



LEADING WITH PURPOSE IN A CHANGING WORLD

2024-2025
ANNUAL REPORT





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MESSAGE FROM THE PRESIDENT



In the wake of a great deal of change – both domestically and internationally – we embarked on the development of a new three-year strategic plan titled *'Leading through change'*. The plan gives us a sharp focus with the ability to be nimble and adapt to advance our members' interests, building on our successes from the previous three years. Our core areas of focus for the next three years will be enabling the benefits of plant science innovations in the Canadian market, driving recognition and continued development of Canada's plant science industry as a leader in sustainable agriculture, and driving an enabling global trade environment as it relates to plant science innovations to support food security and economic growth.

While there are certainly challenges ahead, there's also opportunity. The swearing-in of a new Liberal Party leader followed by a swift election campaign marked the start of a new era in Ottawa where growth and competitiveness became front and centre. CropLife Canada provided steady leadership during this period of transition, ensuring the plant science industry's priorities were known to the new government. Our strong bipartisan relationships and reputation for good-faith engagement allowed us to quickly implement a post-election advocacy strategy.

Geopolitical tension ratcheted up this past year as well. When the U.S. tariff threats began, we formed strategic partnerships with the Canadian Chamber of Commerce and the Canadian Agri-Food Trade Alliance (CAFTA) to advocate for the protection of the Canada-U.S. agriculture trade relationship and to shield our members' products from potentially damaging retaliatory tariffs.

Meanwhile, at home we continued to see the performance of the Pest Management Regulatory Agency (PMRA) decline in the wake of the Transformation Agenda, creating further unpredictability for innovators and delays for farmers who need the latest crop protection tools to do their jobs to compete. However, we were pleased with the PMRA's decision to suspend its updated cost recovery proposal due to the industry's collective engagement efforts pointing out the negative impacts it would have on innovation.

The plant science industry continues its unwavering commitment to the stewardship of its products. We continue to see high compliance in our longstanding Agrichemical Warehousing Standards Association (AWSA) program and strong adoption rates in our newest program, the Protected Agriculture Stewardship Standards (PAS). As we embark on our new strategic plan, we are looking forward to putting a

greater focus on promoting awareness of and adoption of Integrated Pest Management (IPM) as part of our industry's commitment to long-term sustainability.

On the biotech front, we have completed one full year under Canada's updated policy guidance for plant breeding innovation. I am proud to see the culmination of 12 years of advocacy work bearing results. Success stories such as new gene edited oat varieties and peas being developed in Canada are just the tip of the iceberg in terms of future innovation.

As we know, public perception can influence how plant science innovations are adopted. This year we expanded our engagement with the dietitian community through educational resources and collaborative online partnerships, promoting the science and safety behind plant science innovations. Dietitians are a trusted source for consumers, and we continue to build a community confident in discussing plant science technologies.

Agriculture has long driven results for Canada economically and sustainably. To continue, we need a regulatory environment that protects human and environmental health while acting as a catalyst for innovation and growth. I remain confident in the progress we have made, our ability to adapt and lead through uncertainty, and the strategies developed with our members. I look forward to working alongside our partners to position Canadian agriculture for success. It is time to meet this pivotal moment and lead with purpose.

PIERRE PETELLE

President and CEO, CropLife Canada

MESSAGE FROM THE CHAIR



This past year marked the end of CropLife Canada's previous strategic plan, which guided the association toward meaningful progress for our sector. From updated policy guidance on plant breeding innovation, to advancing our sustainability strategy, strengthening advocacy efforts around the Pest Management Regulatory Agency's (PMRA's) Transformation Agenda, and support for rules-based trade and regulatory alignment, the work delivered as part of this plan has set the stage for the future.

CropLife Canada's new 2025-2028 strategic plan, *'Leading through change'*, builds on the successes of the past three years and sets ambitious goals: enabling the benefits of plant science innovations in Canada, advancing the industry as a leader in sustainable agriculture, and fostering a global trade environment that supports food security and economic growth. The plan focuses on creating a predictable regulatory framework to keep Canada competitive while delivering sustainable solutions for farmers, consumers and communities.

The world in which we operate looks very different to what it did at the start of our last strategic plan. Canada has a new prime minister with a strong focus on economic growth, there's new leadership at the helm of the United States, and significant disruptions to the global trading system – including U.S. tariffs – have threatened Canadian exports. These shifts emphasized the need for a clear focus for CropLife Canada on advancing a predictable, science-based trade environment while remaining adaptable to members' needs.

Agriculture is a cornerstone of Canada's economic future and a leader in addressing food security. Over the past year, focused and impactful government engagement was critical as CropLife Canada positioned the plant science industry as a partner in economic growth for the new government. The association's positive and productive relationships at both the political and bureaucratic levels positioned it well to navigate the transition to a new government and ensure that members' priorities are front and centre.

Concerns remain about the PMRA's declining performance, including delays in timelines and the resulting impact on registrants and Canadian growers. CropLife Canada continues to engage constructively with regulators to address these challenges. The Advancing Agriculture campaign is just one example of a coordinated effort

with partners that mobilized support across the value chain, resulting in thousands of letters sent to key political decision-makers.

