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THE VEGETATION MANAGER magazine 2021 THE 3 P'S:

PESTICIDES, POLLINATORS, AND PIGWEED

PESTICIDE REGULATION

STATE & STATUS OF POLLINATORS

WEEDY LOOK-ALIKES

SAVE THE DATE: FALL WORKSHOP



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PRESIDENT'S REPORT



- LISA RYBCHUK, PRESIDENT PVMA



Greetings from your new PVMA President! I'm excited to have been appointed this position and look forward to working with the very talented and knowledgeable Board of Directors and Committee members. Special thanks go out to the past Presidents, Codie Anderson and Brandon Tupper, for their continued support and valuable insights.

The PVMA has its challenges by virtue of its membership diversity; from both mechanical and chemical vegetation control industries, to the network of suppliers and distributors, and the vital client base. Be assured that regardless of your role within the industry or location in the province, the PVMA is here for you. Whether you are just starting out in the vegetation management field or you're a seasoned professional, our goal is to represent all facets of the vegetation management industry and to support your needs.

One such way we that we do this is to offer a Spring and Fall Conference each year. As you are well aware, Covid-19 has impacted us all and this includes our ability to host in-person conferences, however we have embraced the challenge with the help of a superb online platform. The InEvent platform has allowed us to incorporate timely presentations and interactive trade-show opportunities for the sponsors.

We value your input and encourage you to reach out to the PVMA and its industry liaisons. Feel free to contact the PVMA and share your ideas to help us better serve you!

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PESTICIDE REGULATION

- DAVID PINZON, PHD, CORTEVA AGRISCIENCE



Every day, with virtually everything we do, we are exposed to risk.

Crossing the street, brushing our teeth, and drinking coffee, all come with varying degrees of hazard. This is why we wait for cars, spit out our toothpaste, and limit our caffeine intake. In fact, managing our exposure to activities and substances that are potentially harmful, is simply part of life.

And yet, virtually all substances have the potential to cause harm. Even water, in certain amounts, is lethal. The dose dictates the poison!

So, when a system classifies substances based exclusively on their hazard or risk, that system ignores the most important factor – the degree to which we are exposed. The International Agency for Research on Cancer (IARC) classification, for example, only reviews hazard and does not include a risk assessment component when they review substances or activities.

On the other hand, the Canadian Government regulates medications and pesticides with the understanding that everything comes with potential risk. The Pest Management Regulatory Agency (PMRA), a division within Health Canada, determines whether a pesticide product, when used according to label directions, can be used safely to control the pests in a way that ensures that humans and the environment are thoroughly protected.

I came to Canada in 2010 to study plant biology at the University of Alberta. Today, as a PhD scientist, my role is to understand 'the science behind agricultural practices'. When I joined the regulatory team at Corteva Agriscience in 2014, it was a great fit for me.

Of course, as a scientist, I was also very curious how a 'big corporation' operates. Is their science reliable? Who works there? Do farmers have a choice in how they use this technology?

I found that scientists like me at Corteva are held to the same ethical standards as the scientists I worked with at the universityresearch level or in government.

In a day and age when we are bombarded with information, it is natural that people want to know more about the food they eat. Where does it come from? Who's growing it? How is it being grown? And they are presented with multiple sources of information that drive their choices and eating habits. Likewise, the public wants to understand how pests are controlled in public areas. This is an incredible opportunity for farmers and pesticides applicators in general, who want to help the public understand what they do, how they do it and why. To help inform the public, you must understand how PMRA assesses the safety of pesticides.

It takes approximately 10 years to come up with a new pesticide that is unique, provides value to the end-user, and has a favorable human safety and environmental profile. This is not an easy task. Especially when you consider that our chemistry and biology scientists begin the process choosing from more than 100,000 possible chemicals to end up with one or two that meet or exceed safety criteria.

Once the thoroughly-researched active ingredient is selected to become a product, further studies are conducted to determine the pest(s) it controls. Tests are also conducted to assess the optimal application rates, and its safety to humans and the environment, based on the proposed application patterns and volumes.

Overall, it takes nearly 150 separate studies to assess the safety and efficacy of a chemical product. This is a huge investment for innovator companies.

PMRA, as with other regulatory agencies around the world, evaluates the safety and integrity of a chemical pesticide product by several types of studies in the scientific areas of:

CHEMISTRY. Farmers can be reassured that what's in the package will work as expected.

