Momentum Is Building

Corporate control of our food system is challenged

This fall, you, PAN and our movement stood up to the world’s largest pesticide and genetically engineered (GE) seed corporations. Their political clout is faltering, and their grip on our food system is weaker today because we’ve faced them together at the ballot box, in legislative bodies and in court to demand a fair, green and sustainable food system.

Victory likely on Kaua‘i

We helped a diverse coalition—from farmers to parents and teachers to physicians—pass a landmark bill on October 16 that, if upheld, will provide more transparency about pesticide use and greater protections from hazardous pesticides in Kaua‘i, especially for children. As we go to press, the mayor has vetoed the bill, but we are hopeful the county council will override him.

The island is a global epicenter of GE seed production, led by BASF, Dow, Dupont-Pioneer and Syngenta. Because they are designed to withstand increased pesticide use and more hazardous pesticides, GE crops have led to a dramatic boom in pesticide exposure in Kaua‘i and across the U.S.

Because Hawai‘i’s virtually year-round growing season is ideal for raising experimental crops in open fields, a lot was at stake for these corporations. “Almost any corn seed sold in the U.S. touches Hawai‘i somewhere in its development,” Mark Phillipson, a Syngenta executive, recently told The New York Times. Consequently industry pushed back hard, running an expensive, aggressive public relations campaign to oppose the county’s legislation. This small island community’s pending victory over powerful corporations could be a model for future organizing efforts across the country.

Mexico extends protection of maize

In Mexico—the birthplace of modern corn—a 1998 ban on growing GE corn failed to prevent contamination of native maize by industry field trials, which were still permitted there. Still, Monsanto and others pushed for even more field trials. But farmers, human rights organizations and sustainable agriculture groups effectively advocated for keeping the moratorium on planting GE corn for sale. On October 10, a federal judge suspended all GE corn cultivation, including field trials, citing risks to farming and the environment.

Maine passing conditional laws. Corporate spending in Washington revealed how desperate the Big 6 and Big Food manufacturers are to keep GE ingredients secret.

Building movement momentum

The progress we are making is possible because of an expanding network of alliances that links farmers and farmworkers, children and parents, communities large and small, and indigenous peoples across North America and around the world. Together we’re strengthening the global movement to fix our food system.

Washington bill calls for truth in labels

On November 5, voters in Washington state considered an initiative establishing the right to know what’s in their food and how it’s grown. The bill faced a state record $22 million in opposition funding by Monsanto, DuPont and other giants. Though polls showed the bill leading before November 5, as we write this, industry’s last minute blitz of deceptive ads appear to have turned the tide. Still, despite a loss in Washington, the movement is gaining momentum nationally. Over 25 states have taken up labeling efforts since California narrowly lost last November. New England took the lead, with Connecticut and
Doctors and Nurses Speak Out on Pesticides

All across the country, health professionals have joined us in speaking up about how pesticides can harm children’s health. Policymakers are listening.

In Kaua‘i, concerned pediatricians helped make the case for standards to protect communities from pesticides (see front page). The doctors explained to county council members just how harmful pesticide exposures can be, especially for young children.

Pediatricians in Hawaii were following the lead of the national American Academy of Pediatrics (AAP). In a powerful policy statement on the harms of pesticide exposure, the academy urged doctors to “work with schools and government agencies” to press for application of least-toxic pesticides, and to “promote community right-to-know” measures to better protect families from pesticide spraying.

AAP also encouraged pediatricians to counsel families to avoid pesticides whenever possible.

This fall, the American College of Obstetricians and Gynecologists (ACOG) released a similar resolution, highlighting the harms pesticides and other chemicals pose during pregnancy. The governor of California recently signed a new bill into law based on ACOG’s recommendations.

Now when women are pregnant in California, along with the usual warnings about tobacco and alcohol, they’ll be told how pesticides and other chemicals can harm their developing fetus. The law also encourages OB/GYNs and midwives to counsel their patients to avoid unnecessary chemical exposures.

These are big steps. Here at PAN we’re excited that doctors and nurses are taking such a strong, public stand on the harms of pesticide exposure. They are adding their voices to yours in this vital national conversation.

The Science for your conversations about pesticides

PAN’s report A Generation in Jeopardy takes a look at the latest science linking pesticides and children’s health harms—and presents steps we can take to prevent these harms. Here’s a sample of what we found:

• Exposure to pesticides in the womb and early childhood can harm a child’s developing brain and nervous system.

• MRI technology documented changes in brain structure in infants exposed to pesticides in the womb.

• When a mother is exposed to organophosphate pesticides during pregnancy, the risk of her child being diagnosed with ADHD or autism goes up.

• Pesticides can also increase risk of certain childhood cancers, including leukemia and brain cancer.

Want to know more?

Fill out and return the enclosed coupon to receive a free copy of A Generation in Jeopardy. You can also download the report at www.panna.org/kids.

Support a healthy and fair food system with a year-end donation

Join the PAN Sustainers Circle by pledging a regular monthly or quarterly donation to ensure PAN’s success in the coming year.

Pledging provides reliable funding and shows your commitment to a resilient and fair food system, grounded in science and rooted in our commitment to justice and equity.