Building strong alliances remains central to the association's work. Whether through coalition letters, joint submissions, or collaborative communications with partners and members, CropLife Canada has consistently sought to amplify the sector's voice through partnership.

This spirit of collaboration is clear in the growth of events like Spring Dialogue Days and the GrowCanada conference. These events underscore CropLife Canada's pivotal role in convening stakeholders and industry supporters to engage in meaningful dialogue and advance shared priorities.

Behind all these achievements is the commitment of the CropLife Canada team, whose expertise, energy and dedication in representing members and the Canadian agricultural sector have been remarkable. The strength of the association lies in these people.

As I end my term as Chair, I'm optimistic about agriculture's future for the future. The foundation has been solidly laid for progress under the new strategic plan, and I am confident that together we will navigate the challenges ahead and seize the opportunities before us.

It has been an honour to serve as your Chair.

TREVOR HECK

Board Chair, CropLife Canada

OUR MEMBERS



THE YEAR AT A GLANCE

200

PARTICIPANTS
at Spring
Dialogue Days

2

**PARLIAMENTARY
COMMITTEE**
appearances

20

MEDIA
interviews

412

ATTENDEES
at the GrowCanada
conference

19.5
million

IMPRESSIONS
through the urban pesticide
awareness campaign

243K

SOCIAL MEDIA
impressions

878

AWSA
seed and
warehousing
audits

80K+

ENGAGED
Canadians reached
through collaborations
with dietitian partners

1K+

LETTERS SENT
to federal government
officials through
Advancing Agriculture

6,355+

UNIQUE VISITORS
to the Manage
Resistance Now
website

15

REGISTERED DIETITIANS
and culinary professionals
attended a plant science
research tour

14

SUBMISSIONS
to government
consultations

**ENABLE MEMBERS TO
BRING THE BENEFITS OF
THEIR TECHNOLOGIES TO
THE CANADIAN MARKET**





ADVOCATING FOR SCIENCE-BASED PESTICIDE POLICIES

PMRA Transformation Agenda

CropLife Canada continued to advocate for a predictable, efficient and science-based regulatory system for crop protection products in Canada. Our efforts were directed at key initiatives from the PMRA's Transformation Agenda, including continuous oversight, proportional effort, cost recovery, the 2024 proposed regulation changes and access to confidential test data (CTD). These initiatives threatened to compromise the agency's ability to fulfill its mandate in a predictable, transparent, and efficient manner if implemented as proposed.

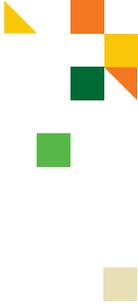
In December 2024, the PMRA issued a [Canada Gazette \(CG1\) consultation](#) proposing to amend the pest control products fees and charges regulations. While some adjustments were made from the spring initial consultation, the overall scale and impact of the cost increase remained unchanged.

CropLife Canada invested considerable effort in outreach, submitting comments that underscored the

negative impacts such a substantial increase in annual charges would have on access to innovation and the competitiveness of Canadian agriculture. We also provided constructive recommendations to support systemic program improvements at the PMRA.

We also called for a pause on all transformation-related activities to assess their impact on the agriculture industry. A wide variety of agriculture industry stakeholders amplified this message. Through an Advancing Agriculture letter-writing campaign, which was supported by a variety of agriculture industry partners, more than 1,000 letters were sent to the Government of Canada further echoing this message. These advocacy efforts led to a pause in the cost recovery process and a commitment for meaningful engagement with stakeholders once the PMRA had an opportunity to review the comments submitted as part of the formal consultation. This positive development was an important acknowledgement of the need for access to innovation for Canadian farmers.





Throughout the year, CropLife Canada engaged with the PMRA, submitting detailed feedback on various policy proposals and raising concerns about the lack of clarity, feasibility, international alignment, and the need for transparent consultations and robust impact analysis.

CropLife Canada responded to the PMRA's [consultation](#) for Strengthening the Regulation of Pest Control Products in Canada, raising concerns with the proposal and its supporting analysis. In [our submission](#), our primary concerns included the lack of robust evidence, unjustified regulation-making, weakened confidential business information protections, and the proposal's tendency to underestimate costs and overestimate benefits. We also highlighted potential conflicts with the *Pest Control Products Act* (PCPA) and Canada's international agreements, creating numerous legal risks and compromising the PMRA's ability to fulfill its mandate.

The PMRA published a regulatory [proposal](#) for an 80-day public consultation on proposed guidance to access CTD alongside the CG1 [consultation](#) on regulatory amendments to the Pest Control Products Regulations to facilitate CTD access for research and analysis.

CropLife Canada's response reiterated our opposition to these amendments, arguing they are counter to the intent of the PCPA, dilute CTD protections and Canada's international obligations, have a flawed cost-benefit analysis, and will impact access to innovation. We stressed the need for clearer guidance for registrants on identifying and assessing CTD and requested a dialogue with the PMRA before any amendments are finalized.