TOXICOLOGY. For pesticides, PMRA wants to know that the product does not result in any short- or long-term health issues for the user or general public (see box 1).

OCCUPATIONAL EXPOSURE. Based on the proposed label uses, PMRA assesses exposure to the applicators and bystanders. Then, the personal protective equipment and the re-entry time are established, which provide instructions on how to apply the product safely.

ENVIRONMENTAL TOXICOLOGY. The sites where pesticides are applied are not isolated environments. There may be animals visiting the field, or a natural forest may be nearby. To assess the potential effect of the pesticide to non-target species, PMRA uses worst-case scenarios to test environmental toxicology (bird feeding studies, non target insects, etc) RESIDUES. Once a pesticide is sprayed, it begins to degrade. PMRA assesses studies that quantify pesticide residues on the crop at different times after spraying and up to harvest. PMRA then establishes the maximum residue limit (MRL) – the amount of pesticide residue that is acceptable and expected when the label is followed.

ENVIRONMENTAL FATE. PMRA needs to understand how long it will take for the product to dissipate or breakdown and how the product moves in soil, water and air. Considering the physical and chemical characteristics of the compound, PMRA can establish the fate of the product once it is sprayed.

VALUE. Any label claim (such as which specific pests a given product controls) must be demonstrated through field trials before it can be approved by PMRA. The rate that is used to control a pest must be sufficient for consistent control but cannot be more than is needed.

Pesticides are one of the most regulated chemicals on the planet. Many studies from several different scientific areas are reviewed by regulatory agencies before a pesticide is considered for registration. We can be confident that registered pesticides when used according to label directions can be used safely, while bringing tremendous benefits to the environment, by producing more on less land. Pesticides also make good economic sense, keep food prices low, roads safe, right -ofways open, and ensuring that farmers and applicators have the right tools to fight pests.

Box 1:

Human toxicity risk assessment is established by understanding the following factors;

1. Acute toxicity: Adverse effects that occur after a single exposure or multiple exposures within one day

2.Chronic toxicity: Adverse effects caused by long term exposures.

With this information PMRA establishes the reference dose, which is the amount of a compound that a person can be safely exposed to on a chronic lifetime exposure (ADI – acceptable daily intake) or on a short term acute exposure (ARfD – Acute reference dose) basis.

This is then compared with the amounts that someone would be exposed, based on residential, dietary, and applicator/ operator scenarios, and if necessary, label mitigations are put in place to ensure the product can be applied safely.





FALL WORKSHOP

OCTOBER 20, 2021

NEW TECH IN

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- Under the Alberta Agricultural Pests Act (APA) "Pest and Nuisance Control Regulation (PNCR)" the Dutch Elm Disease (DED) pathogens, smaller European elm bark beetle, and the native elm bark beetle are named declared pests.
- DED prevention/control measures for Alberta are enforceable under the APA and are found on the STOPDED website.
- Elm trees from a DED infected province cannot be shipped into Alberta.
- Elm Pruning Ban is April 1 -September 30annually.





Society to Prevent Dutch Elm Disease www.stopded.org 1-877-837-ELMS (3567)



- PVMA CONFERENCE COMMITTEE

The PVMA's Virtual Spring Conference for 2021 was a great success, thanks to the support of our Sponsors, our members, others who attended, and the exceptional efforts of the Conference Committee.

The conference utilized an online event platform by InEvent which provided a more enhanced attendee experience than other online platforms. As well, the platform allowed us to offer virtual exhibitor booths to our Platinum sponsors, which gave them the opportunity to connect with potential clients, showcase their products, distribute information packets, and network with others in attendance.

We had a full line up of great speakers who presented a total of 11 sessions, earning applicator credits in Alberta, BC and Saskatchewan as well as ISA Credits. The platform also provided an opportunity to record the sessions and have almost all the sessions available for "On Demand" viewing after the conference to accommodate people's schedules.

The conference committee worked diligently both in front and behind the scenes. Thank you to Brandon Tupper & Sean Hilton for all the time they took to learn the back end of the platform, to meet with and provide training to our sponsors and speakers, and for providing tech support. Thank you to Lisa Rybchuk for lining up all the speakers and arranging for credits. Thank you to Val Eichelt for taking care of all the registrations and help with the back end of the site. Thank you to Codie Anderson for reaching out to sponsors. Thank you to Richard Law who also helped behind the scenes on the conference site. Thank you to our Room hosts, Lisa Rybchuk & Keith Sanftleben.

