

"Do you spray?"

"Only when we need to."

Rots, blights, insects, and mites can ruin trees and fruits.

By using IPM (integrated pest management), we can keep our fruit trees healthy—and protect you and the environment.

# Balancing farms, food, and nature

Growing apples the IPM way means:

- planting varieties that are more pest-proof
- mowing the orchard to stop weeds, voles, and rabbits
- pruning trees to limit fire blight and other diseases
- giving the orchard checkups for mites and insects
- using scientific forecasts to calculate the risks of crop loss
- dealing with pests only when IPM shows that you need to—and then, using the safest methods

