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Opening Remarks to the 9th Symposium on Pesticide Formulations and Application Systems; sponsored by ASTM E35.22 Sub-Committee on Pesticide Formulations and Application Systems and the ASTM E35 Committee on Pesticides.

Have you thought about why you are here? ...for new ideas, old friends, business contacts, a chance to travel???

Let me propose a better reason...

FIFRA	GROUNDWATER	SPECIAL REVIEW
WORKER SAFETY	FOOD RESIDUE	PESTICIDES
PROPOSITION 65	HAZARDOUS WASTE	SUPERFUND

Each week the news seems dedicated to a new area of concern; the beaches, the ocean, land, air or groundwater. Chemicals in the environment have become an issue of great public concern and this concern has resulted in significant changes in the way chemicals are regulated.

Gone are the days when Federal agencies alone devised programs to protect public health and the environment. Today, city and county governments are involved in chemical risk management and voters are increasingly involved with their ballot power.

We are working in the shadow of the public perception that ANY measureable concentration of a chemical in an unintended part of the environment constitutes an immediate health threat. We are already trying hard to keep up with the incoming tide of governmental regulation. However, as this tide rises, Agribusiness must also continue to support research in products and application equipment to further reduce the chemical impact on the environment. **WE** have a responsibility to see that our solutions to pest problems are, in fact, solutions and will not become future problems themselves.

Agriculture, as an industry, must be unified in dealing with consumer fears, political issues and safer means of pest control. We are ALWAYS working on better pest control; what is lacking is the means to better deal with consumer and political issues. Dr. David Whitacre, Vice President of Development for Sandoz Crop Protection Corporation, suggests that the **agrichemical industry** should become an active **Environmentalist!**

Industry Environmentalism! Is this a strange concept?

Not really. Handling toxic materials, waste disposal, groundwater contamination and food residues are not just agricultural problems; they are problems of our society. We, as members of that society must recognize that "our" problems are EVERYONE'S concerns!

An improved public relations program is needed to educate the Public, convey information and develop confidence in the program. Facts **MUST** be presented in the proper context with consideration to emotional concerns. Public **"Comfort with Chemicals"** will take time; especially when good news does not sell and it is so easy for the vocal minority to gain media time and attention by using such phrases as "silent, cumulative forms of violence".

In reality, the Industry has already done much of what is necessary--

- communicate data to the governmental agencies
- communicate instructions for safe handling and product efficacy to those using the products and equipment.

The weakness is **PUBLIC** communications. It is **MOST** important that citizens and policymakers understand that science not only can find chemicals in increasingly small amounts, but also can provide valid risk assessment and then apply research programs for risk reduction. The Public must be provided with adequate, understandable information to make intelligent decisions possible. Thought, not rhetoric and reaction, will lead to **"Comfort with Chemicals"**.

Many of us do not interact with "non-agrichemical" people in the course of our work. Our contribution must be in the form of applied research; more selective compounds, better on-target deposition, fewer hazardous empty containers, and formulations which are more environmentally acceptable. There is opportunity for each of us to apply our special knowledge to further the safe, responsible application of pesticides.

The future **MUST** bring **"regulatory reason"**. ASTM, as a voluntary consensus standards organization, can provide rational input to the regulatory agencies in the form of standards, guidelines and procedures; whether for product efficacy and dustiness or for equipment calibration and user safety. Perhaps **THIS** is a good reason for us to be here!