

MIDWEST BIOSOLIDS ASSOCIATION 2ND BIOSOLIDS PEAS WEBINAR

- -Generators
- Contractors
- Farmers/Landowners
- Iepa & Local Govt.
- Scientists & Engineers
- Environmental
- Politicians/Public



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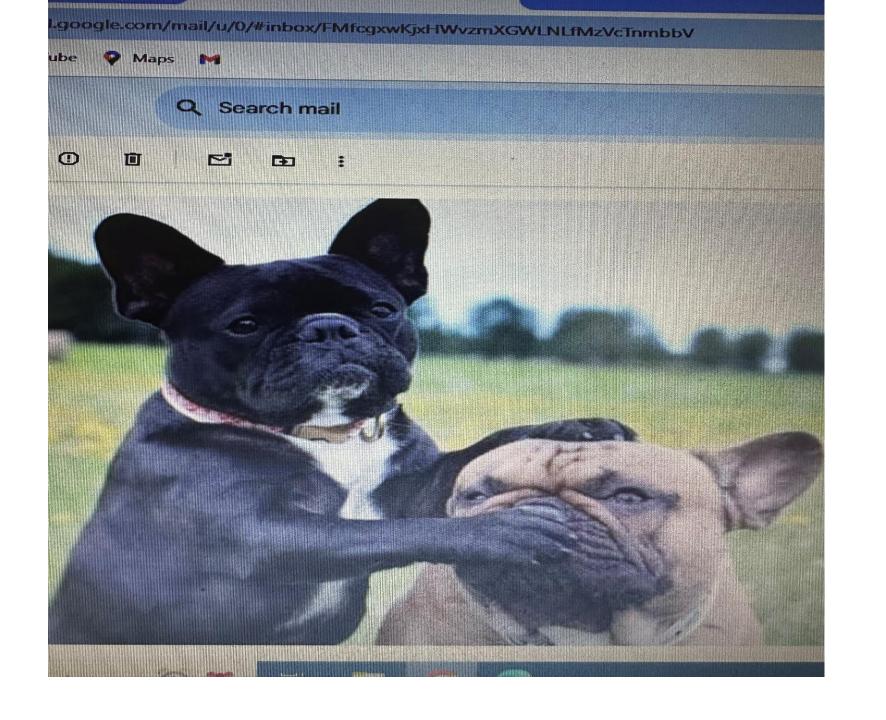
SHOCKING, CONTROVERSIAL, NEGATIVE ARTICLES

- 1) Major Newspapers: Major articles truly broke the PFAS story wide open to the masses.
- 2) Internet: The first place everyone goes to research a topic of interest Unfortunately there is a lot of negative misinformation here about biosolids.
- **Phones:** Instant news bites and stories get delivered directly to our phones customers & friends love to share them and ask about my thoughts.
- 4) Location: Maine and Texas and Michigan problems have nothing to do with Illinois. National problems do not represent local situations. There are ZERO PFAS manufacturers in Chicagoland and suburbs. Yet my neighbors keep asking me about other states. Instant phone news.

COUNTLESS NEGATIVE ARTICLES ABOUT PFAS

- 1) Many questions and responses occurred because of the news articles. Family, friends, coworkers, neighbors, advocates and antagonists alike.
- 2) The need to address the waves of panic from all of the concerned individuals, about the shocking and alarming allegations involving PFAS and biosolids continues.
- 3) Until the new PFAS laws are in stone, the negative, speculative articles will continue.
- 4) Silence has been the main tactic up until today. Therefore, creating more negative reactions from the public. (See next frame while I was on a zoom call with Dr. Cox and Dr. Norton).









PFAS - BIOSOLIDS USERS FALLOUT

- 1) Farmers and landowners alike were very concerned because the allegations were so alarming. However, construction on biosolids land continues as usual
- •2) Other reports from different states scares everyone. Some have completely dropped out. Maine isn't Illinois.
- •3) Each state is proving to be a unique situation.
- 4) Many groups and individuals were jumping to conclusions without letting the qualified scientists respond to the news.





POTENTIAL SOLUTIONS MOVING FORWARD

- 1) Encourage story publishers to utilize the qualified people and resources available, to speak about the scientific topics of concern.
- 2) Biosolids and associated topics are also very scientific. The information needs to be presented in a user-friendly manner, so that it will be understandable to specific or general audiences. Simple one-page flyers work well.
- 3) If articles are written that are known to contain misinformation, then the proper authority (MBA?) should have that conversation with these individuals.
- 4) We as an industry are going to have to start sharing detailed information about PFAS concentrations in biosolids so the public can understand the amounts and limits can be safe. Three years of no response is NOT helping our situation at all.
- 5) Farmland is a very limited and valuable resource. The farmers and landowners along with everyone else who is associated with this industry need to be educated and convinced. They have a right to be concerned. Life long investments.
- 6) The farm in the next slide is being developed simultaneously with biosolids applications. No issues with the land. All is good.







ARE YOU READY TO JOIN THE EFFORT?

- Sludge is dead forever.
 - Biosolids or Bust!!!
- Discussion & Questions???
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