

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

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

**Part 3.**



### Excerpt from the C.A.P.E. Slide Presentation.

## How the Ontario Pesticide Ban was Won

Slide Presentation  
by Gideon Forman,  
May 21<sup>st</sup>, 2009.



### Step #1

#### The Right Messaging.

- We focused on protecting *children*.
- Our ads featured a beautiful child with captions:
  - “ *Only a ban will protect them* ”
  - or
  - “ *They’re not safe* ”.
- As the campaign wore on (and the recession set in) we also conveyed the message that the ban would help grow jobs and business in the lawn care sector.

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### Step #5

#### Wrote letters to the editor and op-eds.

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- There was huge industry resistance to the ban, especially in the media.
- To counter this, we wrote (and encouraged others to write) letters to the editor and op-eds.
- These supported the ban from a variety of angles, including its value creating green jobs.



# Canadian Association of Physicians for the Environment.

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11/06/2009

**Medical authorities support  
a pesticide phase-out  
for one reason.**



**You're looking at her.**

Our leading medical authorities say pesticides are a threat to our children's health. That's why they support a phase-out of pesticides on lawns and gardens in the City of Ottawa.

If you share our concern, please call Mayor Charette and your city councillor today and ask them to support a pesticide phase-out.

**You can reach the mayor and your  
councillor by calling 3-1-1.**

For more information – or to receive a compelling video on safe lawn care alternatives – call the Canadian Association of Physicians for the Environment toll-free at 1-815-306-2272 or visit [www.cape.ca](http://www.cape.ca).

**Support a pesticide phase-out.**



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## Pesticide ban is win-win-win

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**April 20<sup>th</sup>, 2009**



The Barrie Examiner

### *Letter to the Editor*



Response to article favouring prohibition

Thank you for covering Ontario's excellent new pesticide law.

But we wish you had mentioned the law's many benefits. In addition to protecting children's health, drinking water, and family pets, it will also help our economy. 5 of 19.

Communities which have banned pesticides have seen substantial growth in their lawn care sector. In the five years following a pesticide prohibition in Halifax, for example, the number of landscaping firms in the city **increased 53%**, according to Statistics Canada.

And here in Ontario, major lawncare [ sic ] firms are already saying that, because organic methods are more labour-intensive, they'll be hiring more workers this year.

So the new pesticide ban is a winner: good for the planet, good for our kids, good for employment.

**Gideon Forman**

Executive Director

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

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## Weed pickers will get jobs with new pesticide ban

March 19<sup>th</sup>, 2009



### *Letter to the Editor*



Putting people to work is important and the new Ontario pesticide law will help. Other communities that passed pesticide restrictions have seen major growth in their lawn care sector.

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For example, in the five years following introduction of a pesticide ban in Halifax, the number of lawn care companies in the city grew **53 per cent from 118 to 180**, according to Statistics Canada.

And Toronto has seen an increase in lawn care firms each year since that city passed a pesticide bylaw. But none of this is surprising.

Non-toxic lawn care, which involves **hand-weeding**, is more labour-intensive. We expect the new legislation **will spur job creation** in Windsor, especially among young people seeking summer work.

**Gideon Forman**

Executive Director

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## Pesticide ban is the most health protection in North America

March 17<sup>th</sup>, 2009



Pembroke Observer

### *Letter to the Editor*



[ There is ] one misleading claim. You say concern over pesticides is being expressed by "*special interest groups*". In fact, polling shows concern over pesticides is expressed by about 70% of Ontarians. It is also expressed by Ontario's health authorities including the **Registered Nurses' Association of Ontario**, the **Ontario College of Family Physicians**, the **Ontario Medical Association** (Section on Pediatrics), and the **Canadian Cancer Society** — all of which strongly support the new provincial ban. It would just be silly to call Ontario's family doctors, paediatricians [ sic ], nurses, and health charities "*special interests*". Their only interest is protecting the public.

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The special interests are those groups opposing the ban.

**Gideon Forman**

Executive Director

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### Step #2

**Brought together groups, outlined what we wanted.**

- We brought together nurses, doctors, the Canadian Cancer Society, environmental lawyers, the David Suzuki Foundation and citizens' groups.



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- We wrote a one-page statement : what we wanted – in particular a ban on pesticide *sales*.
- We held a press conference to release the statement.





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### Health and Environmental Organizations Support Ontario-wide Ban on Cosmetic Pesticides



We support the Ontario government's plan to enact pesticide legislation and call for a law that:

- prohibits the use, sale and retail display of cosmetic/ornamental pesticides for outdoor, non-agricultural use (including pesticide/fertilizer combinations);
- allows exemptions only to protect public health;
- requires publicity of the ban and public education about alternatives to pesticides;
- includes effective mechanisms for enforcement; and
- is passed in 2008 and is phased in and fully implemented within the government's current mandate.



