

IDAHO POTATO PULSE



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From: Bryan Silbermann, PMA President and CEO
Subject: Help set the record straight about Dirty Dozen false claims
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The Environmental Working Group (EWG) has just released its 2013 “Dirty Dozen/Clean Fifteen” shopper’s guide. Industry members all along the produce supply chain can take steps to help counter EWG’s false claims, including directing consumers to the Alliance for Food and Farming’s www.saferuitsandveggies.com where consumers can learn the facts.

The Alliance’s website is a consumer resource for science-based information about the safety of organic and conventional produce backed by expertise in toxicology, pharmacology, risk assessment and nutrition. On the site, interested consumers can also put residues in proper perspective by using the eye-opening [Pesticide Residue Calculator](#) .

Here are additional suggestions for setting this important record straight with your customers and consumers:

- Communicate the truth about pesticides by using the factual information found on the Safe Fruits and Veggies website on packaging, in-store signage, websites, social platforms, dietitian newsletters and even on menus.
- Educate people about the importance of eating MORE fruits and vegetables, not less, for better health; Produce for Better Health Foundation’s www.fruitsandveggiesmorematters.com is a terrific resource.
- Advise people to “[Just Wash It](#)” with water if concerned about pesticide residues, guidance that’s based on government recommendations.
- Share stories about growers’ farming practices and food safety commitment to give consumers the complete picture behind their food.

Because PMA believes in the business of informing consumers and upholding the industry’s commitment to providing safe produce, we must set the Dirty Dozen record straight. This is also why PMA remains one of the Alliance’s largest financial supporters and I proudly serve as vice chair of its board of directors. Our support empowers industry to counter misinformation about pesticide residues on fresh produce with science — the same foundation we use to continuously improve food safety.

Thank you for partnering with us to counter false claims about produce safety. For questions or further assistance, contact our Director of Public Relations [Meg Miller](#).

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