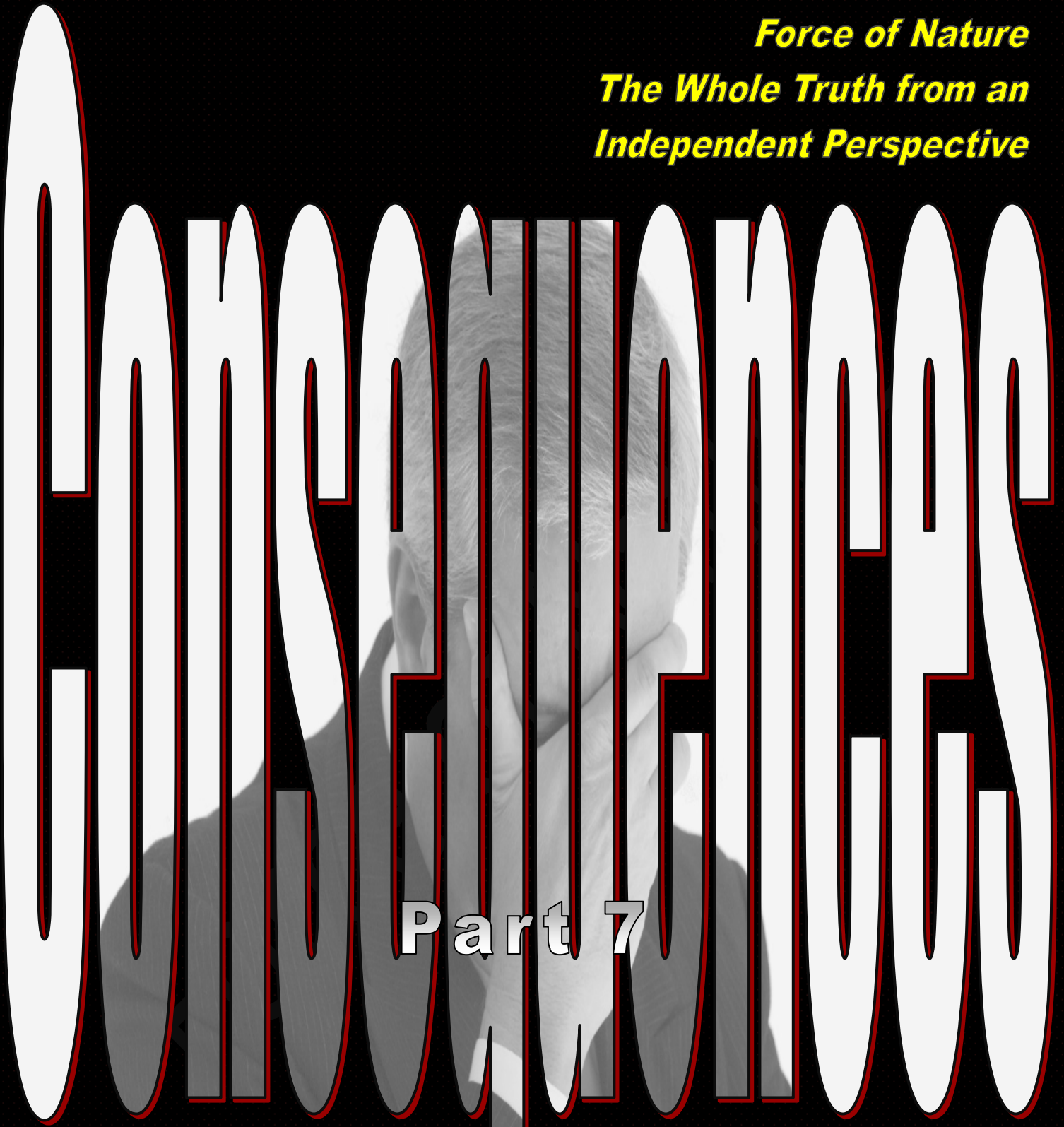


*Force of Nature  
The Whole Truth from an  
Independent Perspective*



**Part 7**

*The consequences of the depraved indifference  
of the environmental terror movement !*

# Consequences

Part 7

05/10/2009

## The owner of a devastated Professional Lawn Care Company speaks the truth !

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Dear Force of Nature.

The effects of the prohibition have really started to hit home financially for me, my family and many of my friends in the **PLC** [ Professional Lawn Care ] industry, but it has been all too real in many other respects for quite some time now.

