Seed to Plate
How does crop protection fit into food production?

The grower chooses their seeds, which could be organic, genetically modified, or treated.

The seeds are then planted and nurtured with sunlight, water, fertilizer, and crop protection products. Once grown, they are harvested and treated to protect against mold and disease.

The fruits and veggies are then transported directly to a farmer's market...

...or to a packaging facility, where they are prepared and sent to a grocery store.

Consumers purchase the food and serve it to their families. Growers monitor and respond to consumer trends and needs.

Companies then develop crop protection products that fit the needs of the growers. The U.S. Environmental Protection Agency regulates and approves the new technology.

Crop protection products are a vital and necessary part of keeping our farms productive. Rain or shine, from coast to coast and in every season, producers in the U.S. depend on these tools to prevent crop diseases and other threats from depleting yields and causing food waste due to post-harvest loss.