Following the federal election, CropLife Canada continued to engage with the PMRA alongside other agriculture industry stakeholders, working towards a regulatory system for plant science innovation that is both protective of human health and the environment, and enables innovation and drives economic growth for Canada.

PMRA relaunches its structured label initiative

CropLife Canada continued to engage with the PMRA on its structured label and label modernization initiatives, which aim to streamline and enhance the labeling process for pesticides. Significant progress was made, with several of CropLife Canada's recommendations adopted thanks to strong member engagement and the PMRA's openness to consultation.

The initiative has now moved to the implementation phase with a view to gradually transitioning from a test phase sometime in 2025. CropLife Canada remains committed to supporting a more efficient and transparent labeling system that will ultimately benefit all stakeholders, from the PMRA to users and registrants alike.

Water monitoring

Over the last year, the PMRA continued to advance its environmental monitoring mandate through targeted water sampling in agricultural regions across Canada. These efforts focused on monitoring pesticide residues in surface and groundwater to inform regulatory decisions and support trend analysis. Promisingly, most of the water monitoring data collected across Canada has shown relatively few exceedances, particularly in agriculturally dense areas, which demonstrates that mitigation efforts are working effectively. CropLife Canada continued to advocate for the PMRA to allocate funding to support its water monitoring program going forward.

CropLife Canada continues to support science-based monitoring initiatives that enhance transparency and public trust, while emphasizing the importance of ensuring that data collection is risk-based, transparent, and is correctly contextualized to ensure proper understanding by the general public.

BIOTECH ADVOCACY

CFIA oversight of herbicide-tolerant crops

CropLife Canada hosted 40 stakeholders, including scientific experts, regulated parties, and government officials for an information sharing session on the current landscape of herbicide-tolerant (HT) crops in Canada. The event facilitated collaboration and information sharing among agriculture stakeholders and government, highlighting the need for modernized regulatory oversight for HT traits to create a level playing field with the rest of the world resulting in the Canadian Food Inspection Agency (CFIA) taking on a review of its policies.

Advocacy and engagement on proportionate risk assessment

As part of this year's Spring Dialogue Days, CropLife Canada hosted an information session on proportionate risk assessment for plant breeding innovations. The session was focused on how to incorporate cutting edge scientific approaches to make the pre-market safety assessment of novel foods more efficient.

With almost 45 attendees at the session, including 20 government officials from Agriculture and Agri-Food Canada (AAFC), Health Canada and the CFIA, CropLife Canada was pleased with the high level of interest and engagement shown by the Canadian government.

CropLife Canada also engaged in meetings with food industry stakeholders to align on common areas for improvement for food safety assessments across various sectors and products. These meetings led to an agreement to support a workshop organized by the Canadian Nutrition Society to improve the efficiency of food safety assessments. Partners include Protein Industry Canada, Food, Health and Consumer Products Canada and the University of Toronto's "Program in Food Safety and Regulatory Affairs".

FEDERAL ADVOCACY

This year marked a period of significant change for Canadian federal politics. In March 2025, new Liberal Party leader Mark Carney was sworn in as Prime Minister, signalling a new political era in Ottawa.

Throughout this period of transition, CropLife Canada moved quickly to ensure our sector's priorities remained front and centre. During the leadership race and subsequent election campaign, we monitored policy commitments from all major party leaders, kept members informed in real time, and mapped out a post-election advocacy strategy to address multiple potential outcomes.

Upon Prime Minister Mark Carney's election win with a Liberal minority government, we immediately began targeted outreach to key ministers, which included securing a meeting with the Hon. Heath MacDonald,



CropLife Canada holds an info session on the landscape of HT crops in Canada



Minister of Agriculture and Agri-Food. In that meeting we delivered a clear, evidence-based message: Canada’s agriculture sector needs a regulatory system that boosts economic growth, accelerates innovation, and safeguards our competitiveness, while continuing to protect human and environmental health. CropLife Canada highlighted our desire to work with the federal government and the ag sector to advance Canada’s prosperity. Plant science innovations are key to sustainable agriculture, food security, economic growth, and strong communities, and we’re highlighting these benefits in meetings with government officials.

GOVERNMENT SUBMISSIONS

CropLife Canada submitted 14 responses to federal and provincial government consultations this past year. Notably, we provided submissions to the House of Commons Finance Committee during its 2025 pre-budget consultations, Finance Canada’s review of U.S. tariffs, the Competition Bureau in response to its draft greenwashing guidelines, the PMRA during its consultation on amendments to the Pest Control Products Regulations, and Canada’s 7th National Report to the Convention on Biological Diversity.

PRESENTATIONS TO COMMITTEES

CropLife Canada was called to testify before the House of Commons Standing Committee on Agriculture and Agri-Food during two separate studies, including:

- Impact of Border Carbon Adjustments and Reciprocity of Standards on Canadian Agriculture (October 8, 2024).
- Priorities of the Agriculture Sector (October 29, 2024).

At each committee appearance, CropLife Canada emphasized the need to rebuild Canada’s reputation as a destination for innovation investment. We called on the federal government to reduce red tape and create a high-efficiency regulatory environment that balances regulating for risk with regulating for growth.



