Analysis and Commentary
On Canadian Cancer
Society Presentation
To Kamloops Council

Part 2

According to Richard Doll, The Greatest Epidemiologist Of The 20th Century, there is NO SCIENTIFIC BASIS FOR PESTICIDE BANS.

Epidemiological studies are SO OFTEN WRONG that they are coming close to being WORTHLESS.

If a modern « cosmetic » pesticide actually caused cancer, it is fairly certain that this would be ascertained through the extensive testing procedures required before it is registered for use in Canada.

If the use of pest control products is LOWEST in Atlantic Canada and Quebec, then why are the cancer incidence and mortality rates HIGHER in these region?

The idea that there is an epidemic of human cancer caused by synthetic industrial chemicals is NOT SUPPORTED BY EITHER TOXICOLOGY OR EPIDEMIOLOGY.



# Analysis and Commentary On Canadian Cancer Society Presentation To Kamloops Council

June 12<sup>th</sup>, 2012

John J. Holland

Media Release

Selected and Adapted Excerpts

John J. Holland is Communications Director for Integrated Environmental Plant Management Association of Western Canada (IEPMA). He is Canada's most eloquent and intelligent writer on the subject of public policy and pest control products.

## Overview

Analysis and Commentary on the June 12, 2012 Presentation to Kamloops Council by the Canadian Cancer Society's Jerilynn Maki By John J. Holland, Kelowna, British Columbia, June 19, 2012

Jerilynn Maki, the BC-Yukon Canadian Cancer Society's Health Promotion Coordinator for the Southern Interior Region, made a presentation to Kamloops Council on June 12, 2012.

While Ms Maki is no doubt sincere in her beliefs, what should have been a science-based presentation became one that is BOTH SHORT ON FACTS AND REPLETE WITH MISINFORMATION — and is thus MUCH WORSE THAN NO PRESENTATION AT ALL.

Statements from Canadian Cancer Society COULD BE TRUE if it did not just CHERRY-PICK WEAK EPIDEMIOLOGICAL STUDIES, and PRETEND that this is the ONLY evidence that is available.

After previously detailing many scientific sources from which she claims the CCS receives its information, Ms Maki maintained that her organization's stance on « cosmetic » pesticides « aren't our opinions ».

Although Ms Maki claims that the position of Canadian Cancer Society « isn't our opinion », it also certainly isn't that of Health Canada, the US Environmental Protection Agency, the American Cancer Society, the British Cancer Society, and many others.

Canadian Cancer Society FAILS TO EXPLAIN is that its INFAMOUS 100 STUDIES are ALL EPIDEMIOLOGICAL OBSERVATIONAL STUDIES WITH VERY WEAK LINKS between pesticides and disease.

Conversely, Health Canada has estimated that ABOUT 23 MILLION PAGES OF SCIENTIFIC STUDIES are used to support the decisions made about pest control products.

Additionally, International Agency for Research on Cancer (IARC) stated that VERY FEW currently available pesticides are ESTABLISHED EXPERIMENTAL CARCINOGENS, and NONE is an established HUMAN CARCINOGEN—studies in humans have FAILED TO PROVIDE CONVINCING EVIDENCE of an increased risk, even in heavily exposed groups.



# **NO Support For Cancer Epidemic**

Dr. BRUCE AMES, an American biochemist and molecular biologist, is ONE OF THE MOST CELEBRATED SCIENTISTS IN THE WORLD TO-DAY, and is also AMONG THOSE WHO ARE THE MOST CITED.

Besides numerous other awards, he is the recipient of the U.S. National Medal of Science.

Dr. Ames, for many years, was a senior staff member at the University of California, Berkeley and is the developer of the Ames Test, a process widely used for evaluating the mutagenicity ( which may then indicate the carcinogenicity ) of a chemical.





Now retired from Berkeley, he continues to work at the California Children's Hospital Oakland Research Institute, searching for the causes of cancer and other diseases of aging.

As Dr. Ames and Dr. Lois Swirsky Gold (also a Berkeley researcher) have written —

The idea that there is an epidemic of human cancer caused by synthetic industrial chemicals is NOT SUPPORTED BY EITHER TOXICOLOGY OR EPIDEMIOLOGY.

