

It Takes the *Right Tools* to Get the Job Done *Right*

Every profession requires specific skills and even more specific tools. From doctors to hairdressers, the proper tools are necessary to get the job done right. Protecting crops from pests and disease is an important part of every farmer's job. From beetles to blight, crop threats could destroy fields if farmers didn't have the proper tools to stop them. Fortunately, today's farmers use crop protection products – such as herbicides, fungicides and insecticides – as necessary tools in conjunction with rotating crops, growing cover crops, employing crop diagnostics systems, scouting for weeds, and other practices to prevent losses in the field.



Doctor/Stethoscope: We bet there would be a lot more medical trauma without the multitude of medical tools doctors have to diagnose and treat patients. Pesticides are only one tool that today's farmers use to fight the insects, weeds, and crop diseases caused by fungi, viruses, bacteria and other microorganisms that threaten our food supply.



Wizard/Wand: It's a lot harder to find and destroy evil wizards without a wand! Pesticides are one part of a farmer's plan and can be part of an integrated pest management plan, encouraging farmers to scout for pests and use biological, cultural, mechanical and chemical controls to manage crop pests.



Hair Stylist/Scissors: Think your sixth grade haircut was bad? Think again! Stylists need specific tools to create the look you want and farmers need access to crop protection to manage pests, weeds and disease to grow our food.



Carpenter/Hammer: Ever tried to hammer in a nail...without a hammer? It's like a farmer trying to grow crops without crop protection! Farmers use many tools, like pesticides and pheromone traps, to fight crop threats.



Chef/Knife: From pans to measuring cups, chefs need a variety of tools to cook a meal, and farmers need tools like crop protection to grow healthy crops.



Figure Skater/Skates: Figure skating would be a lot less graceful (and warm) without skates! Every job requires its own set of tools; figure skaters require skates and farmers require crop protection!



Judge/Gavel: How else do you call a court to order? While a gavel may signify 'authority', pesticides are actual solutions to the many pest problems that farmers face.