

A close-up photograph of a person's hand holding a small, vibrant green seedling with two leaves, growing out of a mound of dark soil. The background is softly blurred, showing more of the hand and the soil.

**BUILDING
A BETTER
FUTURE**





TABLE OF CONTENTS

[2]

PRESIDENT'S LETTER

[3]

**ADVOCATING FOR LEGISLATION,
REGULATION AND POLICIES THAT
ENCOURAGE INDUSTRY INNOVATION
AND COMPETITIVENESS**

[6]

**ADVANCING SUSTAINABILITY
AND STEWARDSHIP**

[8]

**TALKING ABOUT
OUR TECHNOLOGIES**

[10]

WORKING WITH OTHERS

[12]

**BOARD OF DIRECTORS
AND STAFF**



PRESIDENT'S LETTER

Building a better future

I am proud to be a part of an industry that is working to make Canada's future better by protecting the environment, nurturing our communities, and boosting the economy.

Canada's plant science industry is contributing to the building blocks our country needs to thrive. The crucial components to healthy communities are rooted in affordable food, good jobs, and a thriving environment. The plant science industry contributes benefits to these facets of life in Canada – for people on farms, in cities, and everyone in between.

To help tell this story CropLife Canada commissioned an independent, third-party report to quantify the benefits pesticides and products of modern plant breeding provide. The report, which we called *Helping Canada grow*, was illuminating and showed that the impacts of these products are undeniably impressive.

Encouraging government to rely on science-based decision-making has long been a priority for CropLife Canada. One area of particular focus this year has been international standards for imported and exported crops. This work is important, as our farmers export much of what they grow. Strong and consistent trading standards are imperative for exporting Canadian crops.

CropLife Canada has provided feedback to Canadian regulators on numerous other areas as well. For example, we advocated for a low level presence policy for GM material in grain shipments, defended the safety of neonicotinoid seed treatments, and supported efforts toward regulatory harmonization. We also shared our expertise to help streamline approval and review processes for new and existing pesticide and plant biotechnology products.

Our commitment to agricultural sustainability is as strong as ever. We have continued to support training opportunities for our own industry professionals and we established a resistance management committee to help minimize the development of weed, insect, and disease resistance in Canada.

CropLife Canada staff have worked diligently to build strong relationships with likeminded individuals and organizations over the years. The Seed Synergy project, for example, is a collaboration between CropLife Canada and other seed-related associations, with the goal of coordinating efforts and achieving greater outcomes and more efficient oversight of the seed system.

Working with others helps us to concentrate our efforts and maximize our strengths. Some of the issues in our industry, such as pollinator health, can be challenging to navigate. Using our collective knowledge helps us work towards meaningful solutions.

Whether through feedback on federal consultations, making connections with elected officials, or having conversations with regular Canadians, building continued trust and confidence in plant protection and plant biotechnology products is our goal. We're working to build a better future with our members, stakeholders, and Canadian farmers. Thank you for joining us.



Ted Menzies
President and CEO, CropLife Canada



**A D V O C A T I N G F O R
L E G I S L A T I O N ,
R E G U L A T I O N A N D P O L I C I E S T H A T
E N C O U R A G E I N D U S T R Y I N N O V A T I O N
A N D C O M P E T I T I V E N E S S**

As a trade association, one of our primary goals is advocating for a science- and risk-based regulatory environment in Canada to support continued innovation and competitiveness for the plant science industry and agriculture as a whole.

CropLife Canada provided input into a number of consultations across several federal government departments this past year. In every instance, we highlighted the importance of a transparent, predictable, and evidence-based approach to regulation. Regulatory harmonization was also an area of emphasis for us.

Cost recovery

Following several years of discussions with stakeholders, the federal government published proposed regulations updating the registration fees for pest control products. These fees are intended to ensure that the Government of Canada recovers approximately 30 per cent of the costs associated with conducting the comprehensive scientific assessment for registering pesticides. CropLife Canada supported the proposed changes

on the understanding that the recovered fees would be retained by the Pest Management Regulatory Agency (PMRA) and directed to key priority areas, including international regulatory and science policy development, resolution of trade irritants, and modernization of the PMRA's electronic infrastructure. Members are likely to see the revised fees in effect in April 2017.

PMRA notification/ non-notification policy

The PMRA published revisions to its notification/non-notification policy which aim to minimize administrative burden on government and industry. Many suggestions from CropLife Canada's comments from 2013 were integrated into the revision.