I have been in the industry for over thirty years. I remember a time when people used to ask us questions about how to look after their lawns.

I remember a time when we were looked upon fondly by the public because we provided a valued, respected and popular service.

I remember a time when a career in our industry was something young people considered.

# Consequences

## Part 7

05/10/2009

Since the beginning of the attack on the products we use began in earnest almost 25 years ago, we have all witnessed the death by a thousand cuts of our livelihoods. This has been perpetrated by the activists and their allies in government and the media. We have seen an inexorable decline in the opinion that the public holds our industry. Who can blame them ?

The media never talks about how the products we use are deemed safe by every credible scientist involved. They only report the cherry picked stories the activists demand.

The media pits us in story after story against crying children and mothers. We are depicted as industry giants with vast financial resources we use to pervert the truth about the products we use.

We are portrayed as uncaring, profit mad monsters willing to sacrifice the health of the public, the planet and even our own employees and friends in pursuit of money.

# Consequences

## Part 7

05/10/2009

We have been demonized for so long now that it is taken as conventional wisdom that we are amoral capitalists who care nothing for anything decent and good.

I personally have had employees, and customers harassed, vehicles vandalized and been lied about and attacked in the press. Enough ! If I could sell up, and get out I would.

The problem is who would want to buy into this mess ?

The irony is that the actual manufacturers of the products in question are for the most part absent in the local political arenas and the media in the defence of their own products and their customers, us.

Industry associations and large Lawn Care companies for the most part have spent their resources trying to compromise with the activists leading the industry to the brink (or over it I would argue) of disaster.

# Consequences

## Part 7

05/10/2009

I and my colleagues have seen in this past season a 20–35 % percent drop in our customer count and a similar drop in revenues.

For a small operator with maybe one to two thousand customers, this is unsustainable, and you will see many small businesses simply disappear.

This has been of necessity accompanied by a corresponding drop in staffing levels and purchases of all kinds, vehicles, fuel, repairs, advertising, and everything that you can think of that a small business needs to operate.

This huge economic disaster has been completely ignored by ALL levels of government and almost all media outlets.

The so called alternatives touted by the activists simply do not work and are stunningly expensive. Most people are not willing or in many cases able to pay twice the price for half the result meaning that a decent looking lawn is becoming something only the rich can afford.

# Consequences

## Part 7

05/10/2009

Even in the very few sane parts of the country where there are no prohibitions in effect YET, you cannot find **PMRA** [ Pest Management Regulatory Agency of Health Canada ] approved weed or insect control products on store shelves. At the retail level at least, the prohibitions are effectively national.

My business, which at one time provided a good living and some equity for sale down the road is NOW **WORTHLESS**.

The larger companies in our industry may survive, but the businesses themselves have no resale value and like most small business people, that was our retirement plan.

No one wants to buy a lawn care business any more. We have been stigmatized, marginalized and vilified for so long now that the work of decades is now worthless.

What was our crime ?

# Consequences

## Part 7

05/10/2009

Using federally approved products, employing provincially licensed staff, providing a service the public wanted (and in most cases still wants) and being complacent.

How many times were we told that we needed to stick to the science ?

How many times were we told to trust our trade associations and the manufacturers ?

We were told time and again that “ *they are working behind the scenes on a compromise with the activists* ”.

Remember [ sign ] posting legislation ?

Remember **IPM** [ Integrated Pest Management ] ?

# Consequences

## Part 7

05/10/2009

We have been sacrificed by our so called colleagues in the GOLF COURSE INDUSTRY, the NURSERY TRADE ASSOCIATION, the LANDSCAPE INDUSTRY and of course the cruellest of all, the very manufacturers whose products we purchased and defended at our own expense right up till the end.

The only solace I take is in the belief that these so called allies are next on the list for the activists.

If, after all, you believe the activists, their goal is the elimination of all pest control products.

Let's face it; if the public believe these products are not safe for lawn's, then how long will it be before they believe they aren't safe on golf courses, the flowers they grow, or the food they eat.



# Consequences

Part 7

05/10/2009



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

There are now frightening predictions regarding the toll caused by environmental terrorism and the destructive conspiracies leading to the prohibition of LEGAL, SAFE, and IRREPLACEABLE pest control products. The following figures are based upon indicators in markets that have already prohibited pest control products.