Though there are some epidemiologic studies that find an association between cancer and low levels of industrial pollutants, the studies do not correct for diet, which is a potentially large confounding factor; moreover, the levels of pollutants are low and rarely seem plausible as a causal factor when compared to the background of natural chemicals that are rodent carcinogens.

Bruce N. Ames and Lois Swirsky Gold, The Causes and Prevention of Cancer — The Role of Environment, 1998.



# Animal Models Are RELIABLE

If a modern « cosmetic » pesticide actually caused cancer, it is fairly certain that this would be ascertained through the extensive testing procedures required before it is registered for use in Canada.

As stated by a PMRA representative —

For any known human carcinogen, whatever the chemical might be — I'm not speaking directly to pesticides — THE ANIMAL MODELS THAT HAVE BEEN USED HAVE SHOWN TO BE POSITIVE FOR ANYTHING THAT'S KNOWN TO BE CARCINOGENIC TO HUMANS AS WELL.

So they are well understood predictors of potential human toxicity, and those are the models that are well worked out and used for toxicity testing.

Dr. Connie Moase ( Director, Health Effects Division II, Health Evaluation Directorate ), in the Second PMRA Presentation to the BC Special Committee On Cosmetic Pesticides, January 17, 2012. [ Emphasis added ]



# Incidence Of Cancer vs Pesticide Use?

If one wishes to look at correlations, consider this fact —

Generally, both [ cancer ] incidence and mortality rates are HIGHER in Atlantic Canada and Quebec.

« Canadian Cancer Statistics 2009 », Canadian Cancer Society, Statistics Canada, and the Public Health Agency of Canada.

Compare the above statement to the fact that pesticide use « is lowest in the Atlantic provinces and Quebec ».

« Households and the Environment Survey », Statistics Canada, February 10, 2009.

Are we then to suppose that we can conclude that pesticide use LOWERS the incidence of cancer?



# NO Scientific Basis For Pesticide Bans

But, as an internationally respected scientist once told me ...

The main problem with epidemiology is that people don't know the PROBLEMS with epidemiology.

Many of those belonging to anti-pesticide organizations maintain that there now exists — in the case of pesticides — a similar situation to that which occurred with the once-disputed association between TOBACCO and lung cancer.

In the words of Ms Maki ...

And, you know it's like if you look at TOBACCO, it's taken many, many years and we now know we have definitive, you know, indication that people get cancer from using TOBACCO.

But there exists a major difference — a heavy smoker has a thirty times (3,000 %) greater risk of developing lung cancer than does a non-smoker.

Illustrating a strong correlation between lung cancer and smoking is one of the greatest accomplishments of epidemiology, and the association, once revealed, was so pronounced that it was difficult to dispute the connection.



Sir RICHARD DOLL and Sir Austin Bradford Hill were the British authors behind the momentous 1950 study. ( « Smoking and Carcinoma of the Lung », British Medical Journal, 1950 )

Richard Doll has been termed « The Greatest Epidemiologist Of The 20<sup>th</sup> Century » and, nine years ago, delivered a lecture in Guelph, Ontario.

The following is taken from an article published at the time —

Sir Richard gave a public lecture in Guelph.

Afterward, a city councillor asked whether he'd support a BAN ON PESTI-CIDES in the city.

« No », he said, to her immense surprise.

« There's NO SCIENTIFIC BASIS FOR IT. »



« Pesticide Panic Zaps the Facts », Margaret Wente, Globe and Mail, May 24, 2003.



# **Epidemiology Studies Almost Worthless**

Then there is also the opinion of Dr. STAN YOUNG, a respected statistician (epidemiology is based on statistics) at the National Institute of Statistical Sciences in Research, Triangle Park, North Carolina, who ...

... argues that epidemiological studies are SO OFTEN WRONG that they are coming close to being WORTHLESS. « We spend a lot of money and we could make claims just as valid as a random number generator » he says.