Pesticide re-evaluation

The PMRA proposed changes to the pesticide re-evaluation process this year. The PMRA's recent decisions during re-evaluation caused significant consternation among growers and registrants. CropLife Canada presented industry perspective to the PMRA, addressing the importance of transparency and predictability in the regulatory decision-making process, as well as the need for regulatory harmonization to minimize the number of Canada-specific requirements.



Other consultations CropLife Canada participated in included:

- PMRA's label app
- Environment Canada's domestic substances list consultation
- The Government of Canada's web renewal project
- PMRA's global risk initiatives
- EU endocrine criteria
- Prince Edward Island Water Act preliminary consultations
- Transport Canada's transportation of dangerous goods regulations
- PMRA's value assessment for treated seeds
- PMRA's notice of intent regarding conditional registrations
- NAFTA residue field trials
- PMRA's proposed changes to the environmental data requirements for pesticide testing

Regulatory efficiency project with the Canadian Food Inspection Agency and Health Canada

CropLife Canada met with senior government executives at Health Canada and the Canadian Food Inspection Agency (CFIA) to discuss regulatory efficiencies for products of plant biotechnology. The CFIA announced it would conduct a pilot project to reduce unnecessary duplication of molecular characterization reviews during the safety assessment of a new biotech product. The CFIA and Health Canada have also created a director-level governance group to oversee further efforts to realize regulatory efficiencies.

Additionally, CropLife Canada has petitioned the CFIA for more than four years to address concerns related to herbicide residue data requirements by its Animal Feed Division. Recent efforts have resulted in the PMRA and CFIA undertaking an internal review of the herbicide residue review process, aiming for a joint position by the end of 2016.

Low level presence (LLP)

Advocating for a low level presence (LLP) policy on genetically modified material in grain shipments continued to be a priority for CropLife Canada. The goal of establishing a domestic LLP policy is to encourage other countries to implement similar policies, which will facilitate global grain trade, including Canadian exports. To build support for our position, CropLife Canada attended the Global LLP Initiative meeting in Rome as well as the Asia-Pacific Economic Cooperation (APEC) High Level Policy Dialogue on Agricultural Biotechnology in the Philippines.

Maximum residue limit (MRL) harmonization

MRLs, or the maximum level of pesticide residue permitted on a crop, continue to be an important issue impacting Canada's ability to trade agricultural products internationally. CropLife Canada continued its work on the MRL Task Force, which is a joint industry-government initiative, advocating for better alignment of residue limits globally, greater efficiency at Codex (the international standard for trade) and reinvigoration of the joint review process for pesticides by Canada, the United States and other partners. Joint reviews have been an effective way of aligning MRLs in multiple jurisdictions simultaneously.

Provincial advocacy

CropLife Canada has also been engaged in advocacy work in several provinces.

Pollinator health

Pollinator health initiatives continue to be an area of focus for CropLife Canada, our members, and many of our stakeholders. CropLife Canada actively participated in the Agriculture and Agri-Food Canada (AAFC) Bee Health Roundtable and supported a number of projects aimed at helping bee health. We also worked directly with various beekeeping associations to share information and advance initiatives important to them. CropLife Canada provided feedback on Ontario's Draft Pollinator Health Action Plan, highlighting the industry's ongoing commitment to pollinator protection and the numerous initiatives we are engaged in related to pollinator health, including best management practices to protect pollinators. We also included a critique of Ontario's non-scientific regulatory intervention on treated seeds introduced under the guise of protecting pollinators.

Water quality thresholds in Quebec

CropLife Canada arranged meetings with stakeholders to respond to significant flaws in a study focused on pesticides in streams published by Quebec's Ministry of Environment. The study drew inaccurate conclusions from the presence of pesticides in stream water in corn- and soy-growing areas of the province and misinterpreted some water quality standards. CropLife Canada held meetings with senior officials at the Quebec Ministry of Agriculture, the Quebec Ministry of Environment, the union of agricultural producers (UPA), the grain farmers association (PGQ), the professional order of agronomists (OAG), and the association of crop nutrition (APNC) to explain the scientific inaccuracies and request better collaboration between government and industry.

