

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

**Canadian Association  
of Physicians  
for the Environment.**

**Part 6.**



### Notable quotation.

*Given the questionable nature of information used by the Ontario Government, we will be seeking an injunction against the [ Ontario ] Cosmetic Pesticide Ban Act.*

2 of 14.

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Quote from

**Jeffrey Lowes**

**March 4<sup>th</sup>, 2009**

## Response from Jeffrey Lowes

The MOE announced today they are siding with Dr. [ ??? ] Gideon Forman of the Canadian Association of Physicians for the Environment (CAPE)

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March 4<sup>th</sup>, 2009

3 of 14.

### *Media Release*

Attention News/Business Editors :

OTTAWA, March 4 /CNW Telbec/ – The **MOE** announced today they are siding with Dr. **Gideon Forman** of the **Canadian Association of Physicians for the Environment (CAPE)** and are banning thousands of jobs in Ontario's lawncare industry. **CAPE** has been linked to fake medical reports and individuals posing as medical doctors surrounding the support for **Ontario's Cosmetic Pesticide Ban Act, 2008**.

**M-REP Communications** on behalf of thousands of workers, whose jobs are now at risk, provided documents countering the government's stance on the lawncare industry.

# Canadian Association of Physicians for the Environment.

## Part 6.

24/06/2009

**Jeffrey Lowes** of **M-REP** stated " *the Government clearly did not exercise any discretion or due diligence on this file. Every medical report or claim made by activists could not be supported by fact. In most cases fabricated information was used.* " **Lowes** went further to state " *we are currently looking into the millions of dollars paid to activists through the Trillium Foundation and we have our concerns over large sums of money transferred directly to some groups and individuals with direct ties to the Minister's office.* "

Ontario's Lawncare Industry is over **\$1.26 billion a year**, with **\$577 million** spent on equipment and wages. There are **21000 full time employees** whose jobs are now at risk.

Overall, the act was not based on science and Ontario will lose jobs over the Government's position. The Industry is left with little choice but to exercise every possible legal option and take civil action against groups who facilitated one of the largest frauds in Canadian history.

**Given the questionable nature of information used by the Ontario Government, we will be seeking an injunction against the Cosmetic Pesticide Ban Act, 2008 (C-64)** if the government goes through with the ban. Our injunction will only cover the sections of the Act that impede the Lawncare industry.

4 of 14.

For further information:

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Jeffrey Lowes is Director of Government and Industrial Relations for « *M-REP Communications* ». [jplowes@cogeco.ca](mailto:jplowes@cogeco.ca) « *M-REP Communications* » represents lawn and tree-care companies in Ontario, Manitoba, Saskatchewan, Alberta and British Columbia. This has made « *M-REP Communications* » one of the largest organizations in Canada as the voice of the lawn and tree-care industries in government circles. « *M-REP Communications* » has embarked on engaging the Federal levels of government that regulate or use the services of the lawn and tree-care industries and working with their provincial counter parts.

### Notable quotation.

<< **L**egislation [ prohibiting legal pest control products ] will be a boon to our economy — boosting business and creating green jobs. >>

5 of 14.

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Quote from

**Gideon Forman**

**February 5<sup>th</sup>, 2009**

## Pesticide ban will be a boon to economy

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February 5<sup>th</sup>, 2009

GuelphMercury.com



### *Letter to the Editor*

The Ontario Government's new lawn pesticide ban — which should come into effect this spring — will do much to protect human and environmental health. But it's also becoming clear the **legislation will be a boon to our economy — boosting business and creating green jobs.**

Communities across Canada that already have pesticide restrictions have enjoyed a major expansion of their lawn care sector. For example, in the five years following a pesticide ban in Halifax the number of lawn care firms in the city grew from to **180 from 118** — an increase of **53 per cent**, according to Statistics Canada. The number of employees in the sector also grew. As well, Stats Can reports the number of landscaping and lawn care businesses in Toronto has grown each year since that city passed a pesticide ban.

6 of 14.

Why does the non-toxic route help the economy ? For one thing, it's a bit more labour-intensive, relying less on chemicals and more on hand-weeding. But it also requires some specialized knowledge of plant and soil ecology which homeowners often lack — hence their increased reliance on organic professionals. [ ... ]

But now we know that, in addition to its health benefits, going pesticide-free also makes good economic sense.