« *Numbers Can Lie — Vitamins, Hormones, Coffee — Today They're Good, Tomorrow They're Bad. Why all the flip-flops* ? » by Andreas von Bubnoff, Los Angeles Times, September 17, 2007.



# Pest Control Products Are Scientifically Safe

The following LEADING EXPERTS have recognized expertise, training and background in matters concerning pest control products.

These EXPERTS have publicly stated, in one form or another, that pest control products are SCIENTIFICALLY-SAFE —

- AMES, Bruce N., Professor
- BRANHAM, Bruce, Professor
- DOLL, Richard, The Greatest Epidemiologist Of The 20<sup>th</sup> Century
- DOST, Frank N., Doctor
- DRYSDALE, Art C., Horticulturist
- EDWARDS, J. Gordon, Doctor
- FELSOT, Allan S., Professor
- HOLLAND, John J., Communications Director
- MILLOY, Steven J., Juris Doctor
- RITTER, Leonard, Doctor
- ROSS, Gilbert L., Doctor
- SCHWARCZ, Joseph A., Doctor
- SOLOMON, Keith R., Professor
- STEPHENSON, Gerald R., Professor
- SWITZER, Clayton M., Doctor
- WHELAN, Elizabeth M., Doctor
- WOOD, Joel, Doctor

# Canadian Cancer Society is more knowledgeable than Health Canada ?!?!?

### NO!

Canadian Cancer Society has conveniently considered the hundreds of qualified scientists of Health Canada's respected Pest Management Regulatory Agency to be incompetent and/or incapable of arriving at correct scientific findings concerning conventional pest control products.

In order to allow SOUND SCIENCE to be effectively practiced, it would be preferable leave the interpretation of scientific research about pest control products to those people who ARE competent to do it — Health Canada, and NOT Canadian Cancer Society.

NO pest control product can be sold or used until Health Canada's scientists have evaluated ALL the existing evidence to determine whether the product meets stringent health and safety requirements.

Conventional pest control products are SCIENTIFICALLY SAFE since they have been scrutinized and approved by the HUNDREDS of expert scientists at Health Canada!

Overall, when they are used properly, there are NO harmful irreversible effects to health and the environment!

Ironically, Canadian Cancer Society has STATED REPEATEDLY that scientific research does NOT provide a conclusive link between pest control products and cancer.

Why is Canadian Cancer Society WASTING EVERYBODY'S TIME on the issue of pest control products?

Canadian Cancer Society is a FUND-RAISING, PROFIT-SEEKING, and LOBBYING organization, and NOT a science, research, or health organization.

Health Canada, and NOT Canadian Cancer Society, has THE ESSENTIAL EXPERTISE on the subject of pest control products.

Canadian Cancer Society is RIDICULOUSLY IMPLYING that its NON-EXPERT ASSESSMENT is somehow being withheld from Health Canada and EVERY other regulatory agency in the world.

The following educational, regulatory, research, scientific, and trade agencies have CONCLUSIVE-LY SUPPORTED or VALIDATED the concept that pest control products are SCIENTIFICALLY-SAFE • American Chemical Society • American Council for Science and Health • American Cancer Society • British Columbia's Special Committee On Cosmetic Pesticides • Canadian Medical Association • CropLife Canada • Health Canada • Institute of Public Affairs • International Agency for Research on Cancer • Ontario Pesticides Advisory Committee • The Fraser Institute • U.S. Environmental Protection Agency • World Health Organization.

Canadian Cancer Society merely ALLEGES having UNDISCLOSED, NON-EXISTENT AND UN-VERIFIABLE SECRET EVIDENCE about the safety of pest control products.

Canadian Cancer Society has NEVER provided ANY credible information to Health Canada to justify its Anti-Pesticide CONSPIRACIES.

# Who is more knowledgeable?

350 educated expert independent scientists who evaluate all the existing evidence to determine whether products meet stringent health and safety requirements

1 uneducated non-expert middle-aged homely spinster who is given special pay-offs and awards to coerce and terrorize government officials on behalf of a fund-raising, profit-seeking and lobbying organization

# John J. Holland iepma@shaw.ca

John J. Holland is Communications Director for Integrated Environmental Plant Management Association of Western Canada (IEPMA).

