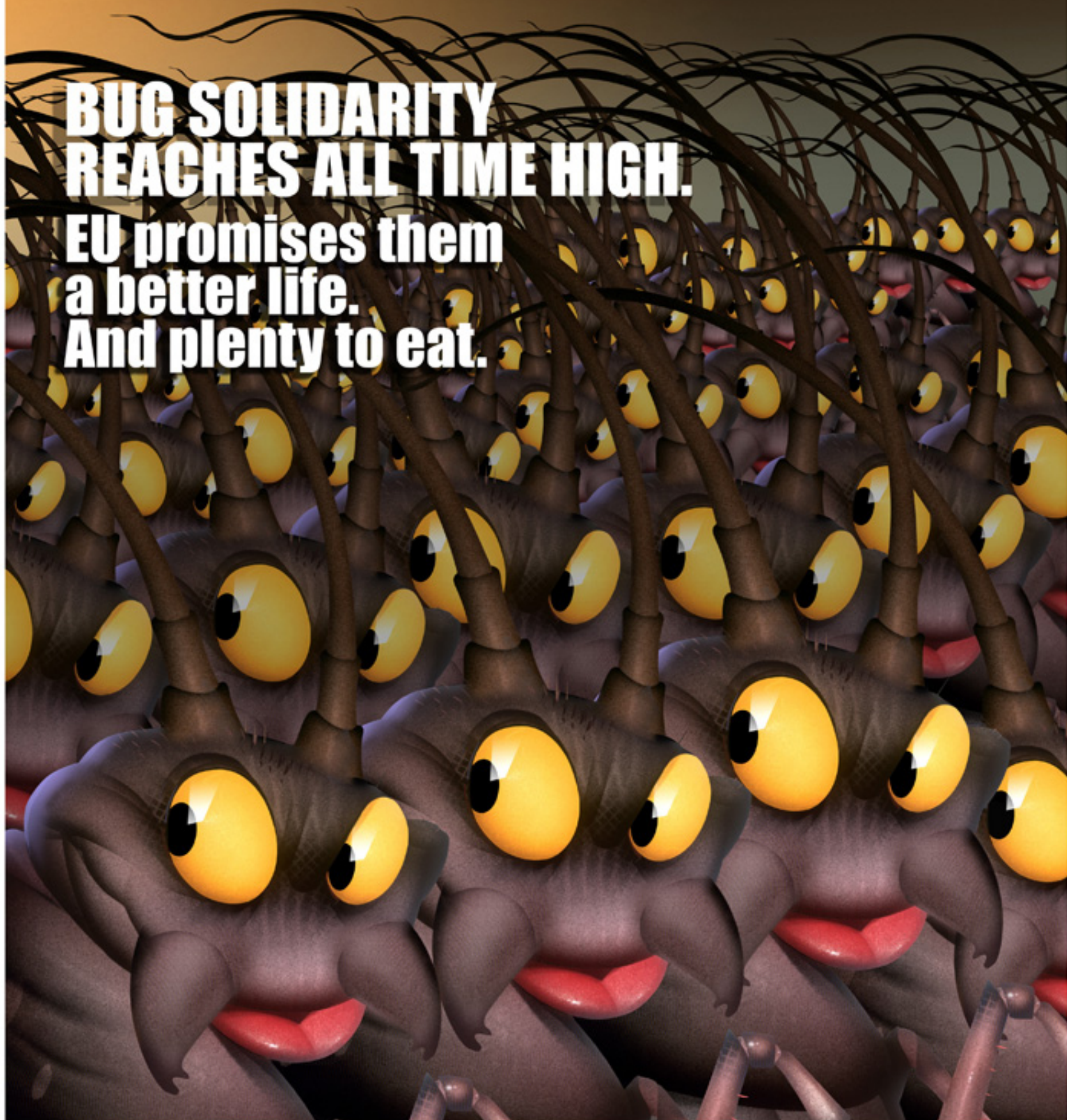


PEST PLANET

A BUG'S EYE VIEW OF THE WORLD €1

**BUG SOLIDARITY
REACHES ALL TIME HIGH.**

**EU promises them
a better life.
And plenty to eat.**



What the bugs have to say

The EU's proposed regulation to ban or "cut-off" pesticides continues to stir much debate.

Most concerned groups have already weighed in on this important issue — pesticide makers, farmers, the food industry, governments, and consumers.

Everyone has staked out a position.

There is one group, however, whose voice still needs to be heard.

A group that has the most to win and the most to lose: the bugs themselves.

YUM!



TO THEIR HORROR, THE TOMATOES
REALIZED THEY HAD NO LEGS

THIS NEW
"ALL-YOU-CAN-EAT"
POLICY IS TERRIFIC.



AN INSECT EMBRACED HIS DESTINY...