CropLife Canada president and CEO, Pierre Petelle, testifies at the House of Commons Standing Committee on Agriculture and Agri-Food

REGIONAL ADVOCACY

CropLife Canada’s outreach ensures agriculture ministers and provincial stakeholders remain updated on issues important to our members, while reinforcing our commitment to science-based regulation that protects safety, supports innovation, and strengthens grower competitiveness.

Ontario outreach

CropLife Canada engaged with key provincial stakeholders in Ontario, including a meeting with Minister of Agriculture Rob Flack and his team. Discussions centered on funding priorities for regulatory bodies, the importance of evidence-based policy, and fostering a science-driven regulatory framework to support Canadian growers’ access to innovative solutions.

Eastern outreach

In Nova Scotia, meetings included engagement with the Minister of Agriculture Greg Morrow. In New Brunswick, discussions with the Minister of Agriculture, Aquaculture and Fisheries, Pat Finnigan, highlighted the role of science-based decision-making in regulatory processes, as well as opportunities to enhance grower access to new technologies.



Pascal Ferland, director of government and stakeholder relations, Quebec, of CropLife Canada, attends the Réseau végétal Québec annual sugar shack.



CropLife Canada and Cleanfarms host a joint reception in Winnipeg

Western outreach

In Manitoba, CropLife Canada met with Minister of Agriculture Ron Kostyshyn and his staff. Discussions focused on funding levels for regulatory departments and agencies, evidence-based policy, and fostering a science-based regulatory environment to support access to innovation for Canadian growers.

In the fall, CropLife Canada co-hosted a reception in Winnipeg with Cleanfarms for members, stakeholder partners, and government and elected officials. With strong representation from members of the legislative assembly and key departmental staff, this was a valuable opportunity for CropLife Canada and our board members to engage in dialogue with key stakeholders.

Québec outreach

CropLife Canada continued efforts in Québec to promote science-based government regulations and policies. Advocacy work included responding to statements from Montreal officials following the tightening of municipal pesticide regulations to encourage a reduction in the regulatory burden on

agriculture. We also engaged with the provincial government on the implementation of new provisions on seed coatings and on the Québec Pesticide Sales Report, as well as launching a dialogue on the risk indicators. In partnership with Réseau végétal Québec, CropLife Canada is working to ensure the plant science industry is well represented at decision-making tables.

CropLife Canada also contributed to the Québec government's red-tape reduction process launched in response to farmer protests, submitting proposals such as revoking the justification and prescription requirement for seed treatments to support the competitiveness of Québec growers.

We also increased our presence in Québec by participating in several agricultural events such as the Field Crops Tour and Agri-Food Outlook, as well as meetings with economic partners such as the Québec Business Council on the Environment. Throughout the year, we met with producer groups in the Union des producteurs agricoles (UPA) to discuss industry standards and the regulatory framework for crop protection.

LEGAL UPDATES

Federal Court decision supports science-based glyphosate regulation

On Feb. 18, 2025, the Federal Court ruled in favour of Health Canada’s PMRA in a challenge over the 2022 renewal of a glyphosate-based herbicide. Activist groups had sought to suspend all glyphosate renewals pending reassessment of new studies. The court upheld the PMRA’s authority to determine when new data warrants a full risk reassessment, affirming that renewals are administrative checkpoints, not full scientific reviews. The Court did not question the PMRA’s scientific conclusion on the safety of glyphosate, instead directing the PMRA to provide greater transparency in terms of how it came to its decision.

ENGAGEMENT WITH THE BROADER SCIENTIFIC COMMUNITY

CropLife Canada continued to engage regularly with the academic community this past year. We presented at several events, including the 2024 meeting of the Federation of Canada’s Plant Science Societies (Plant Canada 2024), the 7th CRISPR AgBio congress, the 2025 TopCrop Summit, and sponsoring the annual Canadian Society of Agronomy conference as well as supporting the Canadian Association of Plant Biotechnology in communicating global regulatory perspectives to academics and students across Canada.

Our participation involved hosting booths, moderating and participating in panels, and delivering keynote addresses to raise awareness of our initiatives and promote public-private collaboration. We also connected with students at the University of Toronto’s Food Science and Regulatory Affairs (PFSNRA) program. These events brought together academics, subject matter experts, and industry representatives, offering valuable opportunities to encourage the scientific community to provide their expertise during public policy discussions and participate in government and industry transparency activities related to new product development.



Ian Affleck, vice-president, plant biotechnology at CropLife Canada, delivers the keynote address at the 2025 TopCrop Summit



Brittany Lacasse, manager, stewardship and sustainability at CropLife Canada, presents at PlantCanada 2024

COMMUNICATING THE BENEFITS AND SAFETY OF PLANT SCIENCE INNOVATIONS



Caitlin Leishman, senior communications officer at CropLife Canada, attends the Farm and Food Care Saskatchewan tour for Canadian food influencers

Dietitian engagement

CropLife Canada partnered with registered dietitians and nutrition professionals to share science-based insights about modern agriculture and plant science with over 80,000 Canadians via online platforms.

