

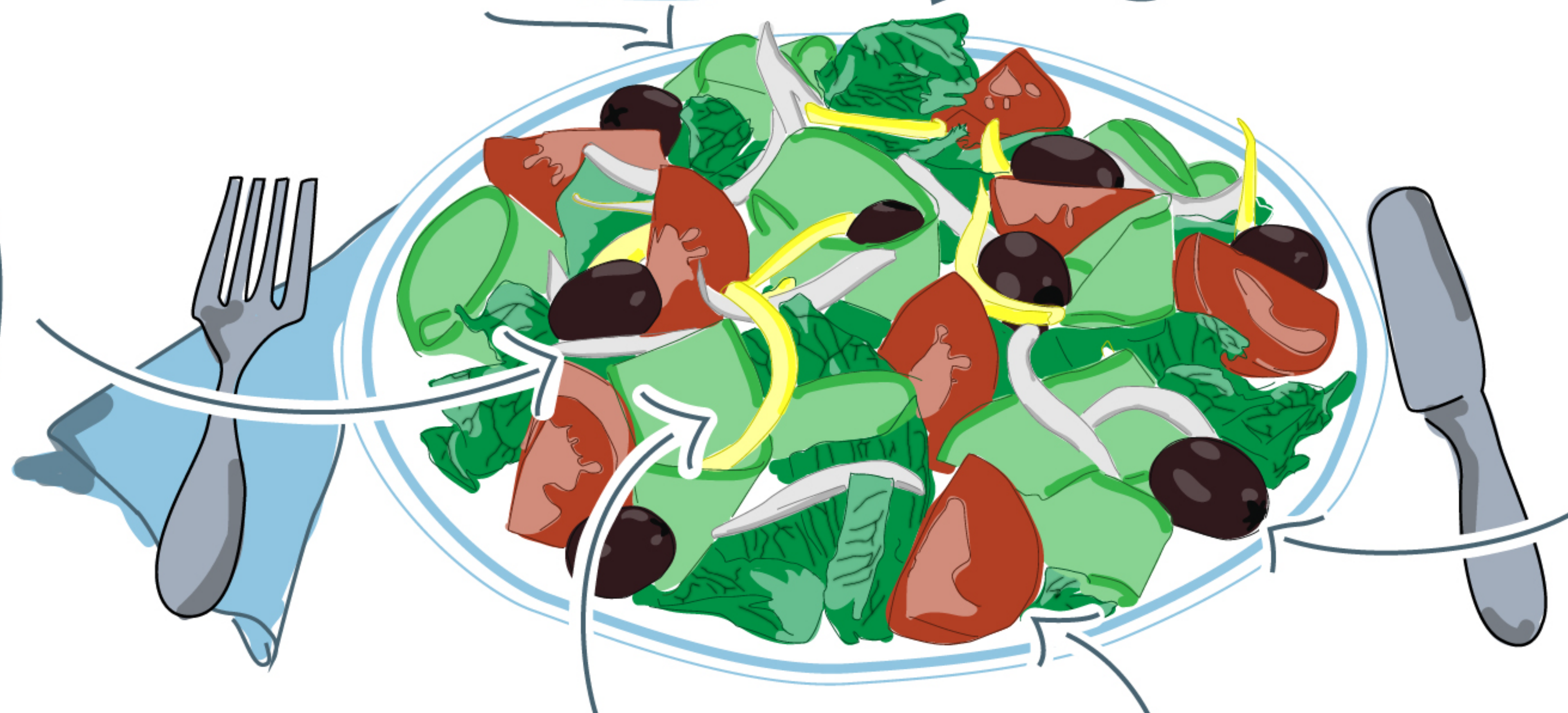
Fresh is Best!

Fruit and vegetable consumption has been linked to many health benefits: the reduced risk of cancer, diabetes, cholesterol and heart disease; and savings in health care costs.¹ With the responsible use of today's agricultural tools such as pesticides, farmers are able to grow the healthy crops you and your family need to lead a healthy life.

Pickleworms bore tiny holes into the sides of cucumbers only to be found by consumers. As populations of pickleworms tend to increase rapidly and destroy crops, insecticides are needed to control the pest and protect crops.³

From worms to thrips, lettuce crops face many threats in the field. Without pesticides, insects could reduce yields **by up to 60%.²**

Untreated onion rows are often completely destroyed by onion maggots while insecticide treated plants **are 99% free** of these pesky insects.⁷



Olive flies feed on olive trees, affecting up to 87% of the olives in an orchard. With the use of insecticides, farmers were able to **reduce losses by 84%.⁵**

Pepper maggots can damage up to **90% of pepper crops** if left untreated. However, when farmers use insecticides to control the spread of pepper maggots, pepper yields increase 2 – 4 tons per acre.⁴

Prior to the development of effective insecticides, the tomato pinworm caused annual losses of \$25 million in tomatoes in Florida and **reduced crops by 25%.⁶**

¹http://www.who.int/elena/titles/bbc/fruit_vegetables_ncds/en/

²https://croplifefoundation.files.wordpress.com/2012/07/combined_document_lettuce.pdf

³<https://croplifefoundation.files.wordpress.com/2012/07/30-cucumbers.pdf>

⁴https://croplifefoundation.files.wordpress.com/2012/07/combined_document_sweet_peppers.pdf

⁵https://croplifefoundation.files.wordpress.com/2012/07/combined_document_olives.pdf

⁶https://croplifefoundation.files.wordpress.com/2012/07/combined_document_tomato.pdf

⁷https://croplifefoundation.files.wordpress.com/2012/07/combined_document_onions.pdf