And finally, thank you to our supporters. To all those who braved the virtual meeting era and joined us online, we trust you had a positive experience, received lots of great information, took advantage of the networking opportunities, and saw value in what we provided.

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VAUGHN LEUSCHEN: INDUSTRY SERVICE PROFILE

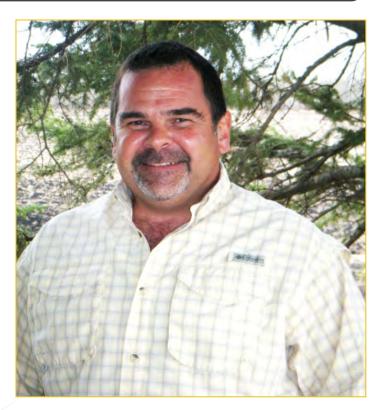
- VAL EICHELT, PVMA

LOOKING FOR A CAREER CHANGE, VAUGHN LEUSCHEN EMBARKED ON A PATH THAT HAS HAD HIM SPENDING THE LAST 30+ YEARS IN AN INDUSTRY AND CAREER THAT HE ENJOYS AND CONTINUES TO FEEL PASSIONATE ABOUT.

With a love of science and being outdoors it was a natural fit for Vaughn to pursue a Bachelor of Science Degree in Land Use & Environmental Studies, as well as a Certificate in Biology. Upon entering that program Vaughn quickly realized that plant physiology, entomology & ecology was where he would focus. He worked as a summer student with Agriculture Canada in Entomology before graduating and then spent 2 contract terms with them as an Entomologist.

He discovered he loves for Research. After briefly working with the Saskatchewan Wheat Pool, he became a Research Co-ordinator in North Battleford and then made the move to Manitoba to work for Aventis Crop Science as the provincial plant breeding agronomist. In 2001 he became a Research Biologist for Dow Agriscience. He performed research for the development and registration of industrial, agricultural, and rangeland herbicides. In 2007 he moved to Alberta to become a Territory Manager with Dow's Industrial, Forestry, Rangeland and Pasture Division. In 2020 Dow Agriscience transitioned into Corteva Agriscience where Vaughn continues to perform his duties as Territory manager.

Vaughn enjoys meeting with people to understand what their goals are. He really enjoys designing herbicide programs using science & technology. He is also very passionate about integrated pest management, combining all the tools available for grazing and natural succession that are environmentally friendly and with the least amount of impact. Vaughn also does as lot of training throughout the year on herbicide safety, environmental impact, and communication. He believes that public awareness is the key to this Industry moving forward. It is all about building relationships and trust, using science to partner together for success.



Vaughn is a Professional Agronomist in Vegetation Management and Reclamation and a member of the Alberta Institute of Agrologists. He has served on the PVMA Board of Directors. Vaughn spent 2 terms as Director in Charge of Protocol, where he was instrumental in putting together the 5th Edition of the Alberta Industrial Vegetation Management Manual for the PVMA, released in 2016. He also helped complete the Field Manual for Rehabilitating Soils Affected by Residual Herbicides released by PVMA in 2019. Both these manuals are available for purchase through the PVMA website or office. After his 2 terms were up Vaughn continued to serve at the committee level. At the PVMA AGM this March Vaughn returned to the Board of Directors and has taken on a new role as Government Liaison. In this role he hopes to improve the relationship between the PVMA and regulatory bodies. This improvement will serve our members and the public better by improving the training of applicators and addressing public, private, and government officials concerns more efficiently and constructively.

Vaughn is thankful to his wife and 3 children for their support as he ventured out on this new journey. He continues to enjoy this chosen career path.

2021 PVMA AWARDS: BURSARY AWARD, HONORARY MEMBERSHIP AWARD, PAST PRESIDENT AWARD

2021 PVMA BURSARY AWARDS

The PVMA awarded 2 Bursaries for Post-Secondary Education in 2021. Applicants are eligible to receive a bursary if they are a dependant of an active PVMA member and are enrolled in postsecondary studies at a Canadian institution, have completed at least one semester, and are in good standing with that institution.

Our 2021 recipients are:



JENNA PLOUFFE

Jenna is enrolled in a Bachelor of Science program at Grant McEwan University in Edmonton.