Pledge $15 a month or more, and we’ll thank you with a set of organic, fairly traded dried fruits and nuts from Equal Exchange. Limited availability.

Learn more at www.panna.org/YEGift.
### Program Impacts

In fiscal year July 2012–June 2013, PAN, our partners and allies won new protections from highly hazardous pesticides and challenged control of our food system by the Big 6 pesticide corporations.

- **Moving beyond fumigant pesticides:** As a result of PAN's 2012 victory getting Arysta to pull cancer-causing fumigant methyl iodide off the U.S. market, in January, EPA cancelled use of the strawberry methyl iodide off the U.S. market, in
- **Expanding pesticide monitoring in the Midwest:** We trained 26 volunteers in Iowa and Minnesota as Drift Catcher operators and equipped community allies for water sampling. We’re working with these partners on state and local policy campaigns in 2014.
- **Gaining on GE labeling; delaying new GE crops:** In November 2012, PAN helped drive California’s groundbreaking labeling initiative to a near win. In May, USDA announced it would undertake in-depth environmental assessment of 2,4-D and dicamba herbicide-resistant crops, effectively delaying their approval until at least 2015.
- **Protecting bees at home and abroad:** After intense campaigning by PAN UK, PAN Europe and allies, the EU placed a two-year moratorium on three bee-harming pesticides. In the U.S., we’ve turned up the heat on EPA to protect honey bees.
- **Increasing international support of agroecology:** In May, PAN activists from several countries convinced delegates to the UN’s Stockholm Convention (POPs treaty) to endorse “eco-systems based approaches to pest control” as the priority for replacing neurotoxic endosulfan.

### Financial Report

PAN recognizes all grants, pledges and contributions in the year they are committed. Our overhead expense (administration and fundraising) was 13.5% of total unrestricted revenue (12.1% of expenses) in our fiscal year ending June 30, 2013.

For more information, please see our audited financial statements and our IRS Form 990, available at www.panna.org. IRS Form 990 is also available on GuideStar.org.

### How Your Support Was Used

- **Administration & Fundraising**
- **Programs & Coalitions**

### Highlights of the year include:

- **Moving beyond fumigant pesticides:**
- **Expanding pesticide monitoring in the Midwest:**
- **Gaining on GE labeling; delaying new GE crops:**
- **Protecting bees at home and abroad:**
- **Increasing international support of agroecology:**

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**Our Mission**

Pesticide Action Network North America works to replace the use of hazardous pesticides with ecologically sound and socially just alternatives. As one of five PAN Regional Centers worldwide, we link local and international consumer, labor, health, environment and agriculture groups into an international citizens’ action network. This network challenges the global proliferation of pesticides, defends basic rights to health and environmental quality, and works to ensure the transition to a just and viable society.
Educating Consumers, One Yogurt Cup at a Time

Longtime friend and PAN supporter Gary Hirshberg is co-founder and chair of Stonyfield Farm, the Londonderry, New Hampshire–based organic yogurt maker.

Known for educating his customers about the benefits of eating organic and avoiding pesticides in their diets (including parents buying yogurt as a first food for their infants), Gary is blunt:

There is no question that organic is the right choice for children. Research published over the last four to five years has demonstrated that pesticide exposures to the very young are much higher than previously understood, and yet scientists still have no idea about what are the cumulative or synergistic effects of these exposures. Recent studies do point to serious potential harms from individual pesticides, even at very low exposures that are well below the “safe dosage” levels. These safety standards are still based mainly on adult exposures, and don’t fully consider potential effects on children.

Before co-founding Stonyfield, Gary was a trustee of the Rural Education Center, a small organic farming school in Wilton, New Hampshire. Looking back at that role and his work at Stonyfield, he reflects:

Today, we still consider ourselves to be educators who just happen to be in the yogurt business. We didn’t realize it at the time, but we were testing a hypothesis: Could we continue to educate about saving family farms, promoting sustainable agriculture and lessening our society’s resource consumption and “ecological footprint” while running a successful, profitable business? Could we communicate on a yogurt cup instead of a blackboard? Could we think about the grocery store as a classroom?

In 2012, Stonyfield partnered with PAN in helping more than 150 food co-ops across the country bring conversation and literature about honey bee colony collapse to their customers. While Stonyfield has not felt the impact of honey bee decline yet, Gary realizes that “nearly all of the fruit in our yogurts comes from plants that are pollinated by honey bees, so this issue is of incredible importance to us. PAN’s work to save our pollinators and push for the removal of neonicotinoids from the market is so important for the future of so much of our food production.”

Gary also chairs the national “Just Label It” campaign and is passionate about educating the public about the role of pesticides in GE crops. “The proliferation of genetically engineered crops has absolutely led to a dramatic increase in pesticide use, which should come as no surprise since the patent holders for GE seeds are also agrochemical companies,” he declares. “If consumers knew more about the explosion of herbicide use that accompanied GMO proliferation, the marketplace will demand alternative practices that reverse these trends.”

ON THE WEB Read our extended conversation with Gary Hirshberg at www.panna.org/pan-conversation-hirshberg

PAN’s work is so important because it helps people understand how they can reduce their own exposure and risk, and puts pressure on government to do a better job regulating pesticides.

— Gary Hirshberg, co-founder of Stonyfield Farm