

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

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

**Part 5.**



# Canadian Association of Physicians for the Environment.

## Part 5.

23/06/2009

Notable quotation.

<< **O**ntario is a true leader. There is nothing like this [ prohibition against pest control products ] anywhere else on the continent. >>

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Quote from

**Gideon Forman**

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

## Ontario Becomes Pesticide-Free Leader

*“ Nothing like this  
anywhere else  
on the continent ”*

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

Canadian Association of Physicians for the Environment

### ***Media Release***



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TORONTO — A list of banned pesticides released today as part of Ontario's Cosmetic Pesticide Ban Act makes the legislation the most health-protective law of its kind in North America, says the **Canadian Association of Physicians for the Environment (CAPE)**.

The list includes over **95** cosmetic pesticides — among them **2,4-D and glyphosate** — whose use and sale in the province will be prohibited starting in **April [ 2009 ]**.

# Canadian Association of Physicians for the Environment

## Part 5.

23/06/2009

*“ Ontario is a true leader. There is nothing like this anywhere else on the continent,” says **CAPE** Executive Director **Gideon Forman** . “ Up to now, Quebec has had the best legislation but it only bans 20 pesticides. Ontario is banning five times that number. And the U.S. can’t even agree on a ban on 2,4-D while Ontario is protecting us from 2,4-D and 95 other toxic chemicals as well ! ”*

Scientific research has shown pesticides are linked to cancer, neurological illness, and birth defects. Children are especially vulnerable.

*“ All the polling we’ve seen suggests these regulations will be hugely popular across the province,” says **Forman**, whose association represents over **4,000** doctors and concerned citizens. “ Ontarians are delighted that this spring they won’t have to worry about their kids and pets getting sick after playing on the lawn.”*

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**CAPE** says the regulations will not only protect health but also boost Ontario’s lawn care industry and green jobs. *“ Non-toxic lawn care is more labour-intensive so it’s a boon to employment. Statistics Canada says communities which prohibit pesticides see their number of lawn care firms grow substantially,”* says **Forman**.

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## Pesticide ban is really working

June 6<sup>th</sup>, 2009



### *Letter to the Editor*

Regarding :  
Readers coming to terms with devilish dandelions,  
The Fixer June 2



Five years after Toronto's pesticide prohibition came into force, this column offers a powerful reality check. Industry predictions of widespread contempt for the law have not come true. A recent Board of Health study found **60 per cent** fewer homeowners reporting pesticide use in **2007** as compared with **2004**.

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And now The Fixer tells us "*dandelions are the wave of the future, and a lot of people seem to be okay with it.*" of your correspondents writes, "*Dandelions are not the enemy!*"

Indeed. The enemy is the cocktail of toxic lawn products used in our city for decades until enlightened politicians — in a widely popular move — ended their use.

**Gideon Forman**,  
Executive Director,  
**Canadian Association of Physicians for the Environment**,  
Toronto



### Notable quotation.

<< **L**egislation will be a boon to our economy -- boosting business and creating green jobs. >>

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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.

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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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The Guide to Manipulating Political and Public Opinion :  
An Excerpt from the C.A.P.E.-Forman Slide Presentation.

## How the Ontario Pesticide Ban was Won

Slide Presentation  
by Gideon Forman,  
May 21st, 2009.



### Step #6

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### Met key Ministers or their staff

- In addition to the Minister of Environment, we met with advisors to the Ministers of Trade, Small Business, and Economic Development.
- These Ministers had reservations because industry told them the ban would hurt the economy.

We said, “ *On the contrary : it will be helpful* ”.

#### Statistics Canada report regarding Halifax lawn care industry and pesticides by-law

##### Overview :

A report by a Statistics Canada released on **Oct. 4, 2005**, looked at the number of companies and employees in the **landscaping sector** in **Halifax**. The data is part of a study called Canadian Business Pattern (**1998–2005**.) The report indicates that the number of companies and employees of those companies in the **Halifax** landscaping sector has risen since the pesticide by-law was enacted there.