Defending urban pesticides

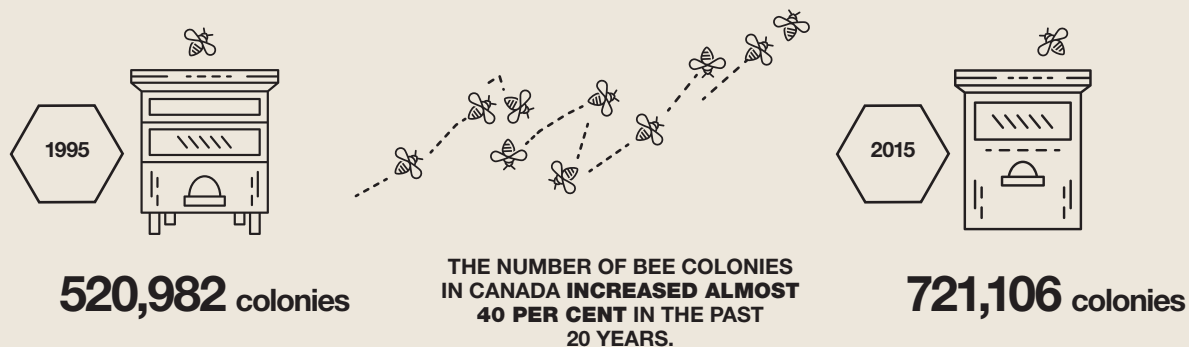
Pesticide use in urban settings continues to be a contentious issue across Canada. In Manitoba, a coalition of agriculture retailers, lawn care companies, and other stakeholders encouraged the new government in Manitoba to order a review of existing urban pesticide restrictions established by the previous government. We appeared before elected officials in Prince Edward Island to explain and defend the safety of urban pesticides and were successful in delaying, albeit temporarily, restrictions in Charlottetown.

International advocacy

While much of CropLife Canada's focus is firmly on the domestic front, there are times when we work to influence international regulations.

Over the past several years, we have been especially engaged in efforts to build a strong working relationship with China, a large and important trading partner for Canada. In support of this relationship, CropLife Canada staff traveled to Beijing to co-chair a China-Canada biotech roundtable with AAFC. We also attended a workshop on new breeding techniques sponsored by the Chinese and American governments, met with the Chinese embassy in Ottawa, and attended the G20 agricultural ministers' meeting in China where we held meetings with the Chinese Ministry of Agriculture, Administration of Quality Supervision, Inspection and Quarantine and the Ministry of Science and Technology in cooperation with CropLife China, CropLife Australia, AgroBio Brazil and ArgenBio. These efforts have all been made in support of advocating for more predictable and efficient plant biotechnology regulatory systems in China and around the world.

BEE COLONIES IN CANADA



Source: Statistics Canada



ADVANCING SUSTAINABILITY AND STEWARDSHIP

Canada's plant science industry has a long and proud history of taking action to ensure that its products are appropriately managed from their inception right through to their end of life. Our industry's recycling, storage, and education programs are all well-established, but rather than consider the work done, we continue to challenge ourselves to ensure that we are advancing sustainability and stewardship as our sector evolves.

Fighting resistance

Recognizing the importance of helping farmers use plant science technologies in a way that will delay the development of pest and weed resistance to plant science technologies, CropLife Canada has established an industry task force to proactively engage government, industry and academia in a coordinated approach to address the issue of emerging resistance. The task force will also work with stakeholders to promote practices to reduce the development of resistance in pests and weeds.

Training and education

CropLife Canada has a longstanding commitment to training and education opportunities for industry professionals. As part of this commitment, CropLife Canada supports several programs:

The Certified Crop Science Consultant program (offered in partnership with the University of Saskatchewan) is mandatory for all CropLife Canada members who provide product and technical use recommendations. More than 400 industry professionals currently participate in this program.

The Compliance Management for Confined Field Trials with Novel Traits course is also delivered in partnership with the University of Saskatchewan, and provides researchers with training and practical instruction on conducting confined field trails in compliance with all CFIA requirements.

More than 350 growers participated in CropLife Canada-facilitated sprayer calibration workshops and field demonstrations in Ontario and Atlantic Canada in the past year.

Environment, health and safety

CropLife Canada is also committed to the safe handling and storage of our members' products. We work with the Agrichemical Warehousing Standards Association (AWSA) to manage the industry's warehouse auditing program. AWSA certified 1,364 warehouses nationally through third-party audits, ensuring that all agriculture pesticides warehoused for sale are safely stored and handled.