2021 HONORARY MEMBERSHIP AWARD

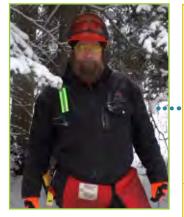


2021 PAST PRESIDENT AWARD



SIDNEY ANDERSON

 Sidney is enrolled in a
 Bachelor of Science/Bachelor of Education program at the University of Lethbridge.



CODIE ANDERSON

VIVIANNE SERVANT

The PVMA awarded an Honorary

Membership to Vivianne Servant,

for her outstanding contributions to

Vegetation Management. Vivianne has had a long career in the vegetation management industry

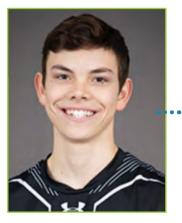
and has contributed significantly to advancing the Industry. A formal recognition of this award was made at the PVMA Virtual

Spring Conference on March 2,

2021 during the Annual General

Meeting.

Codie Anderson received the Past President's Award at the completion of the AGM held March 2, 2021. Former past president Brandon Tupper made the presentation. The Past-President award recognizes the contribution of the recipient upon the completion of his/her term(s) in the role of President of the PVMA. A wooden gavel and base with engraved plates, noting his years of service as President of the association from 2019-2021, was presented to Codie.



CALDER THOMPSON

Calder is enrolled in a Physical Education: Kinesiology program at the University of Alberta Augustana Campus in Camrose.

CONGRATULATIONS TO ALL 2021 PVMA AWARD RECIPIENTS!



STATE AND STATUS OF POLLINATORS

- VIVIANNE SERVANT

Figure 1: Pollinator Species



Pollinators include bees, butterflies, birds, bats, beetles, moths, flies, ants and mosquitoes (see Figure 1).

Plants need pollinators to produce fruit, to set seed for vegetables in herb and to produce seed in crops such as canola, alfalfa and clover. Grasses such as cereals and corn don't need pollinators to pollinate because they are wind pollinated.

Some bee species are managed by beekeepers. They include the Western honeybee, alfalfa leaf cutter bee, orchard mason bee and buff tailed bumble bee. Managed bees have had significant declines in the past, because of:

- bee parasites (eg. Varroa mite)
- bee diseases (eg. Nosema and Foulbrood)
- effects of miticides and antibiotics used to control parasites and diseases on the bees
- bee disorders (Colony Collapse Disorder)
- environmental stresses (e.g transportation stresses and overwintering issues)
- few queen bee lineages, causing whole colony losses when diseases occur where the lineage is susceptible
- effects of pesticides (eg. direct effects of spraying pesticides and indirect effects of planting neonicotinoid insecticide treated seeds).

The good news is that considerable research has been conducted worldwide into these factors and beekeepers now are able to manage them so that managed bee populations are stable across Canada! Unfortunately, the 970 species of native bees including bumble bees, leaf cutter bees and mining bees are in significant declines due to:

- bee parasites and diseases similar to those affecting managed bees
- habitat degradation and loss, especially as most of these bees nest in the ground and are susceptible to ground disturbances
- greater use of pesticides, especially insecticides
- climate change causing loss of synchronicity between when plants flower and when bees emerge in the spring.

Efforts have been undertaken by a number of organizations to understand native bees and help support their numbers. Wildlife Preservation Canada began a native pollinator initiative in 2013 (https://wildlifepreservation.ca/native-pollinator-initiative/) that established:

- conservation breeding colonies in natural areas protected from disturbance
- creating a bumblebeewatch.org website so native bumble bee sightings can be uploaded
- supporting effects to improve and/or restore bee habitats.
- Applicators can help protect wild pollinators by:
- promoting floral resources, especially:

- early flowering species such as willow, dogwood, roses, dandelions

- later flowering species such as milkweed, goldenrod, clover and alfalfa.



- protecting nesting habitat by:
 - avoiding mowing roadsides until later in the summer after flowering is compete
 - promoting roadside biodiversity of plants (i.e. not just grass species)
 - leaving small bare patches of bare ground for ground dwelling wild bee pollinators
- limiting use of pesticides, by:
 - spot treating as much as possible
 - treating noxious and prohibited noxious weeds before flowering (up to the bud stage).
 - spraying tree and brush species after they flower and leaving and where possible leaving smaller species such as roses and Labrador tea shrubs.