**In the Province of Ontario, the Professional Lawn Care Industry will suffer the following damages because of the prohibition of legal, safe and irreplaceable pest control products :**

**\$500 million in annual loss of revenue  
8,300 to 12,500 people unemployed  
780 business failures & bankruptcies**

# Consequences Part 7

05/10/2009

**Mission Accomplished for the  
Environmental Terror Movement !**



*The people of F.O.N.  
have one wish ...*

*... the laughing culprits who  
maliciously conspired against them  
roast in the hottest fires of hell !*

# Consequences Part 7

05/10/2009

## The Consequences of Failure Against Environmental Terror!



### *Elimination of employment*

The destructive policies advocated by the environmental terror movement will lead to the needless elimination of tens of thousands of stable jobs.

**Tens of thousands unemployed**



### *Annihilation of companies*

The destructive policies advocated by the environmental terror movement will lead to the needless annihilation of thousands of stable businesses.

**Thousands of business failures**



### *Disruption of home life*

The destructive policies advocated by the environmental terror movement will lead to the needless disruption of tens of thousands of stable homes.

**Tens of thousands homes lost**



### *Destitution and despair*

The destructive policies advocated by the environmental terror movement will lead to needless suffering and hardship for tens of thousands of professionals.

**Tens of thousands suffering**

# Consequences Part 7

05/10/2009

*Read all about*  
**ENVIRO-MANIACS**  
*and their*  
**ENVIRONMENTAL**  
**TERROR**  
**ORGANIZATIONS**  
*in* **FORCE OF NATURE !**

*Pest control*  
*products are*  
**FEDERALLY**  
**LEGAL,**  
**SCIENTIFICALLY**  
**SAFE, and**  
**TOTALLY**  
**IRREPLACEABLE !**

*The*  
**WHOLE TRUTH**  
*from an*  
**INDEPENDENT**  
**PERSPECTIVE !**

*Environmental*  
*terrorism*  
*can be*  
**BEATEN !**

*We ask all of our readers to send us their stories,*

# Consequences Part 7

05/10/2009



**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 TERROR MOVEMENT, politicians, municipalities, and the media, nation-wide across Canada, and parts of the United States and overseas. 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 technical in nature. Force of Nature is the WHOLE TRUTH from an INDEPENDENT PERSPECTIVE!

FORCE OF NATURE is the brainchild of William H. Gathercole and his entourage. Norah G is actually an acronym for the stable of writers that contribute to this e-newsletter. The opinions expressed in Force of Nature, 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 Norah G may sometimes be very irreverent and fearless with these e-newsletters. DON'T THANK US. IT'S A PUBLIC SERVICE. AND WE ARE GLAD TO DO IT.



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. He also been an agricultural agronomist. 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 Green Space 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 document excerpts and pictures contained in FORCE OF NATURE were found somewhere on the Internet. We believe that they are in the public domain, serving one of the following purposes: archive, education, promotion, publicity, or press release.

We believe that environmental terrorism can be BEATEN! 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 mission of Force of Nature is to respond to those statements and activities originating from culprits that conspire to prohibit FEDERALLY LEGAL, SCIENTIFICALLY SAFE, and TOTALLY IRREPLACEABLE conventional pest control products. Culprits are identified on the basis of their statements, activities, affiliations, and whereabouts. Even though each culprit is a mis-guided adversary, each still deserves our respect. The term « culprit » is not an accusation of any legal wrong-doing. Force of Nature is simply holding culprits accountable for changes in public policy that have terrorized the Green Space Industry. Force of Nature believes that the prohibition policies of the ENVIRONMENTAL TERROR MOVEMENT will lead to UNEMPLOYMENT, BANKRUPTCY, BUSINESS FAILURE, DESPAIR, and DESTITUTION. The actions of the movement is viewed as a form of TERROR against the Green Space Industry.

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 • Canadian Environmental Law Association • Consequences • David Suzuki Foundation • DDT and Politicized Science • Death and the Environmental terror movement • Golf and Landscape Trade Industries • June Irwin, The Clown of Junk Science • Kazimiera Jean Cottam • Kelowna B.C. 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 B.C. 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 Drysdale • The Wisdom of Holland • The Wisdom of Mains • The Wisdom of the Solomons • Wisconsin Fertilizer Prohibition • **ASK FOR A COPY OF ANY BACK ISSUE OF FORCE OF NATURE TODAY. READ ALL ABOUT ENVIRO-MANIACS AND THEIR ENVIRONMENTAL TERROR ORGANIZATIONS IN FORCE OF NATURE! THE WHOLE TRUTH FROM AN INDEPENDENT PERSPECTIVE!**