

# CropLife Canada Strategic Plan 2022-25



## WHO WE ARE

**Our Vision** *Plant science solutions are celebrated as an integral part of sustainable agriculture, food security, economic growth and thriving communities*

**Our Mission** *To enable the plant science industry to advance sustainability and competitiveness through acceptance of its technologies to the Canadian and international marketplace*

**Our Values** *Integrity Leadership Respect Collaboration Sound Science*

## KEY RESULT AREAS and OBJECTIVES

### Strategic enablers

*Key enabling functions and outcomes that cut across KRAs and support all of the work that we do*

**Building and expanding partnerships**

**Strategic communications**

**Operational excellence**

### Enable members to bring the benefits of their technologies to the Canadian market **1**

- 1.1** Lead advocacy efforts for a predictable and science-based regulatory environment that enables innovation in Canada
- 1.2** Work in close collaboration with members to develop and deliver science-based proposals and responses to government to support world-leading regulatory systems
- 1.3** Engage provincially and in select high-impact municipal areas to advocate for science-based policies and public acceptance of plant science innovations, including urban and non-ag pesticides
- 1.4** Build consensus among key partners on industry positions and advocacy approaches to amplify efforts
- 1.5** Lead industry efforts to communicate the benefits and safety of plant science innovations and dispel misinformation to build public trust, targeting influencers and decision makers

### Contribute to and promote sustainability **2**

- 2.1** Develop and implement a sustainability vision and strategy for the plant science industry that further establishes us as a solutions provider when it comes to climate change, biodiversity and sustainable development goals
- 2.2** Identify and develop strategic partnerships to advance sustainable agriculture in Canada, including exploring the development of an industry-wide vision or strategy
- 2.3** Support the responsible stewardship of plant science innovations throughout their lifecycle
- 2.4** Lead the development of communications and advocacy tools that can be amplified by members and partners to champion plant science innovations as key contributors to sustainability and food security

### Maximize Canada's export potential **3**

- 3.1** Advocate for adherence to rules-based trading systems
- 3.2** Work with key domestic and international partners to identify and minimize potential trade disruptions
- 3.3** Work with Canadian value chain partners to minimize export risks while enabling innovation and answering global food security challenges