



Getting ready for IR-4 Food Use Workshop

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US Greenhouse

Vegetable

US Greenhouse Vegetable Industry

- **1989:** First large scale Greenhouse built in the US. (Punxsutawney, PA)
 - 10 Acre attached to a Coal-fired Powerplant (First 5 Powerplant affiliations)
 - At this time Canada had hundreds of acres, and multiple pesticides registered.
- **1989-2002:** 3 OTHER 10-40+
 - Followed by standalone in TX, AZ, CA
 - Eurofresh (1992) – (2013) 300 acres
- Later Greenhouse: KY, ME, UT, CA, MI, OH etc,
- **1998:** I left Valent USA (after 22+ years) and joined Village Farms. (28 years).
 - Yes, 50 years in Agriculture.
- **2000:** Recognized that there were no Pesticides registered for Greenhouse Vegetables.



US Greenhouse Vegetable Industry

- **2001:** Approached IR-4 as an Orphan (New) industry.
 - **No pesticides registered for Greenhouse Vegetables,**
 - Misuse of non-registered products. Many brought in from Europe and Canada.
 - Approached IR-4 for help.
 - IR-4 approached USEPA with problem and we got a letter from USEPA that stated that Field Labels could be used pending:
 - Not greenhouse prohibited
 - Registered for same crop
 - Followed field PHI, REI and other requirements
 - Permitted use in Greenhouses
- **(NOTE): EPA warned that in the future labels would require a greenhouse registration. if not, they would require a greenhouse restriction. So, the IR-4 was critical. Saved our industry!**



TO ALL HQ AND REGIONAL WORKER SAFETY PROGRAM CONTACTS:

“They held the position that as long as the crop was on the label, greenhouse application was permissible unless a specific prohibition against greenhouse application/use had been required to be included on the label...”

What next?



- The US Crop Protectant Manufacturers were leery of greenhouse registrations.
 - In the 1990's The greenhouse floral industry had multiple floral greenhouse lawsuits that were stated by Basic producers to *"cost more than the industry would have made during that period."*
 - There was a hands-off mentality by manufacturers against the word **greenhouse**.
- I began to reach out to several basic producers to better understand their concerns and look for resolution.
 - We had our own Greenhouse Effect to deal with.
- Confidence from the 22 years with Valent/Chevron coupled with previous IR-4 experience,
 - Helped us to begin to develop support for getting Greenhouse specific Priorities with the IR-4.
- **Began to prepare for Food Use Workshop.**

Preparations

- **2002:** Began to reach out to Basic Manufacturers, like Bayer Syngenta, Dow-DuPont (later Corteva) Aresta, Valent, and others to try to get their support for US Greenhouse Vegetables.
 - To address the Challenge: In the 1990's with floral Greenhouses.
- **2002-2005:** Other Large Scale Greenhouses slowly began to get involved.
 - Misuse of foreign and domestic labels
 - Not willing to get exposure to State and Federal (EPA) scrutiny.
 - ***“No Do not include us, and do not even let agency know we exist”*** – Eurofresh Owner
 - So initially Village Farms went it alone.

Needed to be successful

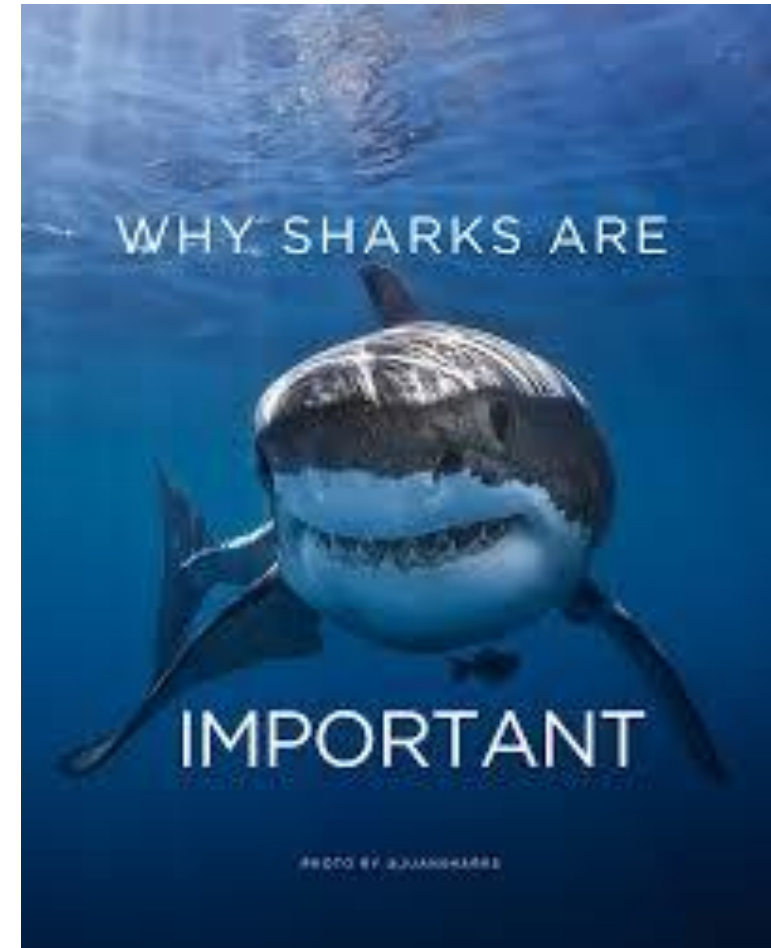
- Industry wide need and market size
- Manufacturer support and willingness to permit Greenhouse registrations
 - Transplant market
 - Floral Market
 - Production Market for Greenhouse use
 - Often depended on current product manager (Insecticide vs. Fungicide)
- Prepare for last minute challenges
- CHAMPION not just need



Champion vs. problem



- **Champion for the need.**
- Preparation, Preparation, Preparation
- Identify needs and prioritize
- Group needs > Individual (Consensus Decision)
- Blood in the Water
- Build a team (Growers, researchers, MFGRs, etc.)
 - Hemp Example
 - Sugarcane
 - Greenhouse Vegetables
- Identify potential solutions
 - Prioritize
- Prioritize Crops (Crop by crop)
- Is there data that supports needs
- Obtain Support (growers, manufacturers, EPA, IR-4)



Communication

- Growers
- Association
- Manufacturers
- Regional field Coordinators
- Home Office



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Roger Batts



Alice Axtell



Krystal Chojnacki



Jaimin Patel



Philip Moore

Limitations and **Blood** in the Water

- Minor or specialty crop (500-1000 eligible crops, all needing registrations).
- What makes the difference:
 - Preparation
 - Champion(s) – Key to success.
 - Grower support
 - Researchers Support and data
 - Regional IR-4 support
 - Stoplight considerations
- Blood in the water.



Review

- Prepare for FUW
- Communication (growers, Manufacturers, IR-4)
- Must have a CHAMPION AT FUW
 - Also bring other growers to show support.
- Be prepared for backup solutions
 - A1, A2, A3, etc.
- If multiple crops like greenhouse (Tomato, Cucumber, Pepper, Eggplant, Strawberry, etc. Priorities not only the needs and solutions but crops as well.
- Be sure to be a unified voice (Blood in the water)



The End