**Gideon Forman**

Executive Director

**Canadian Association of Physicians for the Environment  
(C.A.P.E.)**

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## Description of the Green Space Industry in Ontario.

# Economic Profile of the Ontario Turfgrass Industry

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**December 19<sup>th</sup>, 2008**

Kate Tsiplova **(2)**, Glenn Fox **(2)**, Katerina Jordan **(3)**, Eric Lyons **(3)**

Funded by  
Ontario Turfgrass Research Foundation



7 of 14.

We gratefully acknowledge the invaluable help by **Pam Charbonneau** with the **Ontario Ministry of Agriculture, Food and Rural Affairs**, with survey and study development. We would also like to acknowledge executive directors, presidents, and executive assistants and managers of the **Professional Lawn Care Association of Ontario, Landscape Ontario, Golf Course Superintendents Association of Ontario, Sports Turf Association of Ontario, Ontario Parks Association** and **Ontario Recreation Facilities Association** for their comments on the survey and their assistance with survey distribution. We would also like to thank **Mary Wales** for reviewing our calculations and proofreading some sections of this report.

**(2)** Department of Food, Agricultural and Resource Economics, University of Guelph

**(3)** Department of Plant Agriculture, University of Guelph

External peer review conducted by the George Morris Centre, Guelph (review enclosed)

All financial magnitudes are reported in **2007 Canadian \$** unless otherwise noted.

## Executive Summary

### Background

The Ontario turfgrass industry consists of diverse segments, such as golf courses, municipal parks, sod farms, lawn care companies and sports fields. Prior to this project, the most recent economic profile of the Ontario turfgrass industry was conducted for **1982**. The **Ontario Turfgrass Research Foundation** commissioned an economic study of the Ontario turfgrass industry. Starting in the fall of **2007**, the **University of Guelph** research team, consisting of Professors Glenn Fox, Katerina Jordan, and Eric Lyons and Research Associate Kate Tsiplova, have undertaken a study that:

- Developed an economic profile of the Ontario turfgrass industry and;
- Analyzed and assessed the growth potential of the Ontario turfgrass industry.

8 of 14.

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This study should be of interest to all Ontario turfgrass industry segments and to government agencies that regulate them. We hope that the results of this study will emphasize the importance of the turfgrass industry to the economy of Ontario.

Both secondary and primary data sources were used to collect data on the land area devoted to turfgrass cultivation and maintenance, the sales value of turfgrass products and services, and the value of turfgrass maintenance expenditures in Ontario. We surveyed selected turfgrass industry segments to gain insight about factors that turfgrass managers believe to be either constraints to or opportunities for the growth of the Ontario turfgrass industry.

### **Production**

The total gross Ontario turfgrass industry's revenue was **\$2.61 billion** in **2007**. In comparison, the total Ontario farm value of grains and oilseeds was **\$2.34 billion 2007**.

### **Acres**

The Ontario turfgrass industry maintained **390 thousand acres of turfgrass** in **2007**. In comparison, the total Ontario harvested area of grains and oilseeds was **5.52 million acres** in **2007**.

### **Turfgrass Survey Summary for the Province of Ontario**

#### **Sod Farms.**

- **36,300 acres of production (2007).**
- **108 million dollars in gross revenue (2007).**
- **68.8 million dollars in operating expenditures (2007).**
- **12.0 million dollars in equipment purchases (2007).**
- **1,055 total full-time equivalent employees (2007).**

9 of 14.

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#### **Golf Courses.**

- **98,600 acres of green space maintained.**
- **1.25 billion dollars in gross revenue (2007).**
- **339 million dollars in operating expenditures (2007).**
- **35.9 million dollars in equipment expenditures (2007).**
- **6,711 total full-time equivalent employees (2007).**

#### **Households.**

- **122,000 acres of green space maintained (2007).**
- **223 million dollars in operating expenditures (2007).**
- **280 million dollars in equipment purchases (2007).**

# Canadian Association of Physicians for the Environment.

## Part 6.

24/06/2009

### **Municipalities.**

- 93,200 acres of green space maintained (2007).
- 174 million dollars in operating expenditures (2007).
- 9 million dollars in equipment purchases (2007).
- 3,840 total full-time equivalent employees (2007).