Non-bee pollinators are not primary pollinators but do significantly assist in pollination. A worldwide study in 2016 indicated that they can provide up to 40% of pollination to crops in flower. Unfortunately, the information known about these pollinators indicate:

- butterflies are in significant decline, especially the Monarch butterfly that has seen a 90% loss in North America since 1994.
 Efforts are underway to protect their migratory habitats across Canada, USA and Mexico.
- birds, including humming birds and bats are also in decline due to loss of floral resources and winter habitats. Bats are also significantly declining due to White Nose disease.
- very little is known about beetles, moths, flies. Research indicates that they respond much less negatively than bees to changes in land use.
- Mosquitoes seem to be proliferating as they are very tolerant to changes in the environment and thrive in high rainfall years.

Everyone should promote education about pollinators and work towards limiting disturbances that adversely affect them. Health Canada has good resources about pollinators on their website at: https://www.canada.ca/en/health-canada/services/consumerproduct-safety/pesticides-pest-management/growerscommercial-users/pollinator-protection.html





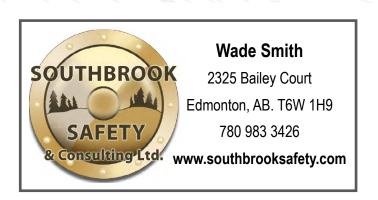
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Y LOOK-ALIKES Π F



- CHRISTINE FULKERTH, MSC., P.AG

As Vegetation Managers are preparing for another busy growing season now is the time to hone those ID skills! Most invasive plants are relatively easy to identify when they are mature, the challenge comes when the plants are early in their developmental stages.

Seedling ID is based on cotyledon (seed leaves) shapes and the first true leaves, fortunately there is only 1 species with the particular combination of the two leaf types! From a weed ID perspective if you can find a surefire feature that ends in accurate identification problem solved!

From my experience the following 3 weed pairs are commonly confused:

PAIR A.

	Cotyledons	True Leaves	Juvenile	Mature Plant
1. Redroot Pigweed	Linear, hairless, reddish purple underside	Alternate, oblong, deeply veined, notched tip that sometimes has a bristle	Leaves, oblong, alternate, prominent veins, wavy margin, notched tips	Stems red, prominently veined leaves, notched leaf tips, bristly flower/inflorescence green in colour
2. Lamb's Quarters	Linear, hairless, pinkish underside	Opposite leaves, that later become alternate, irregular fine toothed margins coated with "white mealy particles	Leaves, irregular to finely toothed margins, mealy particles on surface	Stems red or green striped, leaves with mealy particles on surface, flowers greenish/white no bristles

PAIR B.

	Cotyledons	True Leaves	Juvenile	Mature Plant
3. Flixweed	Narrow & stalked	Usually 3-lobed and softly hairy (*1st true leaves opposite)	Greyish-green, pinnately (soft hairs) compound leaves	Elongated stem with, greyish- green compound leaves, light yellow 4-petaled flowers, pod fruit
4. Scentless Chamomile	Oval & sessile (no stalk)	Leaves deeply divided segments (usually 5) and smooth	Finely divided (not compound), fleshy, green leaves	Multi-stemmed, ferny leaves, daisy-like heads (white ray flowers reflexed resemble a badminton birdie), achene fruit

PAIR C:

	Cotyledons	True Leaves	Juvenile	Mature Plant
5. Shepherd's Purse	Oval with a minutely granular surface	Leaves entire to slightly lobed, star-shaped hairs on surface	Leaf margins vary from slightly to deeply lobed to divided (*extreme plasticity makes ID difficult)	Elongated stem, basal leaves slightly to deeply lobed, leaves & stems with star shaped hairs, white flowers 4 petals, fruit heart shaped
6. Dandelion	Oval with a smooth surface	Leaves oval with sparse, teeth on margin	Leaves are irregularly lobed & toothed, but teeth are sharp and point towards base (*use leaf surface & latex to confirm ID)	Basal leaves lobed & toothed, no spines, when leaves & stems are broken have a milk latex, yellow flowers on elongated hollow stalks, fruit achenes with a tufts of hair for wind dispersal

WEEDY LOOK-ALIKES continued...

These 3 pairs can be easily confused early in the season, but as has been mentioned each does have their own 'set' of features that is unique! There are many more weedy look-alikes out there! Please contact me with any you find challenging and I will do my best to help come up with a strategy to confirm ID! Have a great summer!

