

## **PSEP Non-Government Workgroup Meeting #8 – April 22, 2013**

Attendees: John Jachetta (Dow), Kevin Keaney (EPA), Phil Mulder (Entomological Society of America), Tom Delaney (Professional Landcare Network, Inc.), Carol Somody (Syngenta)

As soon as the detailed PSEP survey is distributed to the membership (imminent), this workgroup will be able to prepare a slide set that can be enhanced as desired by Team members and presented within their organizations. An update/proposal will be presented at the next CropLife America Registration Committee Meeting, and a request for a similar opportunity has been submitted to RISE.

The PSP proposal presented at the last full-team meeting and one alternative proposal (Six Part Plan below) was presented to stimulate a discussion. The alternative proposal is based on the fact that we are dealing with a) 50 PSEPs, each with different views, needs, and state requirements concerning what a successful PSEP should do, b) funding partners that have divergent views of the importance of PSEP and that also have other significant national PSE efforts, and c) various ways to bring additional registrant financial support to PSEP.

The question was raised regarding how The Keystone Initiative (Field to Market) was funded – this money came from industry. It was noted that some industry initiatives have cost significantly more than \$4.5 million, but those that came to mind were not proactive pesticide stewardship initiatives. If anyone has some good examples, please provide them.

### **NEEDS:**

The deliverables of the funding initiative must be clearly defined.

A written commitment to pursue the goals of restricted gifts/contracts will be required.

The justification of the price point is critical. The value of PSP is that it explains the calculation of the price point, but the calculation must be justified.

The value of a national curriculum for core training of new applicators was noted.

An additional meeting was scheduled for April 29 at 11 AM eastern time, following review of the detailed PSEP survey which should arrive this week.

### **Six Part Plan for PSEP Strengthening**

1) a specially-formed panel that designates how TPSA, CLF, or NASDARF (TBD) distributes the funds via restricted gifts to designated recipients. Organization to be selected based on

ability to minimize overhead and distribute funds promptly. Panel develops letters of offer. No separate foundation.

2) a goal of \$1.5 million total commitment per year for 3 years. No RFAs; no formula distribution. Restricted gifts given only for serious and organized pursuit of one or more of the following goals, with assistance from Team members where requested and appropriate:

a) a state pesticide registration fee increase designated specifically to the PSEP program. Tiered fee such as WI approach.

b) establishment of training and manual fees that minimize university overhead and return profits to the PSEP program

c) donation of state cert/recert materials to a national PSEP (restricted-access) web inventory for use/modification by any state (with appropriate credit given)

d) designation of a percentage of state pesticide fines to PSEP

e) other, depending on state PSEP input (enhanced state website cert/recert materials, enhanced distance education capability, etc.)

3) a federal pesticide registration fee increase designated specifically to PSEP programs (formula required)

4) designation of a percentage of federal pesticide fines to PSEP (formula required)

5) an increase in PRIA fund designation to PSEP (formula required)

6) minimum standards for initial certification training and a minimum 50% of recertification spent on PSE

**Other on-going efforts/plans/updates were sent out with the agenda but not discussed on the call:**

Vetting of detailed PSEP survey in progress with several PSEP coordinators prior to distribution to full team

National telecom updating AAPSE membership concerning Team activities (April 29; Andrew Thostenson and Carol Black)

One-on-one telecoms with selected PSEP coordinators, Certified Crop Advisors, Risk Management Agency/state agent