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FOR IMMEDIATE RELEASE

Environmental Respect Awards Steps Up Efforts in Response to Increased Participation

WILLOUGHBY, Ohio (Nov. 18, 2011) – The Environmental Respect Awards has launched its 22nd year of honoring stewardship among U.S. agricultural retailers with an improved online entry process and a new deadline.

Retailers, land management professionals and past winners will have until **March 16** to submit their Environmental Respect Award Self-Audit. The deadline is earlier to accommodate the significant rise in applications and entrants over the past two years.

“Participation in this program has more than doubled since 2010,” explains K. Elliott Nowels, director. According to Nowels, retailers across the U.S. are eager to demonstrate their stewardship and share that information with others.

“Our right to operate as an industry depends on our ability to work safely and effectively,” says Nowels. “There are good things happening out there. The Environmental Respect Awards is about honoring those in our industry who are doing it right – and sharing that good news with the rest of the world.”

For 21 years, the Environmental Respect Awards, sponsored by DuPont Crop Protection and *CropLife* magazine, have been the agricultural industry’s highest recognition for environmental stewardship. Participating entries are examined by a panel of industry experts for excellence in site design, in-plant storage and handling procedures, emergency preparedness, proper application and leadership among customers and employees.

This year, applicants will be able to make an “Environmental Pledge,” examine their operations by using the Self-Audit Booklet and immediately showing their commitment with a participation certificate.

“The bar is higher now that it has ever been,” says Nowels. “Those who serve in this industry must not only do their work with great care, but communicate their efforts so others understand. There’s a new story to tell and retailers are responding through the Environmental Respect Awards.”

Retailers can enter online at www.environmentalrespect.com, or by calling Sue Betteley, Environmental Respect Awards Entry Coordinator at 440.602.9131. For more information on the Environmental Respect Awards, visit www.environmentalrespect.com.