As part of these efforts, CropLife Canada hosted a two-day agricultural research tour for dietitians in Alberta. Eleven dietitians from across Canada and the U.S., along with representatives from

partner organizations, toured leading research sites to explore innovations such as GMOs, gene editing, and pesticides, gaining insight into the benefits of agricultural innovation. The tour aimed not only to inform but to foster meaningful dialogue, equipping dietitians to communicate confidently and clearly about food and farming.



CropLife Canada brings dietitians to Olds College to learn more about agricultural research

ADDITIONAL ENGAGEMENTS WITH DIETITIANS INCLUDED:

- Distributing our bimonthly newsletter, CropLife Connects, to over 500 nutrition professionals.
- A collaboration with industry partners to bring 10 food influencers to the GrowCanada conference in Ottawa.
- Participation in Farm and Food Care Saskatchewan's (FFCS) annual farm tour for Canadian food influencers.
- Participation in two Farm and Food Care Ontario (FFCO) farm tours for Canadian food influencers.
- Exhibiting at the Canadian Nutrition Society's annual conference to showcase how innovations in plant science support a safe, sustainable, and secure food supply.



Confident Conversations

This year, CropLife Canada launched a revamped Confident Conversations training program to help build member company employee confidence engaging in conversations about agriculture and the plant science industry specifically. The revived program builds on the success of the previous iteration that saw about 1,500 member company employees and industry stakeholders participate in the training. This is part of CropLife Canada's efforts to ensure there is a strong grassroots presence of people within the industry having positive and productive conversations about the importance of agriculture in their everyday lives. The program will see a full-scale rollout across the country next year.



The first revamped Confident Conversations session in Calgary

Media appearances

CropLife Canada participated in more than 20 media interviews on a variety of topics as the go-to source for information and commentary on issues related to the plant science industry. CropLife Canada was also featured in a [National Post special feature](#) on agricultural innovation highlighting the role of agricultural innovation in unleashing Canada's economic potential alongside key agriculture stakeholder partners.

Social media outreach

10K+ Follower on X
(75K+ impressions)

8K+ Followers on LinkedIn
(168K+ impressions)

We're continuing to refine and enhance our social media presence to better connect with key audiences and share the benefits and safety of plant science innovations. Through these platforms, we are fostering informed dialogue and building greater awareness of the positive impact modern agriculture has on our economy, environment and food system.

Urban pesticide communication

To promote the importance of urban pesticides, CropLife Canada produced a national awareness campaign in the spring of 2025. Focused on the important role that pesticides play in lawn care and gardening, this national, multimedia campaign featured two radio spots, a compact video and several short articles produced in both French and English. The features were distributed to and picked up by news outlets across the country with a reach of more than 19.5 million Canadians.



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 over two million impressions. Digital display advertising earned a further four million impressions.

2024 GROWCANADA CONFERENCE



CropLife Canada staff at the 2024 GrowCanada conference

The 2024 GrowCanada conference took place from December 3 to 5 in Ottawa. As the secretariat, CropLife Canada organizes this industry-leading event in collaboration with the 16 other national organizations that make up the [GrowCanada partnership](#).

This year's event brought together approximately 400 agricultural leaders to discuss the future of agriculture under the theme 'Harvesting Innovation'. The conference showcased insights from incredible thought leaders and explored the trends shaping the future of agriculture and food – and what Canada needs to do to own its place as a global agricultural superpower.

GrowCanada webinar

In February, the GrowCanada partners hosted a [webinar presenting the 2024 Global Agricultural Productivity \(GAP\) Report findings](#). This webinar explored the widening gap between current agricultural productivity growth rates and what is needed to meet the world's growing demands for food, feed, and fibre. Speakers included Thomas L. Thompson, Executive Editor, GAP Report, Virginia Tech; Pierre Petelle, President and CEO, CropLife Canada; and Erin Gowriluk, President, Canada Grains Council.

SPRING DIALOGUE DAYS 2025



CropLife Canada president and CEO, Pierre Petelle, CropLife America representatives and agriculture stakeholders at Spring Dialogue Days

CropLife Canada's annual member event took place from April 30 to May 1 in Ottawa. Members, stakeholders, and government officials engaged in dialogue on key issues relating to the Canadian agriculture industry. This year's event featured timely political and trade sessions and discussions on what Canadian agriculture can do to minimize risk and strengthen our position on the world stage.

CROPLIFE CANADA AWARDS



Chairman's Award:
Kelly Devaere,
Plant Products Inc.



C.B. Davreux
Stewardshipfirst™ Award:
Kim Timmer,
Cleanfarms



Grassroots Award:
Nevin Rosaasen,
Alberta Pulse Growers

**CONTRIBUTE TO
AND PROMOTE
SUSTAINABILITY**



CROPLIFE CANADA SUSTAINABILITY AND INTEGRATED PEST MANAGEMENT (IPM) STRATEGY

CropLife Canada has finalized the plant science industry sustainability strategy and transitioned into the execution phase. As part of this work, an IPM strategy was initiated with key value-chain collaborators to develop the Canadian IPM Toolbox. This is a modern searchable web portal that hosts existing Canadian IPM resources, supports broader access to IPM materials for farmers, and contains a consistent description of IPM principles across the country. The website is expected to launch in late 2025.

