

GREEN LABELING OF VEGETABLES

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The WWF/WPVGA Collaboration was formed in 1996 to establish a working relationship between the two organizations to promote the development and adoption of biointensive IPM practices, to enhance habitat quality, to refine measurement systems for IPM adoption, to look for marketplace incentives for ecologically produced potatoes, and to identify policies and programs to support environmental goals. The University of Wisconsin, which had always provided pertinent research, education, and information to the project, officially became a part of the three-legged stool in 1998 to form the WWF/WPVGA/UW Collaboration as it is known today.

Raising consumer demand for biologically based IPM produced products has been a goal of the collaboration from its inception. Collaboration measurement methods provide a solid foundation in the development of an eco-label for biointensive IPM grown potatoes. Using the potato IPM team at the University of Wisconsin, ecological standards were written for potatoes. These standards contain both an IPM portion and a pesticide toxicity section. Potatoes grown in 2001 which hit these standards will be able to be endorsed by the World Wildlife Fund and will have the panda logo (the World Wildlife fund symbol) printed on the bags.

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