

## Mission and Objectives

### Mission, Goals, & Justification MISSION STATEMENT:

To promote pest management practices in winegrapes that minimize the potential for environmental and human harm while maintaining economic viability, thereby mutually benefiting growers, communities, and the environment.

### SPECIFIC STATEWIDE GOALS

- Educate the winegrape industry on how to reduce -

a) drift incidents for sulfur and

b) uses of herbicides that can adversely affect groundwater quality or that are listed as FQPA priority I materials.

- Educate the public that winegrape growers "care" about consequences of farming practices and "act" to reduce pesticide risks and strengthen community relationships.

### WHY USE PRACTICES THAT REDUCE PESTICIDE RISK?

- Good Stewardship/Leadership - to be considerate of human and environmental health and foster community harmony, and demonstrate that the winegrape industry is committed to leading efforts towards more sustainable farming.

- Preserve Products/Uses - to avoid incidents (drift, water contamination, etc.) that increase chances of environmental/human injury, negative publicity, and further regulation.

- Future Preparedness - to be ready to implement alternative practices in preparation for new regulations.