**FIRST A FARM
FIELD, THEN THE WORLD.**

THE DAILY BUG

THE DAILY BUG

**PRODUCTIVITY
FALLS ON
EU FARMERS**



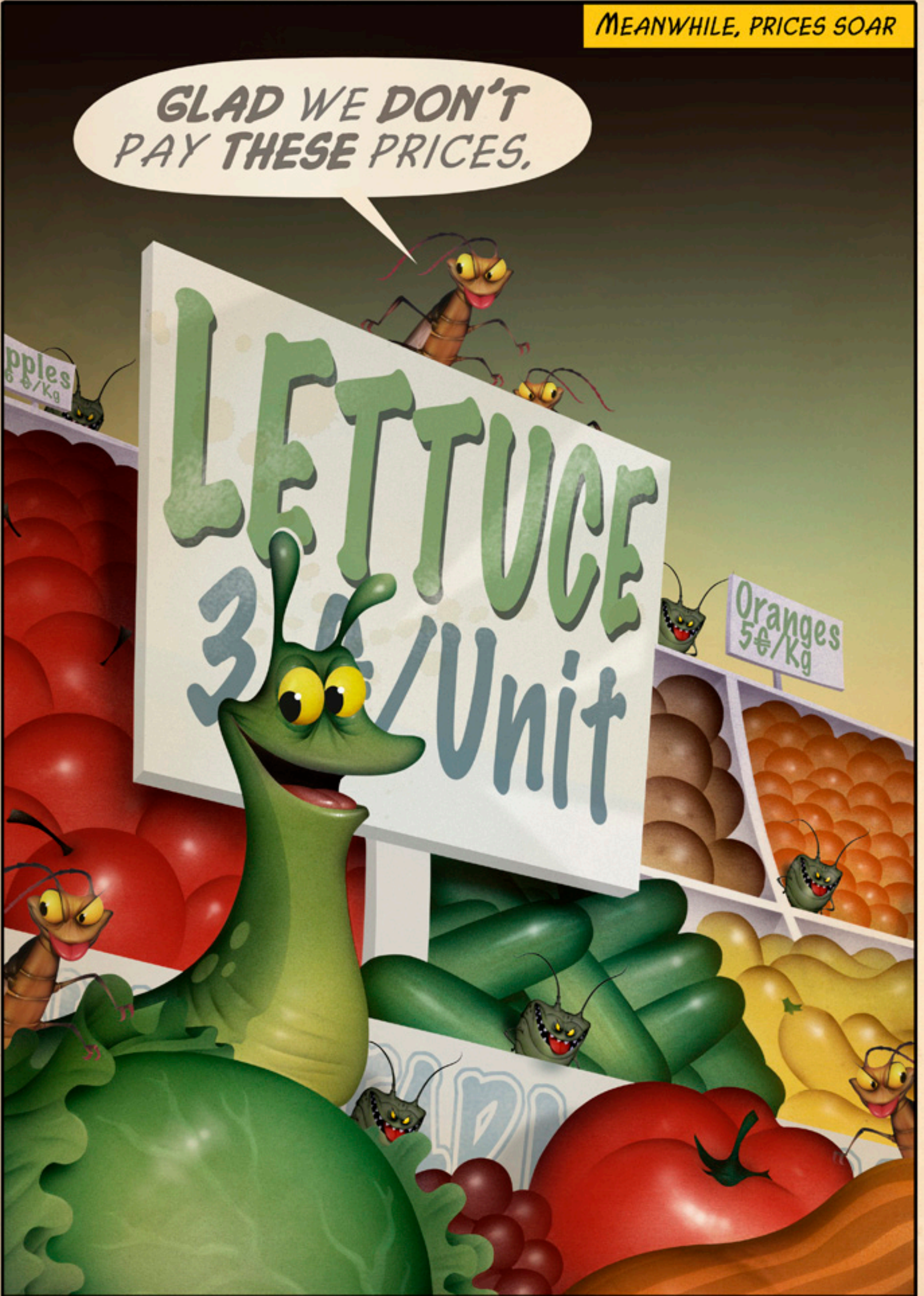
MEANWHILE, PRICES SOAR

GLAD WE DON'T
PAY THESE PRICES.

LETTUCE
3.49/Unit

Apples
6.99/Kg

Oranges
5.99/Kg



LOVE BLOOMS ANEW IN THE VINEYARD....

THE LACK OF PESTICIDES
HAS DONE WONDERS FOR OUR
REPRODUCTIVE LIFE.

A TOAST TO OUR
MILLIONS
OF HEALTHY OFFSPRING.



A FINE NIGHT TO DINE BENEATH THE STARS...

**I CLAIM THIS MOUNTAIN OF
GRAIN IN THE NAME OF ALL BUG-KIND.**

**TO THINK: THEY USED
TO WORRY ABOUT THE EU
GRAIN MOUNTAIN.**





LET'S DRINK TO THE PESTICIDE BAN.

MIND YOU, WITH THE DAMAGE WE'VE DONE, WE'D BETTER GET A TASTE FOR NEW WORLD REDS.

"BY BANNING THE MAJORITY OF TODAY'S EFFECTIVE PESTICIDES, YOU HELP ENSURE THAT WE GET TO EAT ALL WE WANT. WE PROSPER WHILE EUROPE FACES REDUCED FARM PRODUCTIVITY AND HIGHER FOOD PRICES. THE BUGS SUPPORT THE BAN."

— THE BUGS

"FOR MORE INFORMATION, VISIT WWW.ECPA.EU"