### **Universities.**

- 839 acres of green space maintained (2007).
- 7.72 million dollars in operating expenditures (2007).
- 34,800 dollars in equipment purchases (2007).
- 357 total full-time equivalent employees (2007).

### **Provincial Highways and Roads.**

- 38,500 acres of green space maintained (2007).
- 2.47 million dollars in operating expenditures (2007).
- 22.8 million dollars in equipment purchases (2007).

10 of 14.

### **Lawn Care Companies.**

- 1.13 million acres of turfgrass maintained (2007).
- 1.25 billion dollars in gross revenue (2007).
- 577,000 dollars in operating expenditures (2007).
- 20,810 total full-time equivalent employees (2007).
- 1,300 licensed operators (2008). ]

### **Total for the entire turf industry in the Province of Ontario.**

- 390,000 acres of green space maintained or produced (2007).
- 2.61 billion dollars in gross revenue (2007).
- 1.39 billion dollars in operating expenditures (2007).
- 360 million dollars in equipment purchases (2007).
- 32,773 total full-time equivalent employees (2007).

Since lawn care companies provide maintenance services for other industry segments, we excluded the turfgrass area that they maintained from the total province-wide area. **Lawn care companies** maintained **1.13 million acres of turfgrass**, which does not match the acreage maintained by other industry segments. The reason for this divergence may be that lawn care respondents may have specified the area of turfgrass that was treated multiple times by their company. Therefore, one treatment location may have been counted more than once.

### Strategic Growth Analysis

All industry segments, except universities and colleges, reported that they expected population growth and urbanization or retirement trends or both to benefit the industry over the next five to ten years. Overall, all industry segments had a positive outlook on the future of their turfgrass operation. The majority of respondents indicated that they expect the size of their turfgrass operation to either increase somewhat or remain stable over the next 5 to 10 years. Some of the impediments to growth of the turfgrass industry included water use policies and cost of water. Another potentially problematic factor for turfgrass industry is either cost of labour or availability of qualified labour. The Cosmetic Pesticides Ban Act impacts the turfgrass industry considerably, with lawn care companies being affected the most. We found that lawn care respondents identified pesticide use policies and public perception of turfgrass industry as having a negative effect on the future growth of their turfgrass operations.



Lies perpetrated by environmental opportunists :  
<< [ ... ] *legislation will be a boon to our economy --  
boosting business and creating green jobs.* >>

**Predictions regarding the toll  
caused by environmental  
terrorism and the destructive  
policies leading to prohibition  
of legal pest control products.**

The following figures are based upon indicators in  
markets that have prohibited pest control products.

12 of 14.

**In the Province of Ontario, the  
Professional Lawn Care Industry  
will suffer the following damages :  
\$500 million in annual loss of revenue.  
8,300 to 12,500 people unemployed.  
780 business failures & bankruptcies.**

*The Emperor says ...*



13 of 14.

*... Mission  
Accomplished !*

# Canadian Association of Physicians for the Environment.

## Part 6.

24/06/2009

**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.

The following titles are currently available. (Or, will be available in the near future.) • Alberta Prohibition • British Columbia Prohibition • Canadian Association of Physicians for the Environment • Consequences • David Suzuki Foundation • Death and the Environmental Movement • Golf and Landscape Trade Industries • June Irwin, The Princess of Junk Science • Kazimiera Jean Cottam • Kelowna BC Prohibition • New Brunswick Prohibition • Nova Scotia Prohibition • Ontario Prohibition • Organic Fertilizers • Pets and Lawn Care Chemicals • Prince Edward Island Prohibition • Quebec Prohibition • Rachel Carson, The Queen of Junk Science • Randy Hillier, The Next Premier of Ontario • Salmon Arm BC Prohibition • The 9/11 Era of the Green Space Industry • The Failure of Integrated Pest Management • The Industry Strikes Back • The Misconceptions About Cancer • The Wisdom of the Solomons • Wisconsin Fertilizer Prohibition • ASK FOR A COPY OF ANY BACK ISSUE OF FORCE OF NATURE TODAY.

14 of 14.