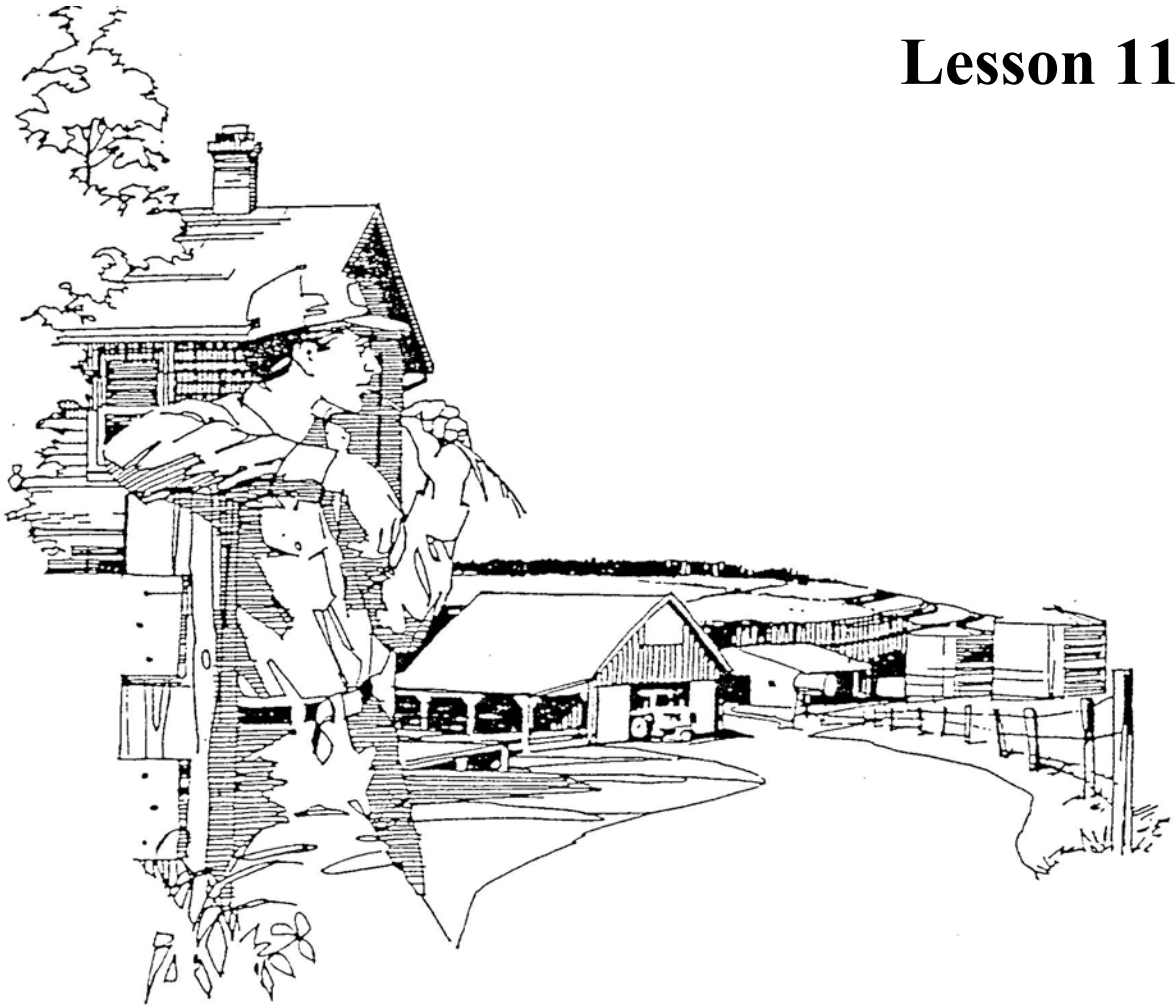


Pesticide Applicator Course for Agricultural Producers

Lesson 11



Professionalism

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Lesson 11

Professionalism

What You'll Learn

The purpose of this chapter is to raise the awareness of the importance of professionalism
By the end of this chapter you should be able to:

- explain how to maintain a good public image;
- list the benefits of good public relations;
- list how to have a professional image;
- list how to have a professionalism attitude;
- list how to conduct work habits professionally;
- effectively communicate with your community.

Be A Professional

It is important to be able to assure the public that pesticides are being handled responsibly on your farm. Everyone has their own concerns or attitudes about safe, environmentally sound use of pesticides. To develop and maintain a good public image, you should:

- Know your farm business.
- Have a professional attitude.
- Have a professional image.
- Conduct your farm activities safely and professionally.
- Communicate with your neighbours, your local community and your customers.

Good public relations will:

- enhance credibility
- improve public trust and confidence
- will improve public education which will result in improved public support
- help you to understand public concerns and misconceptions which will help you to deal with complaints and difficulties as they arise.

Knowledge

Know Your Business

The consumer relies on you to make good decisions about pest management. That means you have to know about - the pest to be controlled, the crops or animals affected, the pesticides that could be used, the effects on the environment, safety practices, certification requirements, and federal, provincial and local laws.

Learning is an ongoing activity. Keep up to date by reading information about products and attending seminars and trade shows. Talk to government employees and company representatives. Learn where to go for answers to your questions.

Each year government agencies produce or update publications on pest control methods to include new research. You can keep up to date by reading these publications. There are also many private industry publications such as sprayer and nozzle guides. Talk to your suppliers to keep up to date with their products.

Attitude and Image

Have a Professional Attitude and Image

- **Be respectful, honest, polite and courteous to neighbours and customers.**
- **Try to answer questions or complaints accurately and promptly.**
- **Consider your neighbours.**
- **Make sure your property is clean and tidy.**
- **Make sure you and your employees wear protective clothing when handling pesticides.**
- **Set a good example for your employees and neighbours and it will increase their confidence in you.**

Work Habits

Work Habits/Activities

Conduct your work habits professionally.

- **Be safety conscious when selecting and applying pesticides.**
- **Apply pesticides responsibly according to the label and national standards.**
- **Work safely.**
- **Use well maintained, clean, properly calibrated equipment.**
- **Keep records.**
- **Operate vehicles and equipment in a safe, sensible manner considering soil, weather, road conditions, etc.**
- **Keep emergency telephone numbers on hand.**
- **Prevent the spread of disease and pests by cleaning equipment between each use.**
- **Follow up on pesticide applications and evaluate the control obtained.**
- **Comply with all pesticide legislation.**

Communication

Communicate with the Community

Communication means listening as well as speaking. Try to understand the issues that concern your neighbours and your community. When a question or concern is raised, be honest, frank and cooperative. Keep the community informed about your farm practices that may affect their safety.

Talk to local police and fire departments so you know how to handle an emergency.