The **Halifax** pesticides by-law was enacted in **2000**; the date it became effective for the majority of the community was **April 2003**. In essence, the data shows there is no evidence that the enactment of a by-law restricting the use of pesticides in **Halifax** was detrimental to the landscaping services sector. In fact, the data shows just the opposite: the by-law appears to have been beneficial, with growth shown in both the areas of number of companies and number of jobs.

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##### In particular :

- The number of landscaping firms in **Halifax** increased steadily since **1998**;
- Growth was not interrupted by the enactment of a pesticide by-law in **2000** and its effective date for the majority of the community in **April 2003**;
- Since **2000**, the number of firms has increased by **53%** — from **118 to 180 companies**;
- There has been growth in the size of landscaping firms in **Halifax** — in the past two years, the number of firms with **50 to 99 employees** has increased from none to five; and

Since **2000**, there was growth in small businesses :

- The number of businesses with **5–9** employees increased from **16 to 22**;
- The number of businesses with **10–19** employees increased from **14 to 20**; and
- The number of businesses with **20–49** employees increased from **5 to 12**.

### Notable quotation.

*<< The reality is the operational revenue dropped by 40% with most of the nine companies that operate in the Halifax area and it has taken five years to recover from those losses. >>*

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Quote from

**Jeffrey Lowes**

**March 25<sup>th</sup>, 2009**

### Background Information from an Independent Perspective.

#### The reality of the Statistics Canada report regarding the lawn care industry in Halifax

February 25<sup>th</sup>, 2009

Contrary to published reports by activist about **Halifax**. The number of companies in all of Nova Scotia is around **150**. The Stats Canada report they keep referring to reflects a sector that includes lawn care. Activists made claims that the number of companies operating in the **Halifax** area have increased by **53%**. This is a lie by the activists to coop support. **The reality is the operational revenue dropped by 40% with most of the 9 companies that operate in the Halifax area and it has taken 5 years to recover from those losses.**

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**Jeffrey Lowes**

Director of Government & Industrial Relations

M-REP Communications



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.



<< [ ... ] legislation will be a boon to our economy --  
boosting business and creating green jobs. >>

## **The lies perpetrated by environmental opportunists.**

**Distorted Fact :** Prohibiting pest control products  
is beneficial for the Green Space Industry.

**True Fact:** Prohibiting pest control products has  
severely harmed the Green Space Industry.

*Fact: Because of prohibition in Halifax,  
revenues dropped by 40% with most of  
the Professional Lawn Care Companies,  
and it has taken them five years to  
recover from the hardship and losses!*

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<< [...] legislation will be a boon to our economy --  
boosting business and creating green jobs. >>

## More lies perpetrated by environmental opportunists.

Distorted Fact : Prohibiting pest control products  
is beneficial for the Green Space Industry.

True Fact: Prohibiting pest control products has  
severely harmed the Green Space Industry.

*Fact : As a sad consequence  
of the prohibition imposed  
in the Province of Quebec  
by environmental terrorists,  
over sixty per cent of the  
Professional Lawn Care Industry  
has now been annihilated*



<< [...] legislation will be a boon to our economy --  
boosting business and creating green jobs. >>

## Even more lies perpetrated by environmental opportunists.

**Distorted Fact :** Prohibiting pest control products  
is beneficial for the Green Space Industry.

**True Fact:** Prohibiting pest control products has  
severely harmed the Green Space Industry.

*Fact: As a predictable consequence  
of the prohibition imposed in Ontario by  
environmental terrorists since spring 2009,  
Professional Lawn Care revenues  
have been obliterated by at least 25%.*

*The Emperor says ...*



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*... let the people of the  
Green Space Industry  
be terrorized by us.*

# Canadian Association of Physicians for the Environment

## Part 5.

23/06/2009

**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.

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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.

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