



CONNECTIVITY™

NEWS FOR THE CANADIAN ProVM MARKET



Selling Vegetation Management

When you tell a stranger that you work in the Vegetation Management business quite often you receive a blank stare back. From there the conversation can either quickly move in another direction or you'll find yourself giving a much more sophisticated answer to explain VM, maybe something like "kill weeds with chemicals". Not exactly raising the profile of the industry... It's something that admittedly myself and probably most of you reading this have been guilty of at some point. The good news is that it is never too late to change, and move that conversation to be one that does raise the profile and awareness of the important contributions that our industry makes.

Last month I had the privilege of speaking at the Professional Vegetation Management Association annual spring meeting in Red Deer, Alberta. I guess you could say that being in the middle of Alberta it is the epicenter of the Canadian Vegetation Management business. Ron Standish, our 30+ year man in this industry, would take ALL of the credit for that if I let him. Don't get me wrong, he certainly deserves some of it, but there are a few other macro-economic reasons why Alberta tops the charts which I elaborated on to give a sense of what drives the ProVM business.

- 1) Agricultural or Productive Land Base Size
- 2) Population Size and Supporting Infrastructure
- 3) The Freedom to Operate
- 4) Land Values and Willingness to Invest in Care for that Land

Not every region will score highly on each point nor are many of these factors in our control, that's just reality. I would make the case that the freedom to operate and investment in care for our lands however, are factors in our control as an industry. Our influence comes from changing that conversation I touched on before, to raise the profile of the industry. To keep it simple, something that we can all remember are 3 key points that should enter all of those conversations we have about what we do and the value Professional Vegetation Management brings.

SAFETY: We keep workplaces and Canada's infrastructure safe.

ENVIRONMENT: We protect environments from harmful invaders.

ECONOMICS: Our vegetation control methods using herbicides are the most cost effective.

Even if the person you are having the conversation with could give a rats you know what about 2 of these points, there is a good chance that at least 1 will stick. And that will begin the process of raising the profile of an industry, one conversation at a time.

Don't be a bystander, be an educator and your opportunities will grow.

Jon Froese

Univar Environmental Sciences Canada



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Rewards
BY UNIVAR

Congratulations to the WINNER of our 225,000 point grand prize from March's Forecast and Feedback contest: Drum roll... Jeff Porter from the MD of Foothills!

Thanks to everyone who participated and provided us with valuable information that will help us serve you better.



2016 Bare Ground Program

It pays to take care of your bare ground.

Tank mixing Esplanade™ and Truvist® provides proven residual control of resistant Kochia and over 45 other species of hard to control weeds and grasses.

For each combined purchase of 4 cases of Esplanade plus 1 case of Truvist the applicator will receive a \$1,000 rebate.

Program period:

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See website for complete details

www.bayeres.ca/bareground



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Truvist®

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\$1000

Combined Purchase Rebate

www.bayeres.ca/vm
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Pests in the News

[Wild parsnip to get mow-and-spray treatment](#)

The City of Ottawa plans to continue spraying and mowing areas heavily infested with wild parsnip, the invasive plant with a nasty reputation for causing blisters and burns...

[Glyphosate-resistant Russian thistle found in Montana](#)

BOZEMAN – This article highlights the evolution of glyphosate [Roundup, RT3, and other generics]-resistant Russian thistle in Montana...

[Pest Patrol: Do we have Palmer amaranth in Ontario?](#)

Do we have Palmer amaranth in Ontario? How do I tell it apart from other pigweeds? Thankfully, Ontario does not have Palmer amaranth, a pigweed species that in the U.S. is resistant to five different herbicide modes of action...

[Waterhemp knocking at Canada's door](#)

A new alien is lurking in the fields of North Dakota and Minnesota, preparing to invade Canada and cause no end of trouble. The potential enemy is a noxious weed called waterhemp...

[Herbicide Resistant Canada Fleabane In Most Of Midwestern/Southwestern Ontario](#)

New maps published by OMAFRA suggest Grey County is the only county in Midwestern or Southwestern Ontario without an confirmed herbicide-resistant Canada Fleabane...

Industry News

[See what's making the news in our market.](#)

[See what Sebastian Dutrisac and other AAAP and MWSA members have to say about Overdrive Herbicide.](#) Click to watch the video testimonials.

[Drones making one of the 10 most dangerous jobs safer](#)

The public's fascination with drones has skyrocketed over the last year, and while their impact in public airspace is still a hot topic, these unmanned aerial vehicles [UAV]...

[Consumer Reports flogs bogus Roundup paper](#)

Consumer Reports a year or so ago reversed itself and began taking anti-science stances against biotechnology, because catering to the prejudices of their readers is more profitable...

[Funding Vegetation Management - Transmission and Distribution World](#)

Once you have appropriately qualified people guiding and undertaking VM work, the only question that remains is how much of it do you need...

[We need to get our herbicide resistance response right](#)

In Arkansas, there's only one tool left for managing herbicide-resistant Palmer amaranth...

Upcoming Events



[Univar ProTraining Event](#)

April 5, Nisku AB

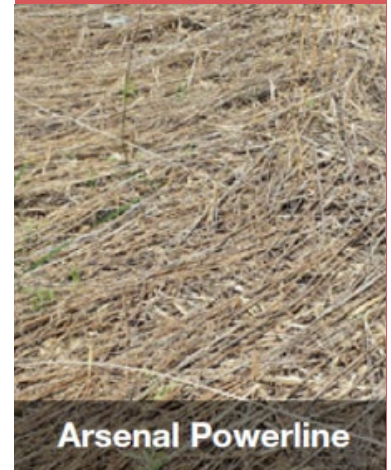
[OVMA Annual Conference](#)

Sept 20-21,
Sault Ste Marie ON

[Atlantic Vegetation Management Association AGM](#)

Oct 12-14,
St Johns NF

Arsenal® Powerline™ Herbicide



Did you know that Arsenal Powerline is now registered for control of non-native Phragmites (Phragmites australis) in non-aquatic environments.

LEARN MORE FROM THE VIDEO SERIES on ProVMWeb by CLICKING HERE.

BASF
The Chemical Company