He is Canada's MOST ELOQUENT and INTELLIGENT WRITER on the subject of public policy and pest control products.

In Letters To The Editor, Holland has EFFECTIVELY and FREQUENTLY SPO-KEN OUT AGAINST Anti-Pesticide Activists.

The Integrated Environmental Plant Management Association of Western Canada (IEPMA), in conjunction with its membership, has been VERY decisive regarding the CONSPIRACY to PROHIBIT pest control products in British Columbia

After all, conventional pest control products are HEALTH-CANADA-APPROVED, FEDERALLY-LEGAL, SCIENTIFICALLY-SAFE, PRACTICALLY-NON-TOXIC, and CAUSE NO HARM.

The Integrated Environmental Plant Management Association has correctly recognized that this is a BEACH-HEAD in the FIGHT FOR VICTORY against the CONSPIRACY to PROHIBIT pest control products in British Columbia.

Here are Mr. Holland's career highlights and accomplishments —

Fields of study — Honours BA in History and Geology, post-graduate work in History.

Notable work — owner of a large professional lawn and tree care company in the Okanagan Region of British Columbia (1983 - 2004) — supervisor of a structural pest control company (1979 - 1982).

Special contributions — Communications Director of Integrated Environmental Plant Management Association of Western Canada (2007 - present) — Vice-President of Integrated Environmental Plant Management Association of Western Canada (1998 - 2007) — President of Environmental Standards Association (1985 - 1994) — Co-Founder of Environmental Standards Association, the fore-runner to IEPMA (1984).

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Here are some examples of Holland's wisdom —

Agencies of your own Government — namely Health Canada and the PMRA [Pest Management Regulatory Agency of Health Canada] — have stated on numerous occasions that 2,4-D POSES NO UNACCEPTABLE RISKS TO THE PUBLIC.

Although I have never used my degree in the profession for which I studied, I found that the training I received in the methods of research was invaluable in enabling me to discern the facts of the real science behind the use of pest control products. Not being a scientist, I have always been guided by the work of those who are the actual experts.

As you may be aware, there are also numerous MISLEADING — or UN-SCIENTIFIC — studies with such a negative point of view, such as the Ontario College of Family Physicians' [OCFP] Pesticide Literature Review (2004). This review has been used to support almost every proposed pesticide ban, from the Municipal to the Provincial (e.g., Ontario) level. The information used by those like the OCFP has been CHERRY-PICKED by the physicians — NOT SCIENTISTS — writing the report, and the report has been DISCOUNTED by many scientists and government experts in this and other countries. Studies used are generally all epidemiological, and links to cancer and other diseases have been WEAK and NOT CONSISTENT from study to study. Toxicological studies DO NOT CONFIRM the epidemiological findings. By definition, epidemiology CANNOT FIND CAUSES — they merely suggest correlations, and the basic tenet of epidemiology is that correlation does not mean causation. Studies must also be consistently reproducible before a finding can be found meaningful. At any rate, the OCFP study ignored or downplayed other important epidemiological studies that did not conform to its premise of the dangers of pesticides (again, check with the PMRA).

CAPE and Forman also seem to believe, with NO SCIENTIFIC PROOF, that all synthetic pesticides cause cancer.

Despite popular belief, Canadian Cancer Society, which has taken such a large and activist role against pesticides, is NOT A SCIENTIFIC ORGANIZATION. Canadian Cancer Society is a volunteer advocacy and fund-raising association, with NOT A SINGLE SCIENTIST on staff with pesticide expertise.

From your statements, I would have to assume that you must consider the 350 qualified scientists of the PMRA incompetent and/or incapable of arriving at correct scientific findings.

It must first be noted that there is NO SUCH THING as « full scientific certainty ». ONE CANNOT PROVE A NEGATIVE. It is IMPOSSIBLE to prove scientifically that pest control products — or any substance, including water— could NEVER harm anything or any-

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one under ANY circumstances. There is also NO PROOF of « environmental degradation » caused by what are erroneously termed « cosmetic » pest control products.