In a world of multiple chemical exposures, we must remove needless risks from lawn and garden pesticides.

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## Review urges reducing pesticide exposure

March 13<sup>th</sup>, 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.

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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."

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.

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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**  
Executive Director  
**Canadian Association of Physicians for the Environment**  
**(C.A.P.E.)**  
[gideon@cape.ca](mailto:gideon@cape.ca)



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### Culprits that have conspired to prohibit pest control products.

**Peter Goodhand.** National President & Chief Executive Officer (C.E.O.). Canadian Cancer Society (C.C.S.). Toronto.  
[pgoodhand@ontario.cancer.ca](mailto:pgoodhand@ontario.cancer.ca)

**Kapil Khatter.** Physician. Board Member. Canadian Environmental Law Association (C.E.L.A.). Ontario College of Family Physicians (O.C.F.P.). Former Pollution Policy Advisor. Environmental Defence. President. Canadian Association of Physicians for the Environment (C.A.P.E.). Laidlaw Foundation. Project Manager. Canadian Partnership for Children's Health and the Environment (C.P.C.H.E.). Toronto.  
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**Janet « Jan » Kasperski.** Nurse. Chief Executive Officer. Ontario College of Family Physicians (O.C.F.P.). Toronto.  
[jk\\_ocfp@cfpc.ca](mailto:jk_ocfp@cfpc.ca)

## New pesticide ban will help health, economy

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March 13<sup>th</sup>, 2009

### *Letter to the Editor*

Response: Pesticide ban is a pest: Weed Man rep, March 10<sup>th</sup>, 2009



It's good to hear some lawn-care operators are already using non-toxic products to control lawn pests. That means the transition to Ontario's new pesticide law — the most health protective in North America — will be smooth.

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We also believe the new legislation will be good for business. **In the five years following a pesticide ban in Halifax, the number of lawn-care firms in the city grew 53 per cent — from 118 to 180, according to Statistics Canada.**

The number of employees in the sector grew as well.

Statistics Canada also found that the number of lawn-care companies in Toronto has grown every year since that city brought in a pesticide bylaw. The new provincial pesticide regulations will not only protect human health and the environment, they'll also be a boon to our economy.

**Gideon Forman**

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### Step #6

#### Met key Ministers or their staff

- As the campaign wore on (and the recession set in) we also conveyed the message that the ban would help grow jobs and business in the lawn care sector. 13 of 19.
- 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 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

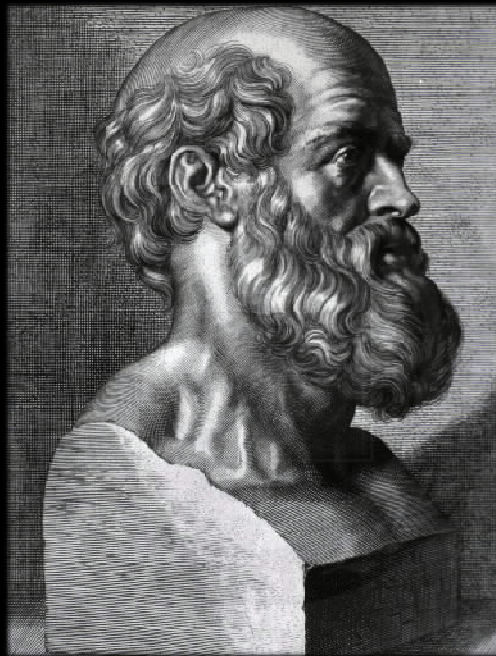


Jeffrey Lowes is Director of Government and Industrial Relations for « *M-REP Communications* ». [jplowes@cogeco.ca](mailto:jplowes@cogeco.ca) « *M-REP Communications* » represents lawn and tree-care companies in Ontario, Manitoba, Saskatchewan, Alberta and British Columbia. This has made « *M-REP Communications* » 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.



*As a sad consequence  
of the prohibition imposed  
in the Province of Quebec  
by environmental terrorists,  
over 60 per cent of the  
Professional Lawn Care Industry  
has now been annihilated.*

*The Hippocratic Oath,  
the Modern Environmental  
Terrorist Version ...*



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*... I must play an evil God  
and try to annihilate the  
Green Space Industry.*



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*Force of Nature* was launched for continuous transmission on the Internet on January 1<sup>st</sup>, 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 Misconceptions About Cancer ● The Wisdom of the Solomons ● Wisconsin Fertilizer Prohibition ● **ASK FOR A COPY OF ANY BACK ISSUE TODAY.**

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