

Kansas Corn Growers Association and Kansas Grain Sorghum Producers Association's PESP Strategy

Describe your Organization's Five-Year Goals Related to Pesticide Risk Reduction

The Kansas Corn Growers Association and the Kansas Grain Sorghum Producers Association will be a leader in encouraging and supporting educational and voluntary activities that promote pesticide and environmental stewardship.

What do you envision doing (broadly) to try to resolve your major issues?

KCGA / KGSPA will use diverse educational opportunities to communicate our goals.

Goal 1 and Tactics

We will maintain a current website that has links to publications, organizations, and agencies that educate and / or aid in the development of best management practices, conservation activities, and environmental stewardship.

How does this activity reduce pesticide risk?

The website will increase awareness of the issue. As more producers understand the issue, more positive action will be taken toward the implementation of environmentally friendly practices.

How will you measure the risk reduction gained from this activity?

The website will tally the number of visits.

Goal 2 and Tactics

Encourage producer involvement in basin advisory committees and other organized groups that have influence on public policy and perception of water and environmental issues.

How does this activity reduce pesticide risk?

Producers involved in these groups will gain a greater understanding of the issues and become more prepared to address them in their own operations. These producers will act as role models and spokespersons for other producers to learn from.

How will you measure the risk reduction gained from this activity?

Effectiveness of this approach will be evaluated by the number of producers involved in these groups and the diversity of the groups in which they are involved.