Municipal and provincial governments and even health-related professional organizations have been taking advice on pesticides from those who are THE LEAST QUALIFIED TO PROVIDE IT. These governments also ignore those who have THE ESSENTIAL EXPERTISE, such as Health Canada's Pest Management Regulatory Agency (PMRA).

Products containing 2,4-D DO NOT POSE UNACCEPTABLE RISKS to human health or the environment. They also have value for lawn and turf, agriculture, forestry and industrial uses when used according to the label directions proposed in previous consultation documents.

Proper weed control on turf HELPS PREVENT SLIPPING INJURIES by eliminating broad-leaved weeds. [ ... ] the Precautionary Principle dictates that, with the choice between treating and not treating, the decision for proper weed control must be made. Therefore, turf pest control products SHOULD NOT BE PROHIBITED.

There are NO efficacious or cost-effective alternatives to the conventional products being banned. Due to their POOR PERFORMANCE, the « alternative » products left have to be applied more often, with more applicator visits, dramatically increasing an applicator's environmental foot-print — there is no lack of certainty about this.

There is SUBSTANTIAL AND UNDENIABLE PROOF for both « serious » and « irreversible » harm to employees and families of applicator companies ( and to the companies themselves ). In Quebec and Ontario, many companies have been driven out of business — there is no lack of any certainty about this. In spite of the claims of activists to the contrary, THOUSANDS OF EMPLOYEES HAVE LOST THEIR JOBS, and they and their families are suffering the consequences, health and otherwise — there is no lack of certainty about this

While there have been numerous studies published on the effects of pesticides on human health, the VAST MAJORITY have shown that there are NO DISCERNABLE HEALTH PROBLEMS.

2,4-D has been registered in our country since 1946, and is the third most-used herbicide in Canada. If there were health problems related to 2,4-D's application, it would seem obvious that concrete proof — after over 60 years of use — would have surfaced by now, particularly when you realize that there have been thousands of studies, and numerous re-evaluations by both Health Canada and the U.S. EPA [ Environmental Protection Agency ]. This herbicide is probably THE MOST STUDIED PESTICIDE IN HISTORY.



We are living in the 9|11 Era of Anti Pesticide Terrimism where at least ONE SUBVERSIVE ACT OF TERRIM is Perpetrated EVE-RY SINGLE DAY by enviro lunabics.

We are living in the DARK AGE OF ANTI PESTICIDE TERRЖRISM where sound science is trumped by FAKE SCIENTISTS, JUNK SCIENCE and UNVERIFIABLE SECRET EVIDENCE through FABRICATION, INNUENDO, and INTERNET RUMOUR — scientific research PROVES that pest control products CAUSE NO HARM and can be USED SAFELY.

NORAHG is the National Organization Responding Against HUJE that seek to harm the Green space industry.

NORAHG morally represents the VAST SILENT MAJORITY of people associated with turf and ornamental plant maintenance who are OPPOSED to Anti Pesticide PROHIBITION and the CLOSURE of green spaces under the RIDICULOUS PRETEXT of somehow « saving » the environment.

NORAHG is a NATIONAL NON PROFIT NON PARTISAN organization that does not accept money from corporations or governments or trade associations, and represents NO VESTED INTERESTS WHATSOEVER.

NORAHG is dedicated to reporting the work of RESPECTED and HIGHLY RATED EXPERTS who promote ENVIRONMENTAL REAL-ISM and PESTICIDE TRUTHS

Anti Pesticide HUJE are enviro lunatics and lawn haters who particularly DESPISE the golf industry — they are Hateful Underhanded Jokes as Environmentalists who have been WRONG FOR OVER 50 YEARS.

There is NO RECOURSE but LITIGATION against these HUJE, as well as CANCELLATION of GOVERNMENT GRANTS and REVO-CATION of the TAX EXEMPT STATUS of their organizations. HUJE should Get OFF Our grASS, and they should Roast In Hell.

