

## **CropLife Foundation Consultant Livens Up USDA with Consumer Talk**

On July 9, CropLife Foundation consultant Leonard Gianessi presented his talk, “The Consumer is Always Right and That’s Why Farmers Use Pesticides,” to a core group of USDA staff in the Office of Pest Management Policy (OPMP). Leonard was hosted by OPMP director Sheryl Kunickis, who said that more of this type of information is needed in a public discussion of crop protection products. The purpose of visiting the USDA was to discuss innovative ways of presenting information on crop protection benefits. Director Kunickis pointed out that Leonard has developed many slideshows over the years that highlight benefits in non-traditional, educational formats.



Leonard with OPMP Director,  
Sheryl Kunickis