass.; Manchester, N.H.; Binghamton, N.Y.; Providence, R.I.; Burlington, Vt.

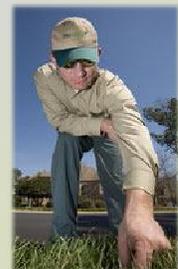
About TruGreen :

TruGreen is the world's largest lawn and landscape company, serving more than **3.4 million residential and commercial customers** across the United States with lawn care, tree and shrub care, and landscaping services. As the current industry leader, TruGreen continues to pioneer the development of new technology for lawn care, and devotes substantial resources to evaluate new products and equipment continually. In 2008, TruGreen joined the Pesticide Environmental Stewardship Program (PESP), an EPA maintained group of businesses committed to reduce the amount of pesticides entering our environment. TruGreen's vision is to develop programs that meet consumer needs for a healthier, sustainable landscape, promote the environmental benefits of lawns and landscapes, and reduce overall use of pesticides. TruGreen is a member of the ServiceMaster Family of Brands. For more information, go to www.trugreen.com or www.servicemaster.com.

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About ServiceMaster :

ServiceMaster currently serves residential and commercial customers through a network of more than **5,500 company-owned locations and franchised licenses**. The company's brands include TruGreen, TruGreen LandCare, Terminix, American Home Shield, ServiceMaster Clean, Merry Maids, Furniture Medic, and AmeriSpec. The core services of the company include lawn care and landscape maintenance, termite and pest control, home warranties, cleaning and disaster restoration, house cleaning, furniture repair and home inspection.



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At the School of F.O.N.



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*... our students are learning
all about politicized science
and the environmental movement.*

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Force of Nature Media Report

The following titles are currently available.
(Or, will be available in the near future.)

- Alberta Prohibition.
- British Columbia Prohibition.
- Burnaby B.C. Prohibition.
- Canadian Association of Physicians for the Environment.
- David Suzuki Foundation.
- Death and the Environmental Movement.
- Golf and Landscape Trade Industries.
- Kazimiera Jean Cottam.
- Kelowna B.C. Prohibition.
- New Brunswick Prohibition.
- Ontario Prohibition.
- Organic Fertilizers.
- Pets and Lawn Care Chemicals.
- Prince Edward Island Prohibition.
- Quebec Prohibition.
- Richmond B.C. Prohibition.
- Saint Catharines Ontario.
- Salmon Arm B.C. Prohibition.
- The Failure of Integrated Pest Management.
- The Wisdom of the Solomons.
- Victoria B.C.
- White Rock B.C. Prohibition.
- Wisconsin Prohibition.

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