Anti Pesticide HUJE are advised that all names, statements, activities, and affiliations have been ARCHIVED for eventual CRIMI-NAL CHARGES

NORAHG manages The Library of Force Of Nature Reports and References for all Anti Pesticide Terrxrist Acts of Subversion

The NORAHG of Library Force Of Nature Reports and References is a VAST ARCHIVE of DOCUMENTS, AUDIO CLIPS, and VIDE-OS on ALL Anti Pesticide Activities has been made AVAILABLE through NORAHG to anyone interested in LITIGATION.

These ARCHIVES contain names, statements, activities, and affiliations of ALL anti pesticide vermin, including government officials, as well as charitable prohibition terrorist organizations that DO NOT DESERVE ANY tax exempt status.

Interested parties need only to send NORAHG their REQUESTS for ANY INFORMATION needed in the War Against Lunaburg

NORAHG also produces FORCE OF NATURE, reports that present THE WHOLE TRUTH FROM AN INDEPENDENT PERSPECTIVE about environmental issues, including anti-pesticide terrorism.

FORCE OF NATURE is a series of reports destined for the green space industry, the environmental terrixrist movement, governments, and the media, nationwide across Canada, the United States, and overseas.

FORCE OF NATURE is committed to SOUND SCIENCE, as well as ground breaking original reporting that informs, entertains, and creates real change.

The Force Of Nature Series of Reports — Agriculture • ALBERTA Conspiracy • Bee Colony Collapse Disorder • Benefits of the Turfgrass Industry • Beyond Pesticides • Books That Screwed Up the World • BRITISH COLUMBIA Conspiracy • Canadian Cancer Society • Canadian Association of Physicians for the Environment • CARNAGE and Consequences of Lunabac Terrarist Prohibition • Controversial Prohibitions • Culprits of the Prohibition Conspiracy • Daffodils, Toxic Pesticide Treated Flowers Soaked Formaldehyde • Dating Services for Enviro Maniacs • David Suzuki Foundation • DDT and Our World of Politicized Science • Death and Illness (Alleged) • Departure Letters • Ecojustice Canada • Energy Sector • Environmental Terrarists UNMASKED • Environmental Terrarist Organizations • Enviro PROFIT • Environmental Defence • FAILURE of IPM, Pesticide Manufacturers, Prohibition, Trade Associations • Famous Quotations About Enviro Lunabacs • Fertilizer TERRAKR • Food and Farming • Get Off Our grASS • Global Warming, The Scam of Our Lifetime • Glyphosate Herbicide • Golf Industry • Green Alternatives • Green Party • Halloween Terrar • Happy Holidays • Health Canada • Health Concerns with Pest Control Products • Heroes Speaking Out Against Environmental Terrar • History of Environmental Terrar in Canada • History of the Turfgrass Industry • Letters to the Editor • LIARS and Lying Sacks of (Enviro Maniac) Cwap • Mock Advertisements • Mock Speeches • Myth BUSTING • NATIONAL Prohibition • NEW BRUNSWICK Conspiracy • NO Prohibition Exception for AGRICULTURE Industry • NO Prohibition Exception for GOLF Industry • NOVA SCOTIA Conspiracy • North America Free Trade Agreement (NAFTA) • ONTARIO Conspiracy, Haven For Environmental Terrarists • Ontario College of Family Physicians • Organic Maintenance • Organic Maintenance • Organic Maintenance • Organications of the Prohibition Conspiracy • Pesticide Q & A (Questions and Angels of the Prohibition Conspiracy • Pesticide Q & A (Questions and Angels of the Prohibition Conspiracy • Pesticide Q & A (Ques



Prohibition • Quotations About Enviro Lunatxcs & Maniacs • Rachel Carson, The Queen of Junk Science • SASKATCHE-WAN Conspiracy • Satire, Laughs & Insanity • Terrixir That NEVER Ends • TERRIX Talk and Weasel Words • THE AVENGERS • The Environmental Factor • The FAILURES of Green Alternatives, Organic Golf Courses, BROWN Golf Courses, Integrated Pest Management, Pesticide Free Parks. and Pesticide Manufacturers • The Ontario Trillium Foundation • The Industry STRIKES Back • The Wilhelm Scream • The Wisdom of REAL Experts • Tukey TERRISM • TWISTED Precautionary Principle • United States Enviro TERRIXISM • UPDATES • VICTORIES Against Terrixists • Video, Audio, and Slide Shows • VIOLATING Federal Law • VIOLATING Prohibition • WARNINGS • Weapons of Ultimate Environmental Terrixir • Wind Power (Bogus) • 2,4-D

The information presented in FORCE OF NATURE has been developed for the education and entertainment of the reader by providing a sequence of events WITH COMMENTARY, striving for accuracy in history, politics, and science.

