



Empowering agricultural innovation

ANNUAL REPORT
2023-2024



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Message from the president



Two years into our current strategic plan CropLife Canada remains steadfast in its commitment to championing plant science innovations and advocating for science-based regulatory systems. We remain focused on our three key priority areas: enabling members to bring the benefits of their technologies to market, contributing to and promoting sustainability in agriculture and maximizing Canada's export potential.

It is a pivotal time in the world and there is an opportunity now for Canada to re-focus its attention on unleashing the potential of the agriculture industry, supported in part by plant science innovations. Agriculture is an industry that stands at the ready to address critical challenges such as food security, sustainability, and economic growth, but we need the right conditions to do so.

Last year we took an important step toward setting Canadian agriculture up for success with the Government of Canada's final publication of updated policy guidance for plant breeding innovation. This generational change sets Canadian agriculture up for the next 50 years of innovation, establishing Canada as one of the best places in the world to conduct research on and commercialize new crop varieties through gene editing and other innovative approaches.

This updated policy guidance is the culmination of 12 years of advocacy from CropLife Canada, our members, and stakeholder partners across the value chain. Despite activist pressure and a politicization of the process, science prevailed, marking an enormous win for Canadian agriculture and paving the way for enhanced investments and innovative solutions.

We continue to face challenges with certain elements of the pesticide regulatory system. Health Canada's Pest Management Regulatory Agency's (PMRA) focus on elements of the Transformation Agenda continued to distract from the agency's core scientific work without any benefits to human or environmental health, or to farmers, threatening to make Canada uncompetitive with key regions like the U.S.

That said, we continue to be a strong voice for the importance of meaningful stakeholder engagement, and for a transparent, predictable and science-based regulatory system. Our efforts continue to yield results in terms of limiting the negative impacts of poorly formed policy.

Last year I was honoured to be appointed as chair of the Canada Grains Council (CGC). The CGC has demonstrated its ability to bring the grains value chain together to effectively advocate on shared priorities and these efforts will continue to be critical going forward.

We have taken important strides forward in defining our sustainability strategy and setting our industry commitments in this space. And we continue to press forward in maintaining world-leading stewardship programs and operationalizing new programs like the Protected Agriculture Stewardship program. These initiatives reflect our long-held commitment to sustainability and stewardship.

We continue our efforts to help protect and grow Canada's export capabilities. We have worked alongside partners like the Canadian Agri-Food Trade Alliance to encourage the Canadian government to play a significant role internationally in defense of rules-based trade and worked alongside partners in the CropLife International network to advocate for science-based regulations in key trading regions like Mexico, Europe and China.

We continue to cultivate strong relationships with officials at both the provincial and federal levels, cementing our reputation as stakeholders who operate in good faith and bring well thought-out, science-based proposals to the table. And, we remain relentless in our commitment to raising the profile of agriculture, and of the importance of plant science innovations, with officials from all stripes. This included a renewed commitment to engagement in Québec through the hiring of a Québec-based director of government and stakeholder relations.

Good policy does not happen in a vacuum, and we recognize the impact an informed – or misinformed – public can have on policy outcomes. We continued our efforts to share fact-based information and stories about plant science innovations through the media, key influencers and by engaging in key partnerships. Last year we were pleased to partner with Agriculture in the Classroom Canada on an initiative to get Real Farm Lives into classrooms across the country.

I am energized by the progress we have made and emboldened by the passion of our members for work yet to be done. The time is now to unleash the full potential of Canadian agriculture.



Pierre Petelle
President and CEO, CropLife Canada

Message from the chair



Through changing business and political environments CropLife Canada has been a steady hand with a sharp focus on key advocacy efforts for the industry. We are heading into the final year of the association's current strategic plan, which has provided clear direction for the organization, ensuring that it was delivering on the needs of members. I look forward to seeing the continued work against this strategy in the coming year, and how it will strengthen our industry's position as a solutions provider when it comes to the challenges of climate change and food security.

The work CropLife Canada does to advocate for a clear, predictable and science-based regulatory environment can often be long and fraught with many twists in the road. This past year we saw the culmination of a decade-long effort by CropLife Canada, its members and stakeholder partners, when the Government of Canada released the final publication of updated policy guidance for plant breeding innovation. The significance of this achievement cannot be overstated, and it is critically important to the competitiveness of our sector. There is an important opportunity now for Canada to bring its leading approach to the regulation of plant breeding innovations to the rest of the world.