REGULATORY UPDATES

PFAS

CropLife Canada responded to the Updated Draft State of Per- and Polyfluoroalkyl Substances (PFAS) Report under subsection 77(1) of the Canadian Environmental Protection Act, 1999, and the Revised Risk Management Scope for PFAS. As in previous submissions, comments emphasized that PFAS-defined pesticides continue to be regulated by Health Canada's PMRA. CropLife Canada collaborated with CropLife Europe, the Chemistry Industry Association of Canada and CropLife America on the submission. The final *State of Per- and Polyfluoroalkyl Substances (PFAS) Report* was released on March 8, 2025.

BIODIVERSITY

CropLife Canada at COP16

CropLife Canada attended COP16 in Cali, Colombia, the apex global forum discussing biodiversity policy. As the only industry representative from any sector on the Canadian delegation, CropLife Canada has been active on the negotiations on synthetic biology, Digital Sequence Information (DSI), and Target 7 on pollution, which includes a target on pesticides.



In advance of the meeting, a group of Canadian agriculture stakeholders, including CropLife Canada, addressed a letter to senior federal government officials regarding Target 7 encouraging the adoption of science-based approaches for any pesticide indicator at the COP16 meetings.

SUPPORTING THE RESPONSIBLE STEWARDSHIP OF PLANT SCIENCE INNOVATIONS THROUGHOUT THEIR LIFECYCLE

Protected Agriculture Stewardship Standards program (PAS)

The PAS program was established to assist protected agriculture operators to identify and mitigate risks associated with pesticide application, with the long-term goal of continuous environmental, health, and safety improvements. Nationally more than 82 per cent of Category 1 sites (recirculating or closed-loop operations) have been certified or are in progress, and 84 per cent of Category 2 (non-recirculating or open-loop operations) sites have registered. Building on this success, CropLife Canada will be working with stakeholders to further drive enrollment as the first round of audits begin in 2025-26.

Stewardship programs by the numbers

582
audits **Warehousing audit numbers:**
(July 1, 2024 – June 30, 2025)

296
audits **Accredited Seed Treatment
Operations audits:**
(July 1, 2024 – June 30, 2025)

9
audits **Manufacturing Code
of Practice audits:**

CLEANFARMS

In 2025, Cleanfarms marked its 15th anniversary as a global leader in agricultural waste management, having collected over 97,000,000 kg of agricultural waste materials from Canadian farms in the past 15 years. This year, Cleanfarms also achieved an important milestone when they expanded their programming to Newfoundland.

2024 collection numbers

2.2
million **kg of pesticide and fertilizer jugs**
(23 litres and smaller with a collection rate of 85%)

96.6
thousand **non-deposit bulk containers**
(new record)

210
thousand **kg of unwanted
pesticides**

996
thousand **kg of seed, pesticide,
inoculant and fertilizer bags**

Manage Resistance Now

The Manage Resistance Now (MRN) program, led by CropLife Canada in collaboration with industry, academia, and government experts, supports growers in proactively managing pest resistance to support the long-term sustainability of the agriculture industry.



In 2025, MRN sponsored two events to bring awareness to the initiative and engage with partners and growers. We hosted booths at the Southwest Agricultural Conference and the Western Canadian Crop Production Show and presented MRN resources to farmers to highlight the supports available for managing resistance challenges. We also sponsored the Ontario Soil and Crop Improvement Association bus tour in Ottawa. These events provided valuable opportunities to connect with growers, strengthen partnerships and gather feedback to guide future outreach and amplify the importance of resistance prevention and management within the agricultural community.

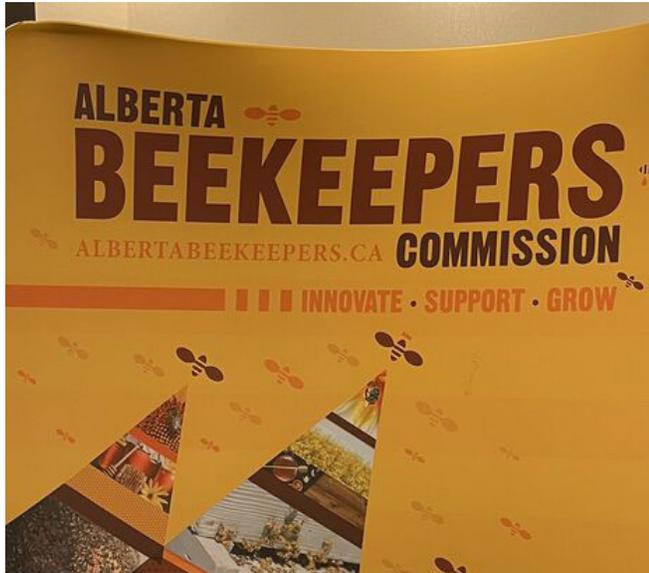
We also continued developing our library of resources, including new fact sheets on [Palmer amaranth](#) and [waterhemp](#).