FORCE OF NATURE is TOTALLY INDEPENDENT and provides NO guarantee regarding accuracy or completeness. In no event shall FORCE OF NATURE be liable for any incidental or consequential damages, lost profits, or any indirect damages.

NORAHG also produces A LOOK AT, a series of reports providing TECHNICAL INFORMATION on issues such as Career Management, Golf Course Maintenance, Green Alternatives, Summer Stress, Turfgrass Pests, and Turfgrass Species.

Finally, NORAHG frequently responds to anti pesticide activists in LETTERS TO THE EDITOR in newspapers across Canada and around the world

All information, excerpts, and pictures contained in FORCE OF NATURE, A LOOK AT, and LETTERS TO THE EDITOR were retrieved from the Internet, and may be considered in the public domain.

FORCE OF NATURE, A LOOK AT, and their various incarnations, was the brainchild of William H. Gathercole and his colleagues in 1991. Mr. Gathercole is now retired, although his name continues to appear as founder.

Here is a brief summary of Mr. Gathercole's career -

Fields of study — Horticulture/Agriculture, Mathematics, Physics

Alma mater — McGill University • University of Guelph • the first person ever to obtain university degrees and contribute to both the professional lawn care and golf maintenance industries

Expertise in — environmental issues and anti pesticide terrixrism • turf and ornamental maintenance and troubleshooting • history of the industry • sales and distribution of seeds, chemicals, fertilizers, and equipment • fertilizer manufacturing and distribution

Notable activities — worked in virtually all aspects of the green space industry, including golf, professional lawn care, distribution, environmental compliance, government negotiations, public affairs, and workplace safety • supervisor, consultant, and, programmer for the successful execution of hundreds of thousands of management operations in the golf and urban landscape, as well as millions of pest control applications • advisor, instructor, and trainer for thousands of turf and ornamental managers and technicians • pesticide certification instructor for thousands of industry workers • founder of the modern professional lawn care industry • prolific writer for industry publications and e-newsletters • first to confirm the invasion of European Chafer insect in both the Montreal region and the Vancouver / Fraser Valley region • with Dr. Peter Dernoeden, confirmed the presence of Take All Patch as a disease of turf in Eastern Canada • with Dr. David Shetlar, confirmed the presence of Kentucky Bluegrass Scale as an insect pest in South Western Ontario, and later, in the Montreal and Vancouver regions

Special contributions — creator of the exception status that has allowed the golf industry to avoid being subjected to anti pesticide prohibition • creator of the signs that are now used for posting after application • co-founder of annual winter convention for Quebec golf course superintendents • the major influence in the decision by Canadian Cancer Society to stop selling for profit pesticide treated daffodils • the only true reliable witness of the events of anti pesticide prohibition in the town of Hudson, Quebec • retired founder of FORCE OF NATURE and A LOOK AT reports

Notable award — the very first man of the year for contributions leading to the successful founding of Quebec professional lawn care industry, which served as a beach-head against anti pesticide activists in the 1980s and 1990s

Legacy — Mr. Gathercole and his colleagues ... designed and implemented strategies that reined anti pesticide activists to provide peace and prosperity for the entire modern green space industry across Canada • orchestrated legal action against anti pesticide activists in the town of Hudson, Quebec • launched the largest founding professional lawn care business in Canada • quadrupled the business revenues of one of the largest suppliers in Canada

Mr. Gathercole is now retired, although his name continues to appear as founder of FORCE OF NATURE and A LOOK AT reports.