We made further progress on defining the sustainability strategy for the association and in positioning plant science innovations as an important piece of the puzzle when it comes to increasing productivity with fewer inputs to support global food security. And our commitment to the lifecycle stewardship of our industry's products remains as strong as ever as we maintain and, grow existing programs and launch new ones as needed, including the Protected Agricultural Stewardship program.

CropLife Canada's focus on trade and maximizing Canada's export potential has also been a critical area of work. The association continues to advocate for science-based policies globally related to plant breeding innovations, maximum residue limits and biodiversity targets.

We still face challenges with the pesticide regulatory system. The PMRA Transformation Agenda and its ripple effects have slowed down the regulatory system without any tangible benefit for Canadians or growers. While Canada struggles with a productivity challenge, increasing levels of red tape in the pesticide regulatory system threaten

to disincentivize investment in agricultural innovation and hinder one of Canada's most important industries. But I am optimistic that we can see the right changes made.

My optimism stems from CropLife Canada's relentless focus on advocating for science-based policy through strong relationships with political leaders of all stripes, departmental staff, and members of the entire agricultural value chain. The strength of these relationships is clear in the growing impact and importance of our annual Spring Dialogue Days event, where we engage in open and productive discussions to advance the industry, including meetings with Parliamentarians.

The GrowCanada conference remains one of the most important annual industry events and is a demonstration of the association's commitment to collaboration and to the value of industry engagement.

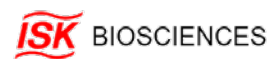
Strategic communication has supported association work through consistent proactive efforts highlighting the benefits and safety of plant science innovations, and reactive efforts to correct and dispel misinformation so that policy decisions can be guided by facts.

As we look to the future, I am energized by the progress we have made and emboldened by the passion I see around the board table and on the team at CropLife Canada for the work that lies ahead.

A handwritten signature in black ink, appearing to read 'T. Heck', with a long horizontal flourish extending to the right.

Trevor Heck
Board Chair, CropLife Canada

Our members



Year at a glance

 <p>220 participants at Spring Dialogue Days</p>	 <p>22 media interviews</p>
 <p>500 attendees at the 2023 GrowCanada conference</p>	 <p>5 blog posts</p>
 <p>1,272 AWSA audits</p>	 <p>232,000 social media impressions</p>
 <p>19 Manage Resistance Now partners under new initiative</p>	 <p>75,000+ engaged Canadians reached through collaborations with dietitian partners</p>
 <p>25 submissions to government consultations</p>	 <p>45 registered dietitians and culinary professionals attended an influencer farm tour</p>
 <p>16M impressions through urban pesticide awareness campaign</p>	



Enable members to bring the benefits of their technologies to the Canadian market





Advocating for science-based pesticide policies

PMRA Transformation Agenda

CropLife Canada remained actively involved in advocacy related to Health Canada's Pest Management Regulatory Agency's (PMRA) Transformation Agenda in its third year. We intensified our efforts to engage with grower associations and forge new provincial partnerships. Along with our stakeholder partners, we focused on promoting science-based decision-making while advocating for an efficient, predictable, and sustainable regulatory system.

We worked closely with members to foster industry and stakeholder consensus on transformation issues, particularly on two key components in the PMRA's modernized business processes initiative: continuous oversight and proportional effort. This initiative holds significant potential for making the regulatory process more efficient, predictable and responsive to the needs of stakeholders. However, CropLife Canada, its members and partners remained concerned about the scale and scope of transformation initiatives and their impact on the regulatory environment. CropLife Canada played a leadership role in bringing the value chain together to speak with one voice on this proposal.

The April 2024 federal budget announced additional funding to maintain the pesticide regulatory system and promote sustainable pesticide use. CropLife Canada was pleased that part of the funding will be directed to the continued development of the National Water Monitoring Program, a program we have strongly advocated for. However, we were concerned by the announcement that the funding would be directed at continuing transformation activities instead of bolstering the scientific capacity of the agency. CropLife Canada continued to advocate for timely, predictable and science-based regulatory approaches for plant science innovations that support our industry's ability to bring safe and effective tools to Canadian farmers.

Progress on MRLs

In line with the recommendations from the PMRA's multi-stakeholder Maximum Residue Limit (MRL) Technical Working Group, the PMRA implemented a new process to notify the public of import MRL applications in spring 2024. CropLife Canada worked with stakeholders to contribute to the development of the template. The new process is expected to provide greater transparency and clarity on the purpose of import MRL applications and to increase the public's trust in the safety of imported foods, such as tropical fruits and vegetables.



