

CONNECTIVITY™

NEWS FOR THE CANADIAN ProVM MARKET



SELLING VEGETATION MANAGEMENT

Last month we reflected on 3 key points to keep in your proverbial back pocket when you are out there selling vegetation management services, products or concepts. They are SAFETY, ENVIRONMENT and ECONOMICS. Over the course of the next 3 issues of Connectivity we will dig deeper into each one of these topics to support it and prove that in fact we aren't just making this stuff up.

Let us be clichéd and go with SAFETY first. If you're like me, you've noticed a dramatic shift in safety cultures over the last 10 years. Some wise person once said that the attention we pay to safety grows with our age, because it takes time to realize we humans are not invincible. Maybe the same could be said about corporations and governments. Perhaps, over time, there have been enough incidents that safety simply climbed its way to the top of the CEO's key performance indicator list. Might also be the fact that the opposite, un-safe conditions, can be correlated to very steep and unpredictable costs. For those reasons safety is now, at times, classified as "Risk Management".

"According to the U.S. National Safety Council, the average direct cost of an injury is \$39,000, and the average cost of a worker death is \$1.42 million. That amounts, on average, to an additional \$1,400 in productive output per worker to offset the cost of a single accident. Imagine the impact on the bottom line if you could raise profit by \$1,400 per employee, for each workplace accident your company suffered last year." – Safety.com

Even if the numbers don't concern you, you probably have enough general respect for

other human beings that you don't wish for people to be unsafe, unless of course they are stepping into an ultimate fighting ring under their own free will... So highlight safety as one of the key benefits of ProVM, here are a few bullet points that could be added to your next pitch.

Industrial Sites – Removing dead vegetation and controlling vegetation while it is in a small and manageable state will remove potential fire hazards as well as tripping obstacles for workers.

Invasive Species – Poisonous plants can cause serious health effects to both humans and animals.

Transportation Right-of-Way – Plant root systems can cause changes underground and underneath our infrastructure such as railways and roads, leading to instability. Vegetation can also block sightlines to signs, signals and oncoming traffic. This can lead to severe or even fatal accidents both with wildlife or other motor vehicles.

Power Protection – "On distribution systems, tree related outages comprising 20% to 50% of all unplanned outages are common" – [Journal of Arboiculture 2003](#). Protecting that power supply with comprehensive ProVM programs is critical to safety in our society in many ways.

Pesticides VS Mechanical – Using pesticides in your program eliminates at least some of the need for mechanical tools which have known high injury cause rates, like chainsaws. Not so fun fact, "chainsaws caused 28,500 injuries in the US in 1999" – [U.S. Consumer Products Safety Commission](#). And always remember that pesticides are stringently regulated in Canada. "Over 200 individual tests are performed before a product reaches market, and they are re-evaluated under new safety standards every 15 years." – [Croplife.ca](#)
Safety, practice and preach it.

Jon Froese
Univar Environmental Sciences Canada



The oil and gas industry depends on your spray program for superior weed control. That's why Dow AgroSciences IVM products, provide reliable results you can trust. They contain reduced-risk chemistry and the industry's best environmental profile. So you can exceed both regulations and client expectations.
Visit ivmexperts.ca or contact your IVM Expert for more information.



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Monthly Promotions

PRODUCT RETIREMENT BONUS REWARDS



Diurex 11.35Kg
700 points/bag

Payload
HERBICIDE

Payload 4x2.27Kg
8000 points/case

**Earn BIG BONUS REWARDS
points on these two retiring products!**

Must take by end of May, only while supplies last.



**Earn TRIPLE points this
month, that's 1.5 points for
every dollar spent.**

Gateway is an innovative paraffinic oil blend unique to Dow AgroSciences, accompanied by non-ionic surfactants. Gateway is an ideal tank partner with many ProVM brush control solutions and dry herbicide products requiring a surfactant,

Check out our new Equipment Catalog

For more information you can contact our
Equipment Specialist or your local area rep

[or Click Here to View the Catalog](#)



People
BY UNIVAR™

After 35+ years in the industry, Ron Standish is retiring.
Ron's contributions helped make many businesses, and the ProVM industry in Canada, what it is today. We thank Ron for that commitment!

Because he is so committed Ron will continue with Univar, on a part time basis, under the new role of equipment specialist.

Aaron Foster has assumed all of Ron's territory manager duties. We are very pleased to have Aaron as a part of our team and he is looking forward to helping your businesses in Alberta and BC.

Ron Standish – Equipment Specialist

Phone: 403-660-4909

Email: ron.standish@univarcanada.com

Aaron Foster – Territory Manager AB/BC

Phone: 780-870-1078

Email: aaron.foster@univarcanada.com



Pests in the News

[City's budget growing to deal with wild parsnip](#)

Ottawa - The city is doubling its efforts to fight Wild Parsnip this summer, and plans to start educating the public on avoiding it as early as April this year. ..

[Weed management on the agenda for Whitehead](#)

Saskatchewan - It's spring for the manager of the North West Co-operative Weed Management Area. That means Dave Whitehead is out drumming up interest...

[Study detects invasive Eurasian Milfoil in Lake Revelstoke, no invasive mussels](#)

The invasive Eurasian Water Milfoil has been detected in Lake Revelstoke near the Martha Creek Provincial Park boat launch, the Columbia Shuswap Invasive Species Society...

[Wild parsnip, cow parsnip, giant hogweed: can you identify them and which is most toxic?](#)

DURHAM REGION - Sightings of the invasive wild parsnip plant have been increasing across southeastern Ontario, including fields of the yellow-flowered plant...

[VIDEO: Herbicide resistance spreading in Western Canada](#)

At the Herbicide Resistance Summit this past March, Dr. Hugh Beckie presented the results of the latest weed survey in Saskatchewan...

[Muskoka Watershed Council combatting invasive](#)

Muskoka Region - On Friday, April 15 the Muskoka Watershed Council held Phragmites Day hosting presentations...

Get tough weed control that's easy on the environment.

Arsenal Powerline
Herbicide

For more information on Arsenal® Powerline, please visit www.BetterVM.ca.

BASF
We create chemistry

Always read and follow label directions.
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Industry News

[Arsenal Powerline for Control of Non-Aquatic Phragmites:](#)

[Municipality Experience VIDEO - City of St Thomas](#)

[Applicator Experience VIDEO - Green Stream Vegetation Management](#)

[Dow Range and Pasture Management Guide](#)

A complete guide to grass management from Dow AgroSciences.

[Arsenal Powerline label expansion for control of non-native Phragmites](#)

BASF Canada has been granted a label expansion of Arsenal® Powerline herbicide for control of non-native Phragmites (Phragmites australis) in non-aquatic environments such as roadsides, rights-of-way and other non-crop settings where no surface water is present...

[Over \\$1.7 million provided to control invasive plants in B.C.](#)

More than \$1.7 million in new grants is being provided around the province to help control the spread of invasive plants, it was announced by the B.C. government Friday...

[VM Support - Transmission and Distribution World](#)

One of the frustrations vegetation managers face is when someone from the company has given incorrect information to an individual or the public...

[New method developed for testing herbicide resistance in weeds](#)

Ask any farmer, and you'll hear that weeds are a major headache....

[BC Hydro responds to spraying concerns](#)

Upcoming Events

[OVMA Annual Conference](#)

Sept 20-21
Sault Ste Marie ON

[Atlantic Vegetation Management Association AGM](#)

Oct 12-14
St Johns NF

[PVMA Spring Conference and Tradeshow](#)

Feb 28-Mar 2 2017
Edmonton AB