

Annual report 2014–2015

Helping Canada grow







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President's letter

Helping Canada grow

It may seem like a simple concept, but at the most basic level it's what the plant science industry does best. Every day, farmers from coast to coast rely on our technologies to help feed a growing population in Canada and abroad.

We've all heard the statistics. The world's population is growing. By 2050, farmers will be tasked with feeding a staggering nine billion people around the world and it's our products they'll look to, to help increase their yields and keep their crops free from pests, diseases and weeds.

But the plant science industry doesn't just help Canadian farmers grow crops; we also make significant contributions to the growth of the Canadian economy and the growth of our industry as a leader in sustainable agriculture.

It's an important job and a privilege to play even just a small role in helping provide for Canadians and people from around the world.

Over the past year, our team has worked tirelessly to help enhance the plant science industry's image and reputation – and it's paying off. We've seen a shift in how both trade and mainstream media approach stories relating to our industry. In fact, last year our spokespeople participated in more media interviews than ever before and mainstream media published a higher number of our letters to the editor and opinion editorials. The general public has questions about our technologies and we've proven that we have the answers.

We've also seen more people willing to speak out about the benefits of our technologies at the ground level. Industry professionals from across our sector continue to take part in our Confident Conversations and Twitter Training programs, where they learn how to approach difficult conversations about our technologies with science-based, factual information.

Over the past year, our team continued to work relentlessly to advocate for science-based regulations in Canada. We took part in multiple committees and roundtables, testified to the Senate Agriculture and Forestry Committee and the House of Commons Standing Committee on Health and provided feedback on a number of government pre-consultation documents.

And while we've faced some difficult challenges in the past year, we've also experienced some significant wins.

This year we saw breakthroughs advocating for a more efficient regulatory process for plant biotechnology. A delegation of members from our board of directors held first-of-their-kind meetings with deputy ministers on behalf of our organization. This allowed our members to actively discuss the challenges they face on a day-to-day basis. Hearing the departments acknowledge the serious issues surrounding the current biotechnology regulatory processes and commit to further discussions to improve the process was substantial.

We've also continued to commit a number of resources to the advancement of sustainability and stewardship across the country. In the last year, we funded a stream health monitoring study in Prince Edward Island, sponsored the CleanFARMS Empty Seed and Pesticide Bag Collection Program and developed a new resistance management committee.

We also work diligently to nurture coalitions and stakeholder alliances with other likeminded organizations. Issues like proposed urban regulations and pollinator health, while difficult, give us the opportunity to reinforce important relationships as we work together to present important, factual information to support our position on these challenging topics.

Whether it be through helping provide Canadian farmers with the technologies they need to increase their own production or advocating for science-based regulation throughout the country, we don't take our role in helping care for the future of Canada lightly. It's a privilege to play our part in helping Canada grow and I look forward to seeing what the future holds for our industry.



Ted Menzies

President and CEO, CropLife Canada

A photograph of two women in a market setting. The woman on the left is older, with short grey hair, wearing a dark blue jacket over a white turtleneck. She is looking down at a bunch of green leafy vegetables. The woman on the right is younger, with long brown hair, wearing a green sweater and a brown scarf. She is smiling and looking at the older woman. They are surrounded by other people in the background, some of whom are wearing uniforms, suggesting a market or grocery store environment.

Telling our stories

Explaining to Canadians why pesticides and plant biotechnology are important tools for farmers and how their responsible use benefits people around the world while helping to enhance the environment and grow the economy is an important part of the work that CropLife Canada does on behalf of its members.

In the news

CropLife Canada continues to communicate the benefits of plant science innovations with the media and greater public. Actively looking to explain the value of our technologies and the thorough regulatory systems that assures that they can be safely used, we also seek to dispel and respond to any misinformation published in the media. We do this by responding to requests from media outlets looking to do interviews, making stories about Canadian agriculture and our role within it available to mainstream media for their use, and – when necessary – writing to respond to inaccurate coverage.

In 2014–2015 CropLife Canada gave more than 85 media interviews, had close to 80 letters published in newspaper outlets across the country and we had opinion pieces published a dozen



times. We also placed 580 stories about the benefits of plant science technologies in print, online and radio news outlets across the country, reaching a possible audience of almost 20 million.

Social media update

Recognizing the value of social media exchanges, CropLife Canada has continued to grow its social media presence, thus allowing us to engage with our partners and members of the general public on a day-to-day basis.



This past year our main social media endeavours – Twitter and YouTube – have continued to grow. Our Twitter stream now enjoys nearly 5,000 followers and the videos on our YouTube channel have been viewed more than 30,000 times.

We also launched a blog which allows CropLife Canada staff, as well as other members of our industry to cover a variety of topics relating to the plant science industry and agriculture at large. Noteworthy blog posts included CleanFARMS general manager, Barry Friesen reflecting on industry stewardship programs, Saskatchewan farmer, Jake Leguee discussing why he grows GM crops and Alberta beekeeper, Lee Townsend discussing the success of the Alberta bee health program.

Confident Conversations

CropLife Canada's Confident Conversations program continues to be an important way of helping employees of the plant science industry engage in positive conversations about plant science technologies. Since the program's inception in 2012, more than 700 industry employees, farmers and other ag partners have participated in the program. CropLife Canada continues to

develop its relationship with Confident Conversations alumni through monthly e-mails and occasional educational sessions. This past year, webinars on the basics of pesticides and plant biotechnology, called *From Lab to Label* and *From Science to Seed* respectively, were well attended by Confident Conversations alumni.

Agriculture in the Classroom

Offering youth accurate information about the food they eat and the opportunities for careers in agriculture is important work. That's why CropLife Canada sponsored Agriculture in the Classroom's redesign of its informative high school resource, *All About Food*. *All About Food* addresses a wide range of topics relating to farming in Canada, including accurate information about the various ways farmers opt to grow crops. The resource helps explain why farmers use plant science technologies and also introduces the many career opportunities that agriculture has to offer. More than 5,600 copies of the resource have been distributed in high schools across the country.





Creating a supportive environment for innovation and competitiveness

Advocating for science-based regulations in Ontario

CropLife Canada, along with its members and other stakeholders, has continued to advocate for science-based regulations for neonicotinoid-treated corn and soybean seeds in Ontario. Despite this, the Ontario government decided to proceed with regulatory amendments that disregard the scientific evidence and call for an 80 per cent reduction on acres seeded with neonic-treated corn and soybean seeds. Removing such a valuable, and environmentally responsible pest control tool from Ontario farmers will put them at a significant competitive disadvantage and do little, if anything, to protect bee health.

Furthermore, because the government of Ontario would not publicly disclose a regulatory impact assessment of its proposed neonicotinoid regulations, CropLife Canada hired an

independent, external firm, RIAS Inc., to complete an evaluation of the potential economic impacts of the proposed restrictions. The RIAS Inc. analysis served as the foundation of our own submission to the Ontario Government, and highlighted the fact the regulations would cost Ontarians more than \$660 million annually and come with about \$26 million in red tape costs, all without having any impact on bee health.

Defending urban pesticides

CropLife Canada continued to participate in coalitions across the country that were defending the rights of Canadians to use pesticides to protect valuable urban green spaces.

On Prince Edward Island, CropLife Canada worked with Islanders to counter momentum that had been building in favour of an urban pesticide ban.

In Manitoba, a coalition of grower groups, ag retailers, lawn care companies and other ag stakeholders continued to work