14 ENVIRONMENTAL MANAGEMENT

CASE STUDY

Nunbetter Pesticides has been providing agricultural products in the southeastern states for over 60 years. Ned Conklin, the president and son of the founder, has seen a lot of changes in the business. It's a lot more complicated now to try to keep up with all the regulations. In fact, Ned just heard that one of his competitors got a stiff fine for having mislabeled containers of hazardous materials and having leaking containers. That has Ned thinking about his company's environmental management and whether the program is as good as it should be.

1. Should Ned consider bringing in an outside consulting firm?

2. Would it be worth the expense?

3. Is there anyone else who should be involved with the environmental management status of Nunbetter Pesticides?

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