Additionally, AWSA auditors conduct on-farm audits in Ontario and Quebec on behalf of CropLife Canada members.

AWSA also works in partnership with Fertilizer Canada's Fertilizer Safety and Security Council to deliver the Ammonia and Ammonium Nitrate Codes of Practice audits nationally.

In partnership with the seed treatment industry and government stakeholders, CropLife Canada is implementing the Accredited Seed Treatment Operation Standards focused on standardizing environmental health and safety practices of commercial seed treatment facilities. The standards are anticipated to be implemented in 2017.

Prince Edward Island water monitoring project

CropLife Canada's two-year water monitoring project in P.E.I. was completed this year. The study was designed to capture data on a wide range of water quality attributes through the entire growing season. The project data showed that under normal conditions, pesticides are not entering streams and do not pose a risk to fish health. The study also showed that using probes to measure stream characteristics and auto-samplers to gather samples through the entire growing season gives a much better picture of what is happening than using grab-samples, as is done in many water analysis projects.

Value chain collaboration

CropLife Canada actively participates on the Canadian Roundtable for Sustainable Crops and the Canadian Field Print Initiative, both of which bring the crop sector value chain together to address sustainability.

CLEAN FARMS - 2015 BY THE NUMBERS



1,775,050 KG
Empty containers returned

REPRESENTING OVER 60 PER CENT OF THE TOTAL AMOUNT OF CONTAINERS SOLD INTO THE MARKETPLACE

1,775,050 kg of >23 litre empty pesticide and fertilizer containers were returned to the empty pesticide container recycling program collection sites across the country.



213,049 KG
Obsolete pesticides collected

AND 4,435 KG OF LIVESTOCK MEDICATION

Through the obsolete pesticide and livestock medication collection program, CleanFARMS collected and safely disposed of 213,049 kg of obsolete pesticides and 4,435 kg of obsolete livestock medication in Alberta, British Columbia, New Brunswick, Nova Scotia and the northern half of Saskatchewan.



155,500
Empty seed and pesticide bags

The empty pesticide paper bag collection program has successfully operated in Eastern Canada as a pilot project for the past three years. CleanFARMS transitioned this into an industry-funded program in 2016 for Ontario, Quebec and the Maritimes.



TALKING ABOUT OUR TECHNOLOGIES

Pesticides and plant biotechnology are important. However, with fewer people than ever before having direct links to agriculture, many Canadians don't understand why these technologies are necessary, let alone how they contribute to a better society. That is why CropLife Canada makes it a priority to talk about plant science technologies to a broad range of audiences – to help demonstrate how these important tools protect our environment, strengthen our communities and grow our economy, and to answer questions that the non-farming public might have.

Helping Canada grow

In order to accurately tell the story of how pesticides and plant biotechnology help Canada grow, CropLife Canada hired RIAS Inc., an independent third-party research firm, to quantify the economic, environmental and social impacts of plant science technologies. The results of the RIAS report verify what Canadian farmers have known all along – that these technologies make a compelling and measurable difference to our world.

The full report is available on the CropLife Canada website, but in order to make the statistically rich information more accessible to a broader audience, CropLife Canada also developed a full suite of communications materials to showcase the findings. We worked with media, social media and stakeholders to disseminate the positive information contained in the report. We anticipate we will continue to see information from the report shared by individuals and groups from across the food and farm sectors for quite some time to come.

Farm tour sponsorship

Connecting with people from different backgrounds, careers, and experience with agriculture is another way CropLife Canada has worked to build trust in the plant science industry.

As a sponsor of Farm & Food Care Saskatchewan's Taste the Land of the Living Skies farm tours, CropLife Canada was able to share information with over 100 food writers, food experts, chefs, home economists and media from across the country.

We also sponsored the Farm & Food Care Ontario tour in the Holland Marsh, which provided us with the opportunity to share our information with 60 food influencers.

Working with dietitians

CropLife Canada staff attended the annual Dietitians of Canada conference, providing information about biotech crops to attendees who were eager to learn more on the topic.

Given the interest so many dietitians have expressed in having more information about products of modern plant breeding, CropLife Canada held an exclusive, dietitians-only session of our From Science to Seed webinar. More than 100 dietitians registered for the event which helped explain, in plain language, the Canadian regulatory process for plant biotechnology.



