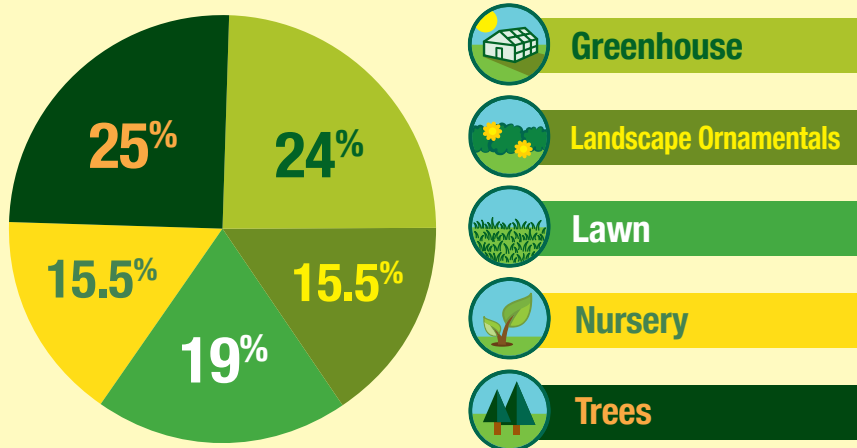




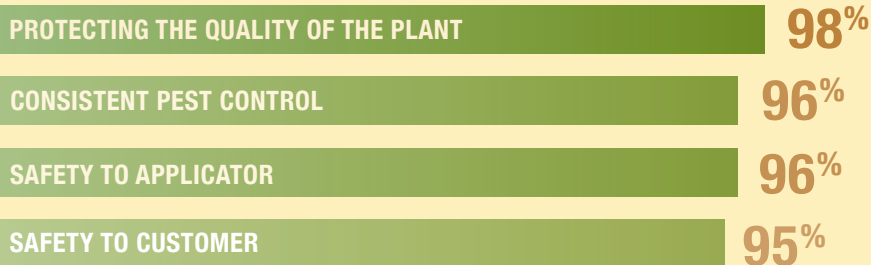
# The Value of Neonicotinoids to U.S. Turf and Ornamental Professionals

Neonicotinoid insecticides are important tools for professionals across the U.S. turf and ornamental industry. A recent survey by AgInformatix, a group of independent agricultural economists and scientists, examines the value of neonicotinoids by assessing how turf and ornamental professionals are using these tools—and the impact it would have on them if these insecticides were no longer available. The survey interviewed 750 professionals, of which 87 percent indicated that they use insecticides in their businesses.

## Primary Business Focus of Survey Respondents



## Top Factors in Choosing an Insecticide

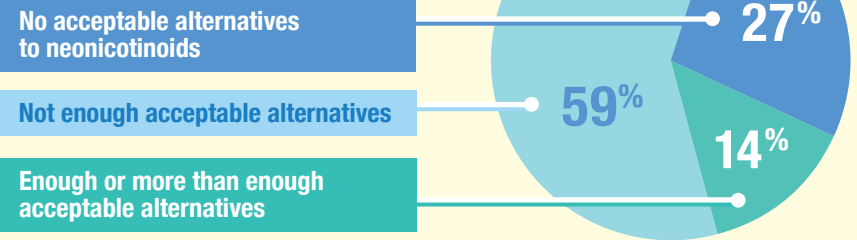


## Expected Impacts From Losing Neonicotinoids

Between **44%-46%** of professionals expect to see **NEGATIVE Impacts:**

- Lower Customer Satisfaction
- Less Able to Control Invasive Pests
- Lower Quality of Plants or Services
- Less Able to Manage Pest Resistance

## Perceived Availability of Neonicotinoid Alternatives



## Top 3 Concerns With Using Neonicotinoid Alternatives



AgInformatix, LLC, is an agricultural consulting firm established in 1995 by professors from the University of Wisconsin-Madison and Washington State University. The research was jointly commissioned by Bayer CropScience, Syngenta and Valent U.S.A., with additional support from Mitsui on the turf and ornamental studies.

Go to [GrowingMatters.org](http://GrowingMatters.org) for the latest information, reports, videos and infographics on the benefits of neonicotinoid insecticides. ©2014 Growing Matters

