

# Ciba-Geigy Renews Its Environmental Research Commitment

MILWAUKEE, WI. — Saying use of agricultural inputs like pesticides is a privilege that can be lost if misused, the Ciba-Geigy Agricultural Division again renewed its environmental commitment with increased focus on research and education.

"The use of agricultural inputs is a privilege, not a right," said Sandy Delzell, Ciba-Geigy product manager for environmental issues, at the annual meeting of the American Agricultural Editors' Association (AAEA). "Like

any privilege, it carries with it certain responsibilities. And, if misused, it can be taken away.

"Every person and all the publications represented here today have a vested interest in preserving these privileges," continued Delzell. "In many ways, the outcome of this very basic conflict will affect us, and perhaps the world economy, in the future."

Delzell's speech, on day two of the AAEA meeting, outlined Ciba-Geigy's efforts to develop

and market environmentally safe products and to promote safe handling practices among users.

"As an industry, we must address through research the products we bring to the marketplace. We must communicate with and educate various audiences: those who handle and use our products, those who regulate and legislate, and the public in general," said Delzell. "As an industry, we must effectively address the immediate concerns facing us, particularly groundwater, container manage-

ment and food safety."

In the area of product research, Delzell said Ciba-Geigy continues to vigorously develop products that reduce waste and environmental exposure, while meeting regulatory requirements. Among the company's past and present efforts:

- Refillable containers such as Farm-Pak® CS and other packaging developments, including current research on the feasibility of biodegradable plastics,

- Perfecting application techniques such as direct injection, and

- Sponsoring research on advanced systems for handling rinsate and waste disposal.

Delzell said Ciba-Geigy has developed a number of programs focused on action not words. "Feel-good communications do not meet our requirements," said Delzell. "We try very hard to ensure that our communications meet the needs of our audience, not merely our own need to do something. The accent is on delivery."

The company's education programs to date include:

- An Environmental Reference Kit for employees, with information on food safety, regulations, registration, water quality, etc.

- An extensive worker right-to-know training program for dealers, which not only addresses legal requirements, but also educates employees in safe pesticide handling practices.

- Special issues on groundwater and containment practices in dealer and grower magazines.

- A revised bulk pesticide program with strict environmental standards designed to educate dealers on proper containment practices and provide incentives to those who make improvements to meet site safety requirements.

- A pilot program on best management practices in selected states.

"We want our employees and our customers to be able to look their neighbors and their families in the eye and say, 'I am part of the ag industry, and I am proud of that because we feed the world and safeguard the resources that enable us to produce food.'"

## Asgrow Moves To Soybean Ink Printing

DES MOINES, IA — To accelerate growth of alternative uses for agronomic crops, Asgrow Seed Company has, whenever possible, switched to printing all company publications, seed bags and other printed material with soybean oil-based inks. To indicate the use of soy oil ink, the American Soybean Association's (ASA) "Printed with Soy Ink" logo will be added to each piece.

"We're excited about not only the development of soy ink, but our ability to use it in a number of applications," says William E. Dimond, Soybean Product Manager for Asgrow Seed Company. "The use of the inks and the 'Soy Ink' logo on our printed pieces indicates our ongoing commit-

ment to the soybean industry, and our dedication to using Asgrow's research, development and marketing resources to help develop new uses for soybeans."

Soy ink has several advantages over petroleum-based inks, according to the American Soybean Association.

The first advantage is its benefits to the American farmer by creating new markets for soybeans and using America's abundant and renewable agricultural resources. If every newspaper in the United States switched to soybean oil inks — a switch that is expected to occur by 1992 — it would translate into an annual market for 30 to 50 million bushels of soybeans.

The second advantage address-

es one of this country's more important issues — the environment. Because soy oil is a biodegradable food ingredient, its disposal problems are much less severe than with nonbiodegradable inks made from petroleum-based ingredients. Soy oil ink is currently 70 percent biodegradable, compared to 0 percent for petroleum-based inks, and researchers are looking at ways to make soy ink 100 percent biodegradable.

Soy oil ink also offers quality and cost advantages over other inks.

The American Newspaper Publishers Association says color quality is the primary reason for

the success of soy ink, citing that pictures printed with the ink appear sharper and brighter.

Because soybean oil stocks have been at record levels during the last year, the oil has been readily available to ink manufacturers. Also, the price of soybean oil is expected to continue its decline as market pressures of the drought wear off.

All of Asgrow's corn sorghum and soybean seed bags are now printed with soybean oil ink. In addition, says Dimond, it also is used on Asgrow's seed planting guide, sales force newsletter, management reports and other promotional and support materials.

Asgrow Seed Company, with administrative headquarters in Des Moines, Iowa, is a subsidiary of The Upjohn Company. The Upjohn Company is a worldwide, research-based manufacturer and marketer of human health care products and services, agronomic and vegetable seeds, animal health products and pharmaceutical and specialty chemicals.

## Cargill Reduces Herbicide Risks With Seed Safener

MINNEAPOLIS, MN. — Corn hybrids treated with a seed safener that can help reduce the risk of injury from selected herbicides are available from Cargill Hybrid Seeds.

"We have contracted with FMC Corporation's Agricultural Chemical Group to supply us with its Advantage seed safener on an exclusive basis for pretreatment of nine of our top corn hybrids for the 1990 planting season," said Bruce Priebe, president of Cargill Hybrid Seeds. "These hybrids will be pretreated in our seed-conditioning facilities before they are bagged."

Bob Plett, FMC's Advantage product manager, said tests show that Advantage seed safener can help reduce the risk of herbicide injury in field corn from a wide range of active ingredients that are included in many common herbicides.

"Herbicide injury in corn sometimes occurs from herbicides that were previously applied to soybeans or from herbicides applied directly to corn," he said.

"Although Advantage has been shown to increase hybrid tolerance to many herbicides, it cannot eliminate all risk of injury," added Plett. "There are just too many variables that can affect the level of herbicide present when corn is planted, including application overlap, soil compaction, pH levels or environmental conditions such as drought. Corn hybrid tolerance to chemicals is another key factor."

"Cargill Hybrid Seeds was the first seed corn company to recognize the value that Advantage can offer to growers," added Plett. "They have selected some of their key hybrids to be pretreated with Advantage," he said.

Plett said Advantage can help reduce potential injury to field corn caused by the active ingre-

dients in the following soybean herbicides: Canopy, Command, Commence, Preview, Prowl, Pursuit, Scepter, Squadron and Treflan. Advantage also can help reduce potential damage from the following corn herbicides: Bicep, Bladex, Dual, Eradicane, Extra-zine, Lariat and Lasso.

Plett said several universities are evaluating the seed safener.

Dr. Jack Carlson, Cargill Hybrid Seeds corn product manager, said the following Cargill hybrid numbers will be pretreated with Advantage seed safener: 3477, 4227, 4327, 5157, 6227, 6927, 7877, 7993 and 8027. Carlson said these hybrids can be ordered with or without the seed

treatment.

"The additional cost for treated seed will be \$4 per bag or approximately \$1 per acre," he said.

Carlson added that Cargill Hybrid Seeds' customers who order seed treated with Advantage will be required to sign a grower use agreement stating with the liability for herbicide performance still remains with the herbicide manufacturer.

"It's impossible for Cargill Hybrid Seeds or FMC Corporation to guarantee that Advantage will eliminate herbicide injury. But our joint efforts have convinced us that farmers should consider buying seed pretreated with Advantage seed safener for the 1990 season," Carlson said.



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