



# **Crop Protection and Communicating with Confidence**

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# Some questions

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- Does the public trust pesticides?
- Why not?
- Is this trust decreasing more?
- Can this problem be fixed?
- Who should communicate on pesticides?
- Has anyone ever written a manual on how to communicate to the public on pesticides?

<https://european-seed.com/2018/04/risk-corner-ten-rules-communicating-pesticides/>



# The 10-Step Process

## 10 Rules for Communicating on Pesticides



1. Don't diminish how people feel frightened or dismiss their concerns
2. Celebrate achievements: higher yields, secure harvests, less labour
3. Make it clear that the natural v synthetic source is not an issue
4. Use precise terms when possible: insecticide, herbicide, fungicide
5. Show why farmers use pesticides (benefits) and only when necessary
6. Present pesticides as part of a farmer's toolkit used in difficult tasks
7. Highlight the 50-year trend of lowering dose levels, better technologies
8. Demonstrate visually the volume of compliance research studies
9. Put toxicity into a banalising context
10. Help people find out more information for themselves



# Thank you

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