Cost recovery

Pesticide applicants and registrants pay fees for the review of applications to register pesticides and a post-market fee for every registered pesticide. In the winter of 2024, the PMRA released a proposal to increase post-market fees by 256 per cent for all registered pesticide products in Canada. An increase of this magnitude would place Canada at a significant disadvantage compared to its main competitor, the United States, impacting access to innovation and the competitiveness of the agricultural sector.

CropLife Canada worked with members and allied stakeholders to advocate for a more sustainable approach to post-market fees that would ensure the PMRA has the revenue they need to continue to meet their regulatory obligations while at the same time ensuring Canada remains an attractive market for innovative crop protection products.

A new approach to executive summaries for re-evaluations

In response to a new Canada-specific requirement for executive summaries to accompany each submitted study for pesticide re-evaluations, CropLife Canada led efforts to work with the PMRA to facilitate acceptance of an industry approach that resulted in a more efficient, transparent, and resource-saving process for both the PMRA and industry.



New guidance for plant breeding innovations

In September 2023, the Canadian Food Inspection Agency (CFIA) launched a public consultation on guidance for determining when a plant-derived ingredient requires a feed pre-market assessment. This was the final piece of government guidance needed to better enable research and development of plant breeding innovations. CropLife Canada submitted a response with recommendations to minimize confusion and worked with industry partners to provide aligned feedback.

In May 2024, CropLife Canada welcomed the publication of the CFIA's updated guidance for novel feeds. The CFIA's new guidance on feed pre-market evaluation, previous updates from Health Canada on food, and the CFIA on environmental release marked the end of a decade long process.

These updates provide a clear path for investment in new made-in-Canada crop varieties through methods like gene editing, helping farmers boost productivity while reducing environmental impact. With these world-leading guidelines, Canada's plant breeders can drive agriculture's efforts to protect the environment, fight climate change, and contribute to food security.

CropLife Canada also reaffirmed the industry's commitment to transparency by launching a new online information hub outlining our commitments and initiatives.

Federal advocacy

Over the past year, CropLife Canada engaged with government officials at all levels to share insights into the benefits and safety of plant science innovations, and the need for a predictable, science-based regulatory environment that both protects health and safety and enables innovation. These efforts have strengthened CropLife Canada's reputation as a reliable source for clear, strategic, and evidence-based policy positions.

A key focus of our advocacy was on priority issues such as the PMRA Transformation Agenda, Health Canada's proposed cost recovery policy, and Target 7. Target 7 is one of the 23 global targets of the UN Convention on Biological Diversity's Global Biodiversity Framework, which is focused on reducing pollution risks. CropLife Canada held meetings with officials throughout the year to advocate on these issues. As part of these efforts, we organized a Hill Day in conjunction with Spring Dialogue Days, where representatives from CropLife Canada and member

companies conducted one-on-one meetings with 20 members of Parliament and senators.

Additionally, CropLife Canada participated in the Canadian Chamber of Commerce Hill Day where we engaged directly with Prime Minister Justin Trudeau, and several ministers and senior government officials.



The Honourable Lawrence MacAulay with representatives from CropLife Canada, Bayer CropScience, and Vive Crop Protection

Government submissions

This past year, CropLife Canada submitted 25 responses to federal and provincial government consultations. Notably, we provided comments on the 2024 federal pre-budget submission, the proposed policy on continuous oversight of pesticides, the proposal to update fees for pest control products, recommendations on animal feed guidance, and a letter to the PMRA on proportional effort framework perspectives.

Presentations to committees

CropLife Canada was called to testify at several committees, including:

- **House of Commons Standing Committee on International Trade:**
 - > [Canada's Proposed Biocides Regulations: Trade Impacts for Certain Canadian Sectors](#)
 - > [Non-Tariff Barriers in Canada's Existing and Potential International Trade Agreements](#)
- **House of Commons Standing Committee on Environment and Sustainable Development: Freshwater**

During each committee appearance, CropLife Canada championed a regulatory environment that both protects human and environmental safety, and encourages innovation and competitiveness.



Regional advocacy

Western outreach

CropLife Canada engaged with key provincial stakeholders and government officials throughout the course of the year. Among this outreach we undertook a series of meetings with Albertan agriculture stakeholders and government officials to discuss key policy focus areas such as gene editing, the PMRA Transformation Agenda and cost recovery and advocate for provincial engagement on these issues.