CHRIS FULKERTH | OLDS COLLEGE | EMAIL: CFULKERTH@OLDSCOLLEGE.CA | PHONE: 403-507-7914

Photo Credit: Olds College

PAIR A: REDROOT PIGWEED





PAIR B: FLIXWEED



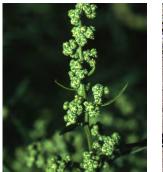


PAIR C: SHEPHERD'S PURSE





PAIR A: LAMB'S QUARTERS





PAIR B: SCENTLESS CHAMOMILE





PAIR B: DANDELION





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REFESSIONAL VECENTION MANAGERS ASSOCIATION

- EDITORIAL COMMITTEE

The Editorial Committee has put together an informative issue covering the 3 P's. Pesticides, Pollinators & Pigweed. David Pinzon from Corteva Agriscience educates us on Pesticide Regulations and Christine Fulkerth from Olds College informs us about Weedy look a likes. Vivianne Servant lays out the State and Status of Pollinators and we will introduce you to Vaughn Leuschen through an Industry Profile. Finally we announce our various Awards and Bursary Winners. Whether you learn something new or get a refresher we trust you will benefit from the time spent reading this issue. We want to thank all our contributors for their article submissions as well as those who have chosen to support us through advertising.

Val Eichelt, Committee Chair

- SEMINAR COMMITTEE

Mark your calendars for October 20th for our upcoming PVMA Fall Virtual Conference 2021! Out of an abundance of caution for Covid-19, the PVMA has decided to continue to use the online conference platform for the upcoming conference and delay hosting an in-person conference until 2022 (fingers crossed!). The theme for the Fall Conference is New Technology in the Vegetation Management Industry. We trust that you will once again find interesting and useful information from our interactive online event. And, like last fall, it will be FREE to PVMA members! We are always open to new ideas for conference topics and presenters so please feel free to share your thoughts with us by contacting the PVMA office.

Lisa Rybchuk, Director in Charge

- GOV'T LIAISON COMMITTEE

Alberta Environment and Parks has been in the grips of an internal audit since fall 2020, which is expected to be completed by June of this year. This combined with the outbreak of Covid 19 has caused many administrative/ communications delays which has affected many of our members in the recent months. Once completed and Covid is in our rearview mirror I am assured most processes will return to normal. The PVMA is committed to increasing communications and enhancing our relationship with our partners in government and education.

A sub-committee has been formed to gather member concerns and provide sound measurable actions to further develop our partnerships and increase interspecific relationships to benefit our industry in its entirety. Members are welcome and encouraged to sign up as committee members or voice their concerns with accompanying possible solutions. Please notify the PVMA or myself with any suggestions or if you would like to join a committee to come up with sound measurable actions to benefit the industry as a whole.

- UTT/UTW BOARD OF GOVERNORS

First off, I would like to thank everyone involved with the UTT/UTW program this year from the students and their employers to the staff at Old's College and the support staff with the PVMA along with our instructors for the program.

All the groups listed above came together quickly adjusting their schedules to allow us to deliver the classroom portion of the UTT/UTW course virtually this year for the first time in forty years.

Unfortunately, due to strengthened Covid restrictions put in place by the government we made the decision to postpone the field evaluations for the safety of our students and our instructors involved with the program. I know this decision caused some stress for our students as well as their employers who have been looking forward to the completion of the courses this year, and I appreciate the calls I have had from industry understanding why the decision was made.

With that being said I will be meeting with the Board of Governors regularly reviewing the restrictions and as they are lifted, we will be looking at potential timelines to set up the field evaluations for the forty plus students that completed their first week of training in a safe and timely fashion. PVMA UTT/UTW Board of Governors - Richard Law, Kevin Tritten, Alex Bloss, Steve Kerr, Darrell Gaudet

Bob Gordon, Director in Charge

- AWARDS COMMITTEE

The PVMA awarded three \$500 Bursaries this year. This year's recipients were Jenna Plouffe, Sidney Anderson and Calder Thompson. The purpose of the bursary program is to recognize the scholastic achievement of dependents of members and to encourage them to enter an approved university or college course of study leading to a degree or diploma beyond the secondary school level.

The Awards Committee also bestowed an Honorary Membership Award on Vivianne Servant at the PVMA AGM held March 2, 2021. Honorary memberships are awarded to individuals who have made outstanding contributions to a science or practice related to industrial vegetation management, or to the association.