In the news

CropLife Canada continues to communicate the benefits of plant science technologies to the general public and the media. We participated in 53 media interviews on a variety of topics, including neonicotinoids and pollinators, seed treatment standards, conditional registrations of pesticides, maximum residue levels and GM labeling. In the past year, the coverage of these and other topics related to our industry have been predominantly positive.

CropLife Canada regularly contributes articles highlighting the benefits of plant science technologies. Last year we had print, online and radio stories placed in more than 800 publications across the country.

Social media update

CropLife Canada recognizes social media is a valuable way to share positive information about plant science technologies. CropLife Canada reaches more than 6,300 followers on Twitter and we continue to help others from within our industry get active in this realm by offering Twitter Training sessions. Such efforts help diversify the voices participating in the social media conversations about modern agriculture and bring greater balance to what people hear.

We launched a number of new videos this year on our YouTube channel, including eight related to the *Helping Canada grow* project, a video profiling the industry's stewardship commitment, and two videos featuring Saskatchewan farmer Jake Leguee – one where he talks about why he grows biotech crops and the other talking about why he uses pesticides. The videos collectively on our YouTube channel have more than 43,000 views.

Confident Conversations

CropLife Canada's Confident Conversations program continues to be an in-demand way to help employees in the plant science industry engage in positive conversations about plant science technologies. Approximately 800 member employees and farmers have participated in the program since it began in 2012. The program and materials were updated this year to enhance existing content and to reflect new statistics from the *Helping Canada grow* report.



WORKING WITH OTHERS

Seed Synergy project

With the objective of achieving greater synergy in the Canadian seed sector, CropLife Canada has worked with five other seed-related industry associations (the Canadian Seed Trade Association, the Canadian Seed Growers Association, the Canadian Seed Institute, the Commercial Seed Analysts Association of Canada and the Canadian Plant Technology Agency) to identify opportunities to enable the next generation seed system for Canada.



GrowCanada conference 2015

The GrowCanada conference was exceptionally well attended in 2015, with 550 delegates gathering in Calgary. The *Agriculture beyond borders* theme incorporated sessions focused on global agriculture issues, including a panel on the challenges and opportunities of water in agriculture, the business of agriculture, and the potential of technologies in global agriculture.

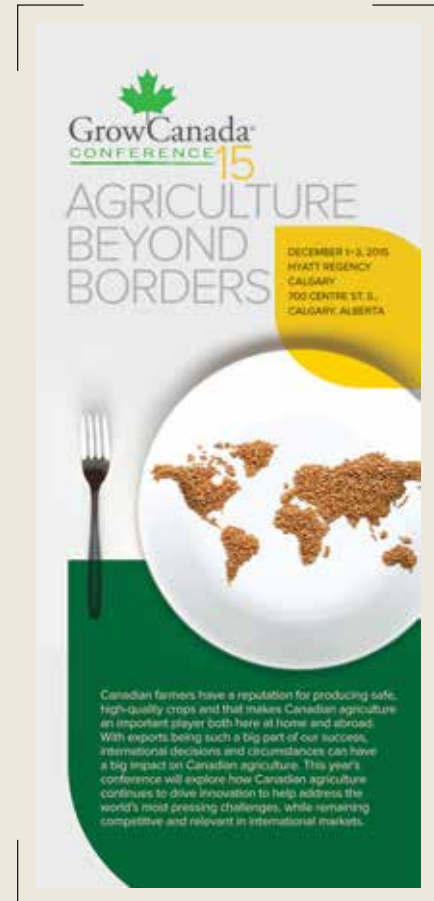
Spring Dialogue Days

CropLife Canada's Spring Dialogue Days brought more than 180 members, stakeholders, and government representatives together in Ottawa. Delegates heard from representatives from the CFIA and AAFC. Lawrence MacAulay, the federal minister of agriculture, spoke about the importance of science-based regulation and the impact of Canada's trade agenda on Canadian agriculture during dinner.

Attendees also had the opportunity to meet and hear from PMRA, AAFC and CFIA staff during interface meetings.

Table for Twenty

CropLife Canada hosted a series of Table for Twenty events across Canada this year. Table for Twenty is a series of dinner table conversations being hosted around the world, which CropLife International initiated, to celebrate 20 years of biotech crops. The dinners brought together industry representatives, farmers, food influencers such as dietitians and food writers, as well as others to celebrate the success of biotech crops in Canada and look towards the future of the technology.





**B O A R D O F
D I R E C T O R S
A N D S T A F F**

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** Resigned May 2016.*

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