Québec outreach

CropLife Canada increased our level of involvement with Québec stakeholders by participating in several events held in the province. By attending the Perspectives agroalimentaires of the Centre de référence en agriculture et agroalimentaire du Québec and the FAO Conference on Agriculture, Biodiversity and Food Security, we were able to monitor current agricultural issues and highlight the contributions of the plant science industry. We maintained an ongoing dialogue with our partners during the agricultural crisis that occupied the news for several months, documenting the rigidity of Québec regulations for producers.

CropLife Canada also participated in the Ministère de l'Agriculture (MAPAQ)'s bio-food policy annual meeting and the joint committee between the Conseil Patronal de l'Environnement du Québec (CPEQ) and the Ministère de l'Environnement (MELCCFP) to keep up with the changes in government standards and promote the adoption of science-based regulations and policies on plant science innovations. At the municipal level, we denounced the City of Montreal's ban on pesticides on golf courses for not being science-based.

CropLife Canada continued to collaborate with Réseau végétal Québec (RVQ) to put forward the positions of our members, notably through the work of the phytoprotection committee. We also continued to expand our network of stakeholders, working toward alignment on science-based policy approaches to pesticides.

We also collaborated with La Vie agricole, an ag-focus news outlet in the province, to advocate for the importance of science-based policies and regulations to support access to innovation and the competitiveness of Québec ag producers.

CropLife Canada at FPT engagement

CropLife Canada engaged extensively with provincial agriculture ministers and their staff in the lead up to the summer Federal, Provincial and Territorial (FPT) Ministers of Agriculture roundtable. We discussed the importance of the federal government remaining committed to a science-based approach to pesticide assessments to ensure growers across the country have access to the tools they need to be successful.

CropLife Canada was pleased that the FPT Ministers of Agriculture committed to the continuation of the FPT Working Group on Pesticide Management and that they have also established a new working group to explore approaches that meet the needs of producers and protect human and ecosystem health, while using a science and evidence-based approach to regulatory decisions. CropLife Canada will continue to advocate for industry to play a meaningful role in these FPT pesticide-related discussions in the future.

Engagement with the academic community

CropLife Canada continued to build strong relationships with academia this past year. We sponsored the attendance of more than 100 students from McGill and Queen's University at The Future of Food conference in Ottawa on Canada's Ag Day.

McGill University also hosted their annual summer workshop for Genome Editing for Food Security and Environmental Sustainability (GEFSES). The event brought together eminent researchers from plant and animal science. We presented an update on domestic and international policies and regulatory trends. CropLife Canada is a proud member of the GEFSES board and supporter of the program, which contributed to informing the published policies in Canada impacting gene editing.

CropLife Canada also presented at two gene editing conferences, the 10th Plant Genomics and Gene Editing Congress in October, and the 6th annual CRISPR AgBio Congress. These events were well attended by academics, subject matter experts and industry. The presentations were part of CropLife Canada's efforts to increase awareness by researchers, developers, and regulators around the world to promote the Canadian guidance as a model policy for other countries.



Legal updates

Court upholds PMRA authority in chlorpyrifos judicial review

In November 2023, the federal court ruled in favor of the PMRA against an NGO challenge regarding the phase-out period for chlorpyrifos cancellation. The ruling acknowledged the PMRA's expertise in determining the validity and weight of various pieces of evidence in its decision making. The court also recognized the value of CropLife Canada's role as intervenor in the case.

Communicating the benefits and safety of plant science innovations

Updated CropLife Canada website

CropLife Canada launched an updated website in early 2024 with a fresh, modern design and improved navigation. The updated site enhances the user experience by making essential information for policymakers, stakeholders, members, and the public more easily accessible. The updated website supports our efforts to showcase the benefits and safety of plant science innovations and the importance of science-based policy making in bringing the benefits of these innovations to Canadians.

Dietitian engagement

Dietitians are a trusted source of information on food and farming in Canada. This year, we partnered with registered dietitians to share science-based insights about modern agriculture and plant science with over 75,000 Canadians via online platforms, covering topics like gene editing, GMOs, pesticide residues, and sustainability.

As part of these efforts, we developed new shareable resources on key topics of interest to dietitians, including [pesticides and pesticide residues](#), [GMOs and plant breeding](#), [glyphosate](#), [organic and conventionally grown food](#) and [toxicology](#). Various partner organizations that also engage with Canadian food influencers also disseminated these resources.