Social media numbers:

1,500+ Followers

379K+ Impressions

119 Newsletter subscribers



Pollinator work

CropLife Canada participated in a panel discussion on evolving agricultural practices and how these may be impacting the beekeeping and honey industry at the Alberta Beekeepers Commission AGM Conference and Trade Show. Pierre Petelle was also the keynote speaker at the joint meeting of the Canadian Honey Council and the Canadian Association of Professional Apiarists, where he stressed the importance of collaboration between agriculture and the beekeeping community.

In collaboration with the North American Pollinator Protection Campaign and Pollinator Partnership Canada, CropLife Canada developed a new [pollinator infographic](#) outlining steps to read a pesticide label to reduce risks to pollinating insects.

First In First Out Guidelines

As part of our stewardship efforts, CropLife Canada launched a proactive *First In, First Out* (FIFO) best management practices document to help phase out older-labelled products from the market following re-evaluation decisions.

The Agrichemical Warehousing Standards Association (AWSA) formally embedded FIFO practices into its warehousing code as of January 1, 2025, and in collaboration with

the Canadian Association of Agri-Retailers (CAAR), the guide was distributed through newsletters and webinars.

FieldWatch

CropLife Canada collaborated with industry partners across prairie provinces – government representatives, aerial applicators, beekeepers and organic associations - to facilitate the adoption of [FieldWatch](#)® in Alberta and Manitoba. The free and voluntary registries, [DriftWatch](#)™ and [BeeCheck](#)™, are now available in the three prairie provinces for beekeepers and crop producers. FieldCheck® is the online and mobile portal that pesticide applicators can use to improve decision-making and avoid damage from spray drift to crops and beehives. CropLife Canada will continue to engage with more Canadian provinces to support the expansion of these tools across the country.

STRATEGIC PARTNERSHIPS TO ADVANCE SUSTAINABLE AGRICULTURE

CropLife Canada joins the UN Global Compact

CropLife Canada announced our participation in the United Nations Global Compact (UNGC), a significant step in our sustainability journey. The UNGC is a voluntary call for organizations to operate in alignment with 10 universal sustainability principles, take actions to support society, and report to the UNGC bi-annually on ongoing efforts. This collaboration opens opportunities for us to engage with the UNGC Canada network, providing valuable networking, participation in international events, and access to a wealth of resources to support members on their own sustainability journeys. Our participation will strengthen our ability to communicate our contributions to the UN Sustainable Development Goals, promote responsible agricultural practices, and emphasize the role of plant science innovations for resilient agriculture production.

**MAXIMIZE CANADA'S
EXPORT POTENTIAL**



NAVIGATING CANADA – U.S. TRADE UNCERTAINTY

2025 was a turbulent year for Canada-U.S. trade, starting in February 2025 when U.S. President Donald Trump announced a 25 per cent tariff on Canadian and Mexican imports. This triggered a cycle of proposed Canadian countermeasures and repeated pauses by the U.S. on new tariffs.

CropLife Canada has been actively engaged since the beginning, working with the CAFTA, the Canadian Chamber of Commerce, and other partners to protect the Canada-U.S. agriculture trade relationship. We formed a trade committee specifically to address crop protection-related issues and surveyed members to assess potential tariff impacts and advocated for pesticides to remain exempt from any Canadian countermeasures.

While supporting the Government of Canada's measured response, we have continued to encourage the government to act strategically to safeguard our ability to continue to produce safe and affordable food for Canadians and consumers around

the world. CropLife Canada met with federal officials, submitted a response to the Government of Canada's consultation on tariff countermeasures, and joined CAFTA missions to Washington, D.C., where we met with U.S. senators, House representatives, and industry stakeholders. These discussions emphasized the benefits of the integrated supply chain and risks tariffs pose to competitiveness and food prices.

Though U.S. policy continues to be uncertain, CropLife Canada remains committed to defending Canadian agriculture. We continue to monitor developments, coordinate with value chain partners, and engage elected officials on the ongoing impacts of U.S. tariffs.

PARTNERSHIPS

2025 B7 Summit

CropLife Canada was pleased to sponsor and participate in the 2025 B7 Summit in May of 2025 to bring the perspective of plant science industry. The summit was presided by the Canadian Chamber of Commerce and convened over 500 business leaders and policymakers from the G7 and like-minded countries to discuss pressing economic challenges and propose solutions for the G7 nations.

Pierre Petelle joined an engaging panel to discuss the responsibility G7 countries have to drive up agricultural productivity to support global food security. He also emphasized the role of plant science innovations in supporting agricultural productivity and the need for regulatory approaches that enable much-needed innovation.



Pierre Petelle, president and CEO of CropLife Canada, and Erin Gowriluk, president of the Canada Grains Council, meet with U.S. Secretary of Agriculture Brooke Rollins



Émilie Bergeron, vice-president of chemistry at CropLife Canada, meets with U.S. Congresswoman Nikki Budzinski and her staff.



Pierre Petelle, president and CEO of CropLife Canada, joins a B7 panel alongside Elizabeth Boylan, Emily Benson, and the Hon. Nazak Nikakhtar.

