

TO: All Organizations with a Strong Interest in Safe and Effective Pesticide Use

FROM: Pesticide Safety Education Program Improvement and Modernization Initiative (PSEP-IMI)

SUBJECT: Request for Contributions to Support PSEP-IMI (Three-Year National Initiative, 2014-16)

There are over 900,000 certified applicators in the United States. Certification extends far beyond restricted use pesticides and agricultural uses. There is a 60/40 split between Ag/Non-Ag certified applicators, and a 48/52 split between commercial (for-hire) and private certified applicators (mostly growers and their employees). Certification categories are diverse (e.g. agricultural plants, aerial, aquatic, forestry, fumigation, household, ornamentals, public health, rights-of-way, schools, turf), and applicators must take the core (basic) exam followed by one or more category exams.

The U.S. Pesticide Safety Education Program (PSEP), located in land-grant universities in all 50 states, has the primary responsibility for preparing educational materials and for training applicators who seek core certification. PSEP covers a wide range of pesticide topics, such as storage, disposal, pollinator protection, drift prevention, personal protective equipment, water protection, and resistance management. PSEP educates directly and indirectly, by producing training aids for, providing training to, and assisting with training by county agents, industry reps, associations, state regulatory agencies, and university specialists. In addition, PSEP impacts more than a million pesticide users in the general public each year.

In recent years, 32 PSEPs have been significantly impacted by federal, state, university, and extension cuts; the remaining 18 “healthy” programs have been impacted as well. In response to this serious problem, organizations from government, extension, industry, professional societies and universities launched a National Stakeholder Team for Pesticide Safety Education Program Funding in October of 2012. Any organization interested in safe pesticide use can join this team, which is evaluating many ideas for financial and other types of support of pesticide safety education. The Team has also created [PSEP-IMI](#), a three-year national initiative to help more PSEPs become self-sustainable, expand educational opportunities for applicators, and increase PSEP collaboration and sharing.

\$1.0MM of the \$1.5MM per year funding goal has been committed by five manufacturers. We are now asking your organization to contribute to PSEP-IMI via CropLife Foundation (pledge form attached). Contributors/levels of support will be recognized in a variety of ways by key stakeholder organizations.

Diamond - ≥\$200,000/year	Emerald - ≥\$100,000/year	Gold - ≥\$50,000/year
Sapphire - ≥20,000/year	Ruby - ≥\$10,000/year	Silver - ≥\$5,000/year

- A Diamond Level contribution provides the option to participate as a voting member on the PSEP-IMI Steering Committee plus access to all PSEP-IMI training resources and materials, for internal use by your organization. Company logo and name will also appear prominently on the upcoming PSEP-IMI on-line presence.
- An Emerald Level contribution provides the option to participate as an advisory member on the PSEP-IMI Steering Committee plus access to all PSEP-IMI training resources and materials, for internal use by your organization. Company logo and name will also appear prominently on the upcoming PSEP-IMI on-line presence.
- A Gold Level contribution provides access to all PSEP-IMI training resources and materials, for internal use by your organization. Company name will also appear prominently on the upcoming PSEP-IMI on-line presence.
- All other levels of contribution will receive acknowledgement for your support on all marketing and promotion materials produced by PSEP-IMI, including the upcoming PSEP-IMI on-line presence.

In the absence of strong Pesticide Safety Education Programs, the quality and availability of educational resources and training programs for applicators will decrease and the cost will increase. We have a narrow window of opportunity not only to reverse this trend, but to create Pesticide Safety Education Programs that have broader reach, more effective educational resources, and greater impact on the competency of applicators. Thank you for giving serious consideration to this request.



Bob Magee  
DuPont Crop Protection



Andrew Thostenson  
American Association of Pesticide Safety Educators  
**Co-Chairs, PSEP-IMI Steering Committee**