And finally outgoing PVMA President, Codie Anderson, was recognized with a Past President Award, presented at the PVMA AGM in March. Please read the article in this issue for more details regarding all our Bursary and Award recipients.

Keith Sanftleben, Committee Chairman

- CASINO COMMITTEE

We continue to wait for news on when our next Casino dates will be once provincial restrictions allow for them.

THE VEGETATION MANAGER magazine

- ADVERTISING RATE SHEET

2021 RATE SHEET

AD SIZE SPECS:	SINGLE ISSUE RATE (MEMBER)	ANNUAL RATE (MEMBER) * THREE Issues - 2 printed, 1 electronic (printable)
FULL PAGE ADVERTISEMENT	\$800	\$1680
HALF-PAGE ADVERTISEMENT	\$550	\$1155
QUARTER PAGE ADVERTISEMENT	\$400	\$840
BUSINESS CARD ADVERTISEMENT	\$100	\$210

Full Page Ad: 8.375"(w) x 10.875"(h)

(with 0.125 bleed)

1/2 Horizontal: 7.375"(w) x 4.875"(h)

1/4 : 4.125"(w) x 5.375"(h)

Business Card: 3.5" (w) x 2" (h)

- PUBLICATION SCHEDULE

Deadline for submission January 28, 2021 May 4, 2021

Sept 14, 2021

NOTE:

Keep live matter 1/4" from trim on each side. For ad spread units, please supply 1/16" duplicated image on both sides of the centerline.

Distribution Date March 2, 2021 June 2, 2021 October 20, 2021

UTT/UTW:

WHO WE ARE, WHAT WE DO, AND HOW TO BECOME ONE OF US

In today's liability-conscious world, it is vital for landowners (government, industry and private citizens) to manage risks that result from trees growing around utility installations, such as power lines, natural gas pipelines and transportation infrastructure.

"UTILITY TREE TRIMMERS AND WORKERS ARE CERTIFIED PROFESSIONALS ESSENTIAL TO THE HEALTH AND SAFETY OF LANDOWNERS, THE PUBLIC AND THE ENVIRONMENT."

Failure to demonstrate due diligence in managing vegetation growth may have serious legal ramifications, including increased liability exposure. One important method of enhancing the safety of real estate holdings and reduce the likelihood of tragic circumstances leading to expensive legal action is by accessing accredited UTT/UTW personnel with critical knowledge regarding maintenance of foliage close to utility installations.

THIS IS WHERE THE PVMA COMES IN

Our association offers the most clear-cut path to achieving UTT or UTW certifications, as well as providing ongoing courses to keep your credentials in good standing. Employers of UTT/UTW personnel can rest assured their employees have the experience and technical knowledge to deal with vegetation management issues.

THE BENEFITS OF UTT/UTW CERTIFICATION

Those who achieve accreditation in utility tree disciplines receive the following benefits:

- Access to a PVMA membership
- Improved employment opportunities through the PVMA Job
 Board
- Greater opportunities for increased remuneration and advancement in the vegetation management industry
- Awareness of ongoing training opportunities and certification upgrades
- Enhanced level of confidence from getting the latest, cuttingedge information on your industry.

PVMA PRESENTS: UTW/UTT TREE WORKER SAFETY TRAINING

Utility Tree Worker Safety Training

Employing safe practises is vital to your job as a Utility Tree Worker. To create a culture of safety for UTTs, the PVMA has developed a curriculum to educate those who maintain trees near electrical utility installations. The Association has also contracted with a well-respected educational facility, Old's College, to teach this curriculum to our members who are interested in this important discipline.

Register in this two-week course today if you work in the vegetation management industry and are involved with the removal or trimming of trees near energized powerlines and wish to upgrade your safety knowledge.

Recognized by organizations and companies in your profession, this course gives you the safety skills necessary to remove or trim trees near energized powerlines. Delivered one week in-class and the second week off-site (training mostly outdoors in the field), this course is one of the components you must complete to apply for certification as a Utility Tree Worker or Utility Tree Trimmer in Alberta, Saskatchewan, Manitoba and the Yukon and Northwest Territories.

FOR MORE INFORMATION ABOUT WHO WE ARE AND WHAT WE DO PLEASE FEEL FREE TO VISIT OUR WEBSITE AT HTTPS://WWW.PVMA.CA/ OR CONTACT THE PVMA OFFICE AT 1-877-249-1508 OR E-MAIL US AT INFO@PVMA.CA .



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