INTERNATIONAL ADVOCACY FOR PLANT BIOTECHNOLOGY POLICIES

With updated Canadian policies in place to better foster plant breeding innovations, namely gene editing, we were able to leverage these policies during international engagements. CropLife Canada also reinforced the impact of the Canadian approach on innovation in support of engagements by the Canadian government with officials in other countries supporting global regulatory alignment and trade facilitation.

CropLife Canada reinforced the need for pragmatic, science-based regulatory approaches for gene editing in the European Union through the EU-Canada Biotech Dialogue. We also advocated for the Government of Canada to participate in the International Society for Biosafety Research conference to promote Canada's leadership in plant breeding policy, successfully securing the attendance of a Canadian government representative to present Canada's world-leading policies.

CropLife Canada worked with CropLife International to organize a workshop at the OECD biosafety meetings to provide examples of pragmatic biotechnology policy approaches and support regulatory alignment with other countries.

MRL ADVOCACY

CropLife Canada partnered with the Inter-American Institute for Cooperation on Agriculture (IICA) to host a workshop on the international food system and the important role of Maximum Residue Limits (MRLs) in facilitating international agricultural trade. The event brought together a large audience of government officials, industry and IICA representatives from across the Americas to discuss the role of innovation in agricultural and economic prosperity, and to call for greater leadership from the on MRLs and regulatory harmonization.

We also participated in the [Tri-National Agricultural Accord meeting](#) in Virginia, advocating for science-based decision-making, regulatory alignment and cooperation under the Canada-United States-Mexico Agreement (CUSMA), revitalization of the Canada-U.S. Regulatory Co-operation Council, and stronger North American leadership on MRL and biotechnology-related trade issues with Europe. Many of these priorities were reflected in the official [communiqué](#) and the Canada-U.S. bilateral [statement](#).



Émilie Bergeron, vice-president of chemistry, and Paul Enwerekowe, director of regulatory affairs, chemistry, at CropLife Canada, participate in the 2024 North American Trilateral Technical Working Group.

CropLife Canada played a pivotal role in the October 2024 North American Trilateral Technical Working Group (NAT TWG) on Pesticides held in Mexico. Leading up to the meeting, CropLife Canada led efforts to encourage regulatory authorities to renew their commitment to regulatory harmonization, particularly as it relates to joint or parallel reviews. Our active participation reinforced our commitment to fostering international collaboration and advancing pesticide regulation between Canada, the U.S. and Mexico.



CropLife Canada hosts a workshop in partnership with the Inter-American Institute for Cooperation on Agriculture

SUPPORTING SCIENCE-BASED TRADE RULES

CropLife Canada remained an active supporter of the Government of Canada's work to expand and enhance international market access for Canadian agriculture. Over the past year, we pushed for the inclusion of provisions related to pesticide MRLs in free trade agreement negotiations, including those with the Association of Southeast Asian Nations (ASEAN) and Ecuador. Our focus was on promoting greater transparency and consistency in global MRL frameworks. Working jointly with the Canada Grains Council, we engaged with officials from AAFC, the CFIA, PMRA, and Global Affairs Canada (GAC), contributing to the development of language that was ultimately considered.

CropLife Canada continued to participate in the Canada Advisory Committee of IICA, championing science-based regulatory systems for agricultural innovations and advocating for a stable, transparent global trading environment. In 2025, we sponsored and contributed to the first Americas Agriculture and Food Security forum that took place on the margins of the 2025 G7 Leaders' Summit in Alberta. This event provided an opportunity to advocate for the importance of the multilateral trade rule system and the need for innovations in agriculture to support competitiveness and food security.

EUROPEAN UNION (EU) PESTICIDE POLICY SIDE EVENT

CropLife Canada and CropLife International hosted a special event titled "EU Pesticide Policy – What Next?", an in-depth discussion about the impacts of evolving EU pesticide policies on Canadian agriculture. The session provided participants with critical updates on the latest EU crop protection regulatory developments, highlighting how these changes are expected to influence pesticide use within Canada and impact Canadian market access to the EU. Closing remarks emphasized the importance of proactive collaboration and strategic action by industry stakeholders to address these critical challenges and safeguard Canadian agricultural interests on the global stage.

GM CORN CUSMA DISPUTE RESOLUTION

The U.S., with the full support of the Government of Canada as a third party, formally challenged Mexico's 2020 presidential decree banning genetically modified (GM) corn, arguing it violated provisions of the CUSMA. The case centered on the scientific and trade implications of Mexico's restrictions, which effectively disrupted the approval process for GM crops.

CropLife Canada, working with our network partners in Mexico and at CropLife International, collaborated with Canadian value-chain associations advocating for a return to a science-based regulatory system in Mexico. We also ensured the Canadian government understood the impact this non-science-based precedent could have on global trade and the Canadian agriculture sector and the importance of Canada's full support for the U.S. challenge.

In December 2024, the CUSMA dispute settlement panel ruled in favour of the U.S., confirming that Mexico was not in compliance with its trade obligations. The panel's decision successfully requires Mexico to reverse its ban and restore a fully functioning, science-based crop approval system, in line with its CUSMA commitments.

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