CropLife Canada exhibited at the 19th International Congress of Nutrition and Dietetics in Toronto, engaging over 1,000 dietitians globally. Following the congress, we hosted the Rise to the Challenge Farm Tour with Canadian Food Focus and Farm and Food Care Ontario, providing 40 dietitians and food professionals from five continents an immersive agricultural experience.

Additional engagements with dietitians included:

- Launching a new bimonthly newsletter, CropLife Connects, for over 350 nutrition professionals.
- The delivery of a webinar for over 150 dietitians on fake news tactics and combating misinformation with a registered dietitian.
- A collaboration with industry partners to bring 10 food influencers to the GrowCanada conference.
- Participation in Farm and Food Care Saskatchewan's (FFCS) annual farm tour for Canadian food influencers.

Webinars with Canadian Nutrition Society

CropLife Canada partnered with the Canadian Nutrition Society (CNS) to deliver a three-part webinar series on plant science innovations, focusing on contributions to economic, environmental, and health benefits as well as safety and regulations. The CNS is a leading Canadian society bringing together nutrition scientists and professionals, healthcare practitioners, policy makers, industry representatives, and future leaders. These webinars were part of CropLife Canada's broader efforts to educate and mobilize scientists and influencers to be able to speak to the benefits and safety of plant science innovations in agriculture.



Dietitians from around the world on a farm tour with CropLife Canada and Farm and Food Care Ontario staff

Urban pesticide communication

To advance messages about the safety and benefits of urban pesticides we partnered with Fifth Story, a news distribution organization, to disseminate news stories in English and French news outlets across the country. These lifestyle pieces focused on tips for growing a lush and healthy lawn, including the role pesticides play in protecting against pests. These stories had a reach of more than 15 million Canadians.

For the third year in a row, CropLife Canada partnered with gardening influencer Frank Ferragine (Frankie Flowers) for a live stream Q&A event to talk about the role of Health Canada approved pesticides in home vegetable gardening. The Facebook Live event was viewed by 9,500 accounts, and all social posts had a total reach of almost 19,000.



Enable members to bring the benefits of their technologies to the Canadian market

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Real Farm Lives

CropLife Canada continued to share Real Farm Lives, an online docuseries featuring the stories of Canadian farm families, to showcase the realities of modern farming with Canadians and the role plant science innovations play in growing food. There were almost 5,000 video views and almost 15,000 organic website engagements for Real Farm Lives this year. We also collaborated with Agriculture in the Classroom Canada on the development of a series of curriculum resources featuring content from Season 3 of Real Farm Lives, which are now available to teachers across the country.

Social media outreach

We're actively using social media to engage with key audiences and share the benefits and safety of plant science innovations. By leveraging these platforms, we're fostering informed conversations and increasing awareness about the positive impact of modern agriculture.



11,100 followers (3.3 per cent growth)
More than **90,000 impressions**



7,012 followers (24.3 per cent growth)
More than **142,000 impressions**

Media engagement

CropLife Canada continues to be a go-to source for media on topics related to plant science innovations, namely the regulatory environment, trade, sustainability, and the safety and benefits of these technologies. This year we responded to more than 20 media requests.

Nature Nurtured

Nature Nurtured, a public engagement initiative focused on sharing the benefits and safety of gene-edited crops with Canadians, continued this year with the support of almost 30 value chain partners. Through engagements across various social media platforms Nature Nurtured content earned almost two million impressions and 120,000 engagements.

2023 GrowCanada conference

The 2023 GrowCanada conference took place from November 28-30 in Calgary. As the secretariat for the GrowCanada conference, CropLife Canada plans and organizes this industry-leading event in collaboration with the 16 other national organizations that make up the GrowCanada partnership.



CropLife Canada staff at the 2023 GrowCanada conference

Last year's event brought together approximately 500 agricultural leaders to discuss the industry's future. The schedule featured a top-notch lineup of speakers over one and a half days that brought the conference theme of 'Owning our opportunity' to life.

We partnered with 4-H to bring 80 youth leaders to the conference to participate in the first day of conference sessions and engage in a mentorship lunch. We also partnered with other organizations to bring ten food influencers to the conference to better engage those from outside the industry who have a close connection to consumers.

Spring Dialogue Days 2024

Spring Dialogue Days is CropLife Canada's annual member forum that gives members the opportunity to engage with leaders from key agriculture organizations and government officials. We hit record-breaking attendance for this year's event, surpassing 200 registrations. Session topics included a senior government dialogue, trade, sustainability and plant breeding innovation.

CropLife Canada awards

Grassroots award:

Krista Thomas
Canada Grains Council



C.B. Davreux Stewardshipfirst™ award:

Katja Rochacewich
BASF



Lifetime member award:

David Hansen
former President and CEO of Canterra Seeds
Al Driver (not pictured)
former President and CEO of Bayer CropScience Inc.





Contribute to and promote sustainability





CropLife Canada sustainability strategy development

CropLife Canada’s sustainability committee worked diligently on the development of a sustainability strategy for the plant science sector. Recently it has finalized a sustainability vision and associated commitments, which demonstrate our continued dedication to the sustainability triad (environmental, economic and social). The vision focuses on our sector’s “contribution to the evolution of sustainable agriculture by catalyzing the potential and resiliency of the Canadian agri-food system through innovation, strategic engagement, knowledge development and exchange”.

The core commitments center around three themes:

- 1) Championing agricultural sustainability through agreed principles and reporting on actions taken;
- 2) Enabling sustainable production through investment and commercialization of new products aiding farmers in meeting global productivity needs, and;
- 3) Delivering world-class stewardship programs supporting the responsible and effective use of plant science innovations.



IPM strategy

On farm pest management activities are becoming a larger focus of government conversations. There is an opportunity for CropLife Canada to support growers by improving the accessibility of Integrated Pest Management (IPM) information from industry, academia, and government. As part of the sustainability strategy, the CropLife Canada Board of Directors approved the concept of a national IPM platform in support of this opportunity and CropLife Canada has taken action to create both a member and stakeholder working group to collaborate with the broad agricultural sector toward developing a plan to accomplish this goal.

Biodiversity strategy

Canada’s National Biodiversity Strategy

CropLife Canada engaged with the Government of Canada on its 2030 Nature Strategy consultation process, which outlines how Canada will meet its commitments under the Kunming-Montreal Global Biodiversity Framework (KMGBF), to advocate for a pragmatic, science-based approach. We impressed the need for a made-in-Canada response to Target 7, one of the 23 global targets of the UN Convention on Biological Diversity’s Global Biodiversity Framework, that outlines reducing pollution risks to levels that are not harmful to biodiversity and ecosystem functions and services.

Implementation of this target at the domestic level can have several consequences on how available pesticides are for farmers. We were encouraged that the Government of Canada’s strategy recognized that Canada has already made significant progress in reducing pollution risks, the strength of our regulatory system in mitigating biodiversity risks, and the role of agriculture as a solution.

We continue to coordinate with our key stakeholders to ensure an aligned response from the sector. We will also continue to advocate with senior officials to ensure the Canadian approach to Target 7 is science-based, recognizes the realities of Canadian agriculture, and does not impede the productivity and competitiveness of the sector.

Sustainable Ag Strategy

Agriculture and Agri-Food Canada (AAFC) released the “What We Heard” report from its consultation on the Sustainable Agriculture Strategy (SAS). The SAS sets a shared long-term direction for collective action to improve environmental performance in the agriculture sector, support farmers’ livelihoods, and strengthen the sector’s business vitality. CropLife Canada contributed by providing comments on the original consultation paper and participating as subject matter experts in thematic working groups over the summer of 2023.

PFAS

CropLife Canada submitted responses to the Draft State of Per- and Polyfluoroalkyl Substances (PFAS) Report and Risk Management Scope for PFAS. CropLife Canada’s position centered around ensuring that PFAS defined pesticides continue to be overseen by Health Canada’s PMRA under the Pest Control Products Act (PCPA), which is the best placed Act to assess and manage risks associated with pesticides. CropLife Canada is also collaborating with CropLife America and CropLife Europe on their respective PFAS working groups.



**Contribute
to and promote
sustainability**

Supporting the responsible stewardship of plant science innovations throughout their lifecycle

Protected Agriculture Standards (PAS)





On July 1st, 2024, the PAS program entered its full compliance phase. This program was established to help protected agriculture (e.g. greenhouse) operators to identify and mitigate pollution risks associated with pesticide application. By the end of June 2024, more than 75 per cent of Category 1 sites (recirculating or closed-loop operations) had been certified or are in progress, and 70 per cent of Category 2 (non-recirculating or open-loop operations) sites have registered. This represents a significant increase in participation, and we would like to thank everyone that helped to make this possible, especially our retail partners.

Stewardship programs by the numbers

- 1,272** Agrichemical Warehousing Standards Association audit numbers
- 526** Accredited Seed Treatment Operations audits
- 9** Manufacturing Code of Practice audits



2023 collection numbers

-  **2.37 million kg** of pesticide and fertilizer jugs
(23 litres or smaller with a collection rate of 85%)
-  **89,300 units** of non-deposit bulk containers
-  **313,000 kg** of unwanted pesticides
-  **794,000 kg** of seed, pesticide, inoculant and fertilizer bags

Manage Resistance Now

The Manage Resistance Now program is a collaborative effort involving industry, academia, and government experts aimed at increasing awareness and encouraging the adoption of strategies to reduce weed, insect, and disease resistance. Building on the success of last year's Pest Management Challenge, we launched the Hear from a Grower campaign, inviting Canadian field crop growers to share their resistance management tips, tricks, and success stories.





CropLife Canada also launched a quarterly Manage Resistance Now newsletter, designed for growers, retailers, and crop advisors. The Manage Resistance Now initiative was also showcased at the Ontario Ag Conference, where CropLife Canada sponsored the event and engaged directly with experts and growers through an exhibition page and in-person attendance.

This past year we launched a new partner initiative and welcomed membership commitments from 19 associations. This initiative will help strengthen our collective efforts to promote sustainable resistance management practices across Canada's agricultural landscape.

Best practices for generic traits now available

For almost a decade, through a joint CropLife Canada and Seeds Canada working group, the Canadian seed industry discussed how to ensure a fair and responsible market of generic novel traits in seed as we see the first generation of novel traits move off patent. With input from value chain stakeholders, the work culminated with the development of a best practices document – 'Stewardship Considerations and Best Practices for Responsibly Introducing Seeds Containing Generic Novel Traits to the Canadian Marketplace'. The document places Canada as one of the first jurisdictions to publish industry led information for innovators entering the market with respect to awareness and consideration of market access and stewardship.

Strategic partnerships to advance sustainable agriculture

CropLife Canada becomes an AIM4C knowledge partner

CropLife Canada joined the Agriculture Innovation Mission for Climate (AIM4C) as a Knowledge Partner. We intend to support and leverage AIM4C partnerships and advocate for agricultural innovations that contribute to addressing climate change and global hunger.

Field to Market Canada

Field to Market Canada is a multi-stakeholder program brings a common framework of science-based sustainability sourcing objectives to the food and value chain. We joined the board of directors to ensure the plant science industry is represented as a solutions provider to climate change and as an opportunity to gather on-farm data showcasing the sustainable outcomes plant science facilitates.



Maximize Canada's export potential





International advocacy on gene editing policies

Updated guidance in the EU

Several years ago, the European Union (EU) commission concluded that breeding tools like gene editing that produce changes similar to conventional plant breeding would be subject to their restrictive legislation for GMOs. After multiple years of advocacy from scientists, farmers, and industry on the need for plant breeding innovations to support sustainable farming in Europe, in July 2023 the EU commission published a proposed policy for New Genomic Techniques (NGTs). This follows a growing global trend of several countries implementing enabling policies, including Canada, where world leading policies were rolled out from 2022-2024 with support from CropLife Canada and industry partners.

Approval in the EU is needed to support growing commodities in Canada that are exported to the EU, therefore, this policy was an important milestone to better support bringing these innovations to Canadian growers. CropLife Canada partnered with the Canada Grains Council on multiple missions to the EU to meet with key officials and advocate for a science-based approach to regulation.

Mexico advocacy

CropLife Canada worked both with CropLife International and some key Canadian value chain partners to align industry positions and develop supporting materials for our advocacy efforts related to the Mexican Presidential Decree on a ban on GM corn and glyphosate. We were pleased to see the Government of Canada joining as a third party in a US trade dispute under the Canada-United States-Mexico Agreement (CUSMA) against Mexico, advocating strongly for rules-based trade and science-based decision making in a robust submission made to the panel.

MRL advocacy

CropLife Canada continued to advocate for a rules-based international trading environment to support predictable and transparent market access for Canadian agricultural products. Working with members and our partners, CropLife International, CropLife America, Canada Grains Council, and the Canadian Agri-Food Trade Alliance (CAFTA), we promoted the adoption of science-based regulations by trading partners to minimize trade irritants for Canadian exports. We engaged with AAFC and Global



Representatives from CropLife Canada, Syngenta, T. Bjornson & Associates, Cereals Canada, Canada Grains Council, and Bayer at the California Maximum Residue Limit Harmonization Workshop

Affairs Canada (GAC), calling for greater leadership by the government in supporting and defending predictable trade rules and risk-based policies. We have been advocating for fair and open market access to Europe and actively supported actions to protect against the use of MRLs as non-tariff barriers to trade.

As part of our engagement to science-based and rules-based trade, CropLife Canada led a mission to Europe last October. During the mission, held in collaboration with the Canada Grains Council, we had the opportunity to meet the Canadian Ambassador to the World Trade Organization (WTO) and the Canadian Ambassador to the European Union to advocate for Canada to continue to support rules-based trade both in the EU and at the multilateral level. CropLife Canada and our partners will remain steadfast and continue engaging with EU stakeholders and government officials to ensure market access is maintained for agricultural products.

Free Trade Agreements

CropLife Canada continued to support efforts by the Government of Canada to create new and improved market access opportunities for the Canadian agriculture sector. During the past year, we advocated for obligations on pesticide MRLs to be added to Free Trade Agreement (FTA) negotiations (Indonesia and ASEAN), calling for a greater level of transparency and predictability in MRL regulations. In partnership with the Canada Grains Council, we met with AAFC, CFIA, the PMRA and GAC, and developed text that they successfully considered.

CropLife Canada is now a member of the Inter-American Institute for Cooperation on Agriculture Canada Advisory Committee, where we continued to advocate for science-based regulations on agricultural innovation products and a predictable and transparent international trading system.



North American Trilateral Technical Working Group on Pesticides (NAT TWG)

Following several years of virtual meetings due to the pandemic, the first face-to-face meeting of the NAT TWG was held in Ottawa in November 2023. CropLife Canada played a leadership role in the organization of the meeting, leading the tri-lateral industry working group efforts and ensuring industry's priorities were reflected into the newly adopted NAT TWG workplan.



Representatives from CropLife Canada, Ontario Fruit and Vegetable Growers Association, Cereals Canada, Syngenta, BASF, Canada Grains Council, and Pulse Canada at the NAT TWG

Global Biodiversity Framework

CropLife Canada participated in an AAFC workshop to help shape the strategy for implementing the Kunming-Montreal Global Biodiversity Framework (KMGBF) and submitted feedback to Environment and Climate Change Canada's (ECCC) consultation. We also convened a meeting with value chain stakeholders to align sector responses and encourage broader participation.

CropLife Canada was part of the Canadian delegation during the first round of UN biodiversity negotiations on Digital Sequence Information (DSI).

CropLife Canada's involvement ensured that industry perspectives were included in Canada's positions. We will continue collaborating with CropLife International and the International Chamber of Commerce to advocate for legal clarity that supports research and innovation.

CropLife Canada also participated in the global biodiversity meetings in May 2024 as part of the Canadian delegation. These negotiations focused on developing a Monitoring Framework for the KMGBF, particularly Target 17 on Biosafety, and marked the first round of discussions on this critical aspect.



Luis Luque of CropLife Canada with representatives from AgroBio Colombia and BASF at global biodiversity meetings in Nairobi, Kenya

CropLife Canada staff and board members

Staff 2023-2024

Ian Affleck

Vice-president,
plant biotechnology

Émilie Bergeron

Vice-president, chemistry

Linda Burgstaller

Receptionist and
administrative assistant

Paul Enwerekowe

Director, regulatory
affairs, chemistry

Pascal Ferland

Director, government and
stakeholder relations for Québec

Rachael Hind

Communications coordinator

Imogen Hobbs

Science and regulatory affairs
officer, chemistry

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biotechnology

Greg Kolz

Vice-president, government affairs

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Senior sustainability officer

Caitlin Leishman

Senior communications officer

Liz Lumsden

Communications manager

Luis Luque

Manager of regulatory affairs,
plant biotechnology

Erin O'Hara

Vice-president, communications
and member services

Pierre Petelle

President & CEO

Terri Stewart

Executive director, chemistry

Justine Taylor

Executive director, stewardship
and sustainability

Silvana Waddington

Manager of finance and
procurement

Charlene Wilson-MacLennan

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Richardson International Limited

Cornie Thiessen

ADAMA Agricultural Solutions
Canada Ltd.

Fred Thun

United Farmers of Alberta
Co-operative Limited



**1201-350 Sparks Street
Ottawa, ON K1R 7S8
613-230-9881**

CROPLIFE.CA