

CONNECTIVITY™

NEWS FOR THE CANADIAN ProVM MARKET

SELLING VEGETATION MANAGEMENT

In the urban dictionary you'll find the phrase "Money Talks, Bulls*&! Walks". It is meant to mean that talk is cheap and will get you nowhere, while money will persuade people to do as you like. A fitting opening line for this final installment of Selling Vegetation Management where we will look at the industry from an economics point of view. The beautiful thing about selling based on economics is that it leaves less room for grey area, opinion, or argument; we are talking numbers and statistics.

First we should clarify the difference between price and value. In the most simple terms, "*price is what you pay, value is what you get*" – *Warren Buffet*. So unless you are in a pure commodity business, where all things service is equal, value is what you and your customer should care about.

Let's analyze the two primary ways of conducting vegetation management from both a price and value standpoint. Those are chemical and mechanical control. We will use the example of invasive weed control on a roadside for arguments sake, mowing VS spraying.

First, looking purely at PRICE. Mowing will come with greater fuel costs, and in most cases a greater capital investment in machinery. Chemical control however will have the added costs of herbicide & then licensing to apply those herbicides. Net, it will probably cost less to mow a hectare of roadside than to spray it.

The **VALUE** received is a whole different story, and this is where chemical control tends to shine. There are many other factors to consider beyond the cost of doing the job itself. What is the control level received on the target weed? How much time will it take to do the work? How long will that control persist or when is the next treatment cycle? What is the economic benefit of controlling that weed, or the negative impact of not controlling it? So many questions to answer. To make it even more complicated, each individual situation, in theory, should have a different value proposition. We have to generalize the proposition to some degree, since there isn't enough value in micro analyzing each situation. The answers come from research, and most research shows that there is a net present value benefit to using herbicides for control of most vegetation.

Here are a couple of studies you can reference as evidence of this. There are many more although they can be tough to find in our niche industry.

[Value study of different methods of control on Diffuse Knapweed](#)

[Net present value study of Herbicide VS Mechanical in Utility Brush Control](#)

Whenever the opportunity presents itself let's encourage each other, the VM Pro's out there to dedicate a portion of our time to conducting more analysis or studies. You'll be amazed at how the hard evidence and numbers gathered can strengthen your next sales pitch, and ultimately grow your business. And if you need a medium to share your findings, Univar is happy to help through ProVMWeb, just ask us.

If you're in it for the long run, invest yourself in value.

Jon Froese

Univar Environmental Sciences Canada

A new solution for non-aquatic phragmites.

Arsenal Powerline™
Herbicide

BASF
We create chemistry

Always read and follow label directions.

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Aspect™

HERBICIDE



New Label Options for Toadflax and Leafy Spurge Control

In addition to Tordon™ 22K, which has been the industry standard for extended control of toadflax and leafy spurge, Dow AgroSciences has now expanded the Aspect™ label to offer annual control option for these invasive species.

Aspect is a new formulation that delivers the same trusted, proven performance as Tordon™ 101. It's the new industry standard professional vegetation managers count on for controlling trees and weeds. It provides excellent selectivity and safety to grasses on rights-of-way and roadsides where grass health is critical to program success.

Toadflax and leafy spurge are both considered invasive weeds in Western Canada and are regulated for control under the various provincial Weed Control Acts.

Additional product information can be found at: ivmexperts.ca



Monthly Promotions

Win 20,000 Rewards Points with ProVMWeb Ratings and Reviews!

That's over \$100 value.

[CLICK HERE TO START RATING PRODUCTS NOW!](#)

- Ratings and reviews on ProVMWeb™ is a great resource for vegetation management professionals to share their knowledge and experiences with one another. Now, Univar Environmental Sciences is sweetening the deal by adding prize giveaways for active participants.
- Each product review you submit enters one ballot in our draw for prizes at the end of July. 4 draws in total during the months of July and August.
- To rate a product find the product, and hit the WRITE YOUR OWN REVIEW button.

Must be a ProVMWeb member to rate a product. No purchase necessary to enter the contest. Open to Canada residents only who are 18 or older. Employees of Univar are not eligible. If you are not a ProVMWeb member and do not wish to submit a review you can enter the contest by sending us an email to ESCanadaInfo@univarcanada.com with your name, address and phone number. Void where prohibited.

Also, don't forget you can always check out all of the on-going industry product promotions in the [Promotions Section](#) of ProVMWeb.com





Pests in the News

[Kochia toxicosis in cattle: results of four experimental grazing trials.](#)

Abstract Four kochia grazing trials were completed over a period of 3 years. Yearling steers were allowed to graze pure stands of irrigated and fertilized kochia...

[Lanark County faces opposition in plan to spray to eliminate wild parsnip](#)

Lanark County will begin spraying wild parsnip on 750 kilometres of roadsides next week, following Ottawa and some other counties in this region but also facing vocal opposition...

[Weed of the Week: Green Foxtail - Western Producer](#)

If there is one thing that setaria veridis doesn't enjoy, it is tillage. Luckily for the weed, farmers have been reducing that particular agricultural practice for more than two decades...

[Weed an enemy of disturbed soils](#)

Scentless chamomile can be found across the province. Starland County, Parkland County, MD of Lesser Slave River, and Saddle Hills County are just a few...

[Renfrew county continues battle against wild parsnip](#)

County staff continue to respond to reports of Wild Parsnip and other noxious plants." Wild Parsnip is a highly branched plant, with hollow green stems...

[Long Term Low Cost VS Short Term High Cost Weed Control - A letter to the Editor](#)

- Twitter @ProVMWeb

[Nova Scotia woman warns of giant hogweed after dog spreads infection](#)

- Twitter @InvasiveNews

Industry News

[Repeal the Pesticide Ban in Manitoba - Sign the Petition!](#)

Click to get the link for the petition and sign.

[Manitoba's cosmetic pesticide ban may be reviewed, says Sustainable Development...](#)

Sustainable Development Minister Cathy Cox said she is disappointed with the results of a CBC News investigation which found six out of nine of retailers sold pesticides...

[Restricted pesticides easy to buy in Winnipeg despite ban, I-Team finds - CBC...](#)

SEE LINK FOR VIDEO COVERAGE. Manitoba's cosmetic pesticide ban was supposed to keep weed killers like Roundup out of the battle against pesky...

[Herbicide Program Oversight - T&D World](#)

What are your expectations for the herbicide program? Are these expectations explicit? Is there a rational foundation for these expectations...

[How long can soil-applied herbicides lay along the surface before precipitation?](#)

[Conditional pesticide registrations no longer possible - The Western Producer](#)

Only about one percent of all pesticides in Canada have conditional registrations, but the Health Canada practice became controversial because many neonicotinoids...

[Weed Control Plan in Orillia](#)

See link for audio story. Study will be done to determine impact of using herbicide on Dougall Canal...

[The Price of New Chemistry](#)

- Twitter @MrPestControl

Upcoming Events

[Webinar: Line Inspection for Vegetation Management: Ground Truthing Your Clearances](#)

Wed July 13, 2016

2:00PM EDT

[Ontario Invasive Plant Council Field Tour and AGM](#)

Tue October 25 2016

[IVMA of BC Biennial Conference](#)

Tue November 8 2016

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](#)

