

# WHY PESTICIDES?

A company may decide to develop a new insecticide, herbicide or fungicide based on:



The practical needs of farmers, who manage their operations as part of their local agricultural communities



Current and potential threats to crops



Consumer demand for safe and healthy food

For more information on the importance of advancing crop protection technology to meet the needs of farmers and consumers, visit...



[www.CropLifeAmerica.org](http://www.CropLifeAmerica.org)



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