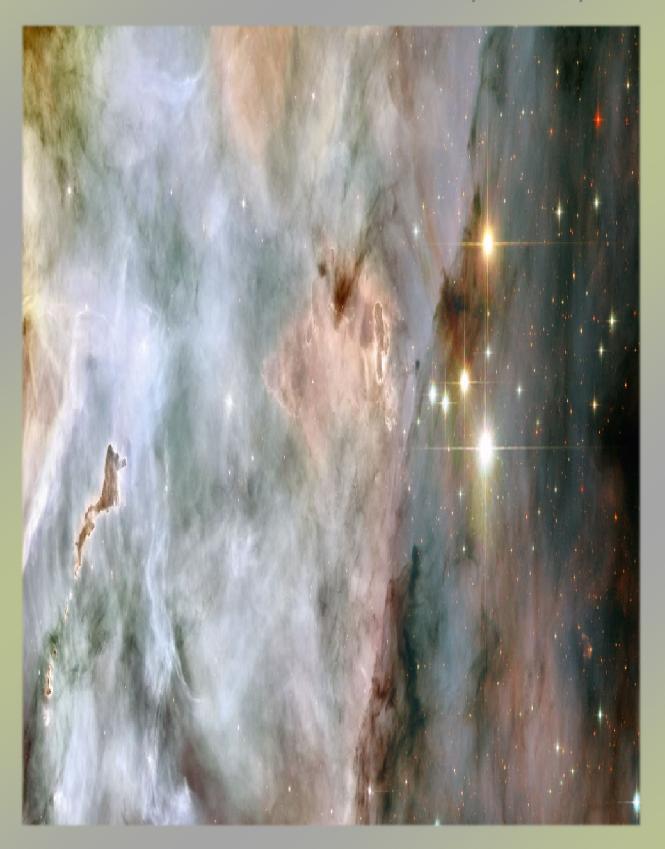
Force of Nature Media Report :
The Environmental Movement in the Media from an Independent Perspective.



21/03/2009

- « 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 « Force of Nature Media Report: The Environmental Movement in the Media from an Independent Perspective » which reports on the current events ( with independent commentary ) that affect the future of the « Green Space Industry ». Second. « Force of Nature: A Report on the Environmental Movement for the Green Space Industry from an Independent Perspective. », more technical in nature (with commentary).
- « 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 and unending 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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## Pesticide ban a bad move

March 7th, 2009

Cornwall Standard Freeholder

Letter to the Editor



It's a shame that the Ontario government is unwilling to do the hard work of giving due consideration to the many sides of a thorny issue when there is a vocal minority to appease. Such is the case with Ontario's decision to ban pesticide use on lawns and gardens –a decision that is both short–sighted and misguided.

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Pesticides are ably regulated by Health Canada and they exist to give Canadians safe and effective tools for dealing with pest problems. Contrary to what some say, there is nothing "cosmetic" about these products being used appropriately to protect people, property or crops.

Pesticides help to enhance Canadians' quality of life. Too bad the Ontario government has chosen to ignore that fact.

Lorne Hepworth,
President,
CropLife Canada,
representing the plant science industry

CropLife Canada is the trade association representing the manufacturers, developers and distributors of plant science innovations – pest control products and plant biotechnology – for use in agriculture, urban and public health settings.

21/03/2009

#### We're flushing the future of trees down the drain every day

March 9th, 2009

The Cornwall Standard Freeholder

Letter to the Editor

I was not surprised to see the letter to the editor from the President of CropLife Canada who thinks the Ontario Government's ban on the cosmetic use of pesticides is a bad move.

I was sorry that he had to include the idea about agriculture.

I thought that those of us who believe in the ban for cosmetic uses, had finally persuaded farmers that we were not out to attack them.

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So I decided to google CropLife Canada and found that "CropLife Canada is the trade association representing the manufacturers, developers and distributors of plant science innovations –pest control products and plant biotechnology – for use in agriculture, urban and public health settings."

Their mission is: "to support innovative and sustainable agriculture in Canada, in co-operation with others, by building trust and appreciation for plant science innovations."

Their vision is: "Healthier living through excellence in plant science innovations."

Then I checked the members of their executive committee and board of directors.

If you think I might be biased that this company has a vested interest in pesticide use, please check their website.

Elaine Kennedy

21/03/2009

#### Canadian Cancer Society (C.C.S.).

C.C.S. claims to be ...

[ ... ] a national community-based organization of volunteers whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer.



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C.C.S. is also a militant advocacy organization that attempts to influence the public, politicians, and media, in matters of *« POLITICIZED SCIENCE »* and environmental public policy. It has conspired with other groups to prohibit the use of pest control products. Both in the *« PROFESSIONAL LAWN CARE INDUSTRY »* and the *« AGRICULTURE INDUSTRY »*.

As a publicly-funded organization, influencing public policy in such a partisan manner is clearly and ethically beyond the mandate of C.C.S.

CANADIAN CANCER SOCIETY » (C.C.S.) is operated by some of the same people that manage « CANADIAN ASSOCIATION OF PHYSICIANS FOR THE ENVI-RONMENT » (C.A.P.E.), another like-minded militant advocacy organization.

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#### C.C.S. targeting the agriculture industry.

Here is a 2008 statement from C.C.S. —

For years, the Canadian Cancer Society has argued in favour of bans on the cosmetic use of pesticides around homes and gardens. But it has remained silent on the country's biggest use of bug and weed killers: on farms.

Now, the society is considering weighing in on whether these sprays pose a cancer risk to farmers, other rural residents near them, and to the wider public from eating foods carrying pesticide residues.

To that end, the society is holding a conference starting today at which it has assembled experts to advise it on whether cosmetic-pesticide restrictions, which now exist in Ontario, Quebec and many municipalities, should be followed by tougher action against the use of sprays in agriculture.

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The conference mentioned in the above excerpt was organized and held by C.C.S. on August 13<sup>th</sup>, 2008 in Toronto. It was called *Exploring the Connection — A State of the Science Conference on Pesticides and Cancer* ». According to C.C.S. ...

Experts from around the world will lead discussions on the cancer risks of pesticides used on agricultural crops, at a ground-breaking conference organized and hosted by the Canadian Cancer Society. >>

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he government actions are callous, insensitive, extreme and disrespectful to a growth industry that employs over 66,388 full—time people (22,000 in the turfgrass sector alone). Many safe and effective products have been taken away from the industry and public.

am not aware of any other sector in history that has 8 of 17.
been treated with absolutely no empathy.

Quotes from

Tony DiGiovanni

March 6th, 2009

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# Ontario pesticide ban becomes law on April 22

March 6th, 2009

Landscape Ontario (LO)

Media Release



Ontario's cosmetic pesticides ban takes effect April 22, 2009. The McGuinty government made the announcement on Mar. 4, stating, "The ban protects Ontario families and children from the unnecessary risks of cosmetic pesticides by only allowing the use of certain lower-risk pesticides for controlling weeds and pests in lawns and gardens."

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LO executive director **Tony DiGiovanni** reacted by saying, "Although Landscape Ontario agrees with the intent of the of the legislation, **the government actions are callous, insensitive, extreme and disrespectful to a growth industry that employs over 66,388 full-time people (22,000 in the turfgrass sector alone). Many safe and effective products have been taken away from the industry and public. It is unrealistic to expect such drastic changes by April."** 

The provincial announcement stated that the ban will prohibit the sale and use of pesticides for cosmetic purposes on lawns, gardens, parks and school yards, and includes many herbicides, fungicides and insecticides. Over 250 products will be banned for sale and more than 80 pesticide ingredients will be banned for cosmetic uses.

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DiGiovanni said, "Many jobs will be put at risk at a time when government should be helping growth industries to expand and create more employment. I am not aware of any other sector in history that has been treated with absolutely no empathy. We could have helped the government achieve its goals over time through public and industry education. This legislation should have been phased-in in partnership with the industry. Instead they have chosen to take a chance with people's livelihood."

Ontario's minister of the environment John Gerretsen stated in the announcement that his government had fulfilled its commitment to ban the sale and use of cosmetic pesticides in Ontario. "I'm proud to say that, when the ban takes effect on Earth Day, we will have eliminated this unnecessary risk to our environment, our families, and especially our children."

There are exceptions for public health or safety reasons such as fighting West Nile Virus, killing stinging insects like wasps, or controlling poison ivy and other plants poisonous to the touch. Other exceptions include agriculture and forestry.

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The ban takes the place of existing municipal pesticide bylaws in different areas of the province. "It also establishes one clear set of rules, which makes it easier for Ontario businesses to follow," says the provincial government's press release.

"I am hoping that they see the error of such an extreme approach. We will be there to help when they do," concluded DiGiovanni.

For additional information, visit

www.ene.gov.on.ca/en/land/pesticides/index.php.

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## Who do you trust to protect your health?

March 6th, 2009

**Guelph Mercury** 

Letter to the Editor



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The 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 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.

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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,

executive director,

Canadian Association of Physicians for the Environment

21/03/2009

#### Pesticide review lacking credibility

February 28th, 2009

Guelph Mercury

Letter to the Editor

Another round of pro and anti-pesticide letters in the paper.

Unfortunately, the health care field in general has decided to use as their reference the review done by the Ontario College of Family Physicians.

If it is any consolation, so did Premier Dalton McGuinty.

It has no credibility at all and has been panned by scientists both in Canada and in the U.K.

However, don't take my word for it. Check out www.pesticides.gov.uk and www.rcep.org.uk.

I am old enough to remember when newspapers did research to ensure that they provided their reading public with fact, not fiction. Yes, I am that old!

Small wonder there is so much confusion surrounding pesticides these days.

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I will not rehash the preponderance of science that is out there supporting the theory that pesticides, used properly, are perfectly safe.

Reputable scientists have provided this information for years.

This would not be a big issue if it were merely a "he said, she said" situation with no consequences.

But there are consequences.

The **Canadian Cancer Society** continues to insist there is a link between pesticides and cancer and their promotional literature is geared accordingly. The American Cancer Society is not of the same opinion — "only in Canada, eh!"

The money raised by the **Canadian Cancer Society** for research is channelled according to their beliefs. I no longer give them one red cent.

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I want my money to be spent doing research to discover what is the cause — not trying to prove an incorrect theory. Millions have already been spent on research to discover if there is a link — and there isn't.

Yes, farmers are allowed to use pesticides to protect their crops yet homeowners, growing vegetables in their own backyard to help make ends meet, are prohibited. You can play golf on grass treated with pesticides, yet you can't walk across your own private lawn treated with the same pesticides.

Where is the sense in this? Oops, I forgot. No sense, no science. Just politics.

Sandra Solomon,

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### Force of Nature Media Report

The environmental movement in the media from an independent perspective.

The following titles are currently available.

- C.A.P.E. Part 1 Summer 2008 Newsletter 2009 03 02.
- David Suzuki Foundation Part 1 2009 03 20.
- Kelowna B.C. Prohibition Part 1 2009 02 27.
- New Brunswick Prohibition
   Part 1
   2009 02 23.
- New Brunswick Prohibition
   Part 2
   2009 03 13.
- New Brunswick Prohibition Part 3 2009 03 15.
- New Brunswick Prohibition
   Part 4
   2009 03 16.
- Ontario Prohibition
   Part 1
   2009 03 04.
- Ontario Prohibition
   Part 2
   2009 03 06.
- Ontario Prohibition Part 3 2009 03 10.
- Ontario Prohibition
   Part 4
   2009 03 18.
- Ontario Prohibition
   Part 5
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- Salmon Arm B.C. Prohibition
   Part 2
   2009 03 22.

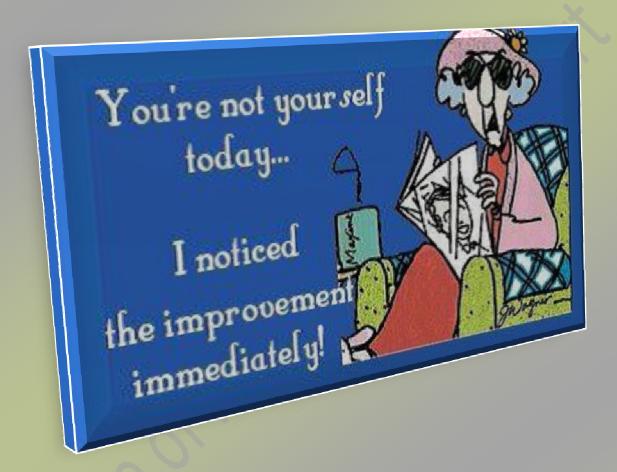
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# Force of Nature Media Report

The following titles are now in production.

- Alberta Prohibition Part 1
- British Columbia Prohibition
   Part 1
- Burnaby B.C. Prohibition Part 1.
- C.A.P.E. Part 2 Slide Show.
- David Suzuki Foundation Part 2.
- Death and the Environmental Movement Part 1.
- Golf and Landscape Trade Industries Part 1.
- Kazimiera Jean Cottam Part 1.
- Kelowna B.C. Prohibition
   Part 2.
- New Brunswick Prohibition Part 5 and more.
- Ontario Prohibition Parts 6 and more.
- Organic Fertilizers
   Part 1.
- Pets and Lawn Care Chemicals
   Part 1.
- Prince Edward Island Prohibition Part 1.
- Quebec Prohibition Part 1.
- Richmond B.C. Prohibition Part 1.
- Saint Catharines Ontario Part 1.
- Salmon Arm B.C. Prohibition Part 3.
- The Failure of Integrated Pest Management Part 1.
- The Wisdom of the Solomons
   Part 1.
- Victoria B.C. Part 1.
- White Rock B.C. Prohibition.
- Wisconsin Prohibition Part 1.

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MANY PEOPLE ARE NOTICING THAT THE ENVIRONMENTAL MOVEMENT IS « NOT ITSELF » EITHER. IT NOW APPEARS TO BE IN A MORE DEFENSIVE MODE, NOW THAT THE GREEN SPACE INDUSTRY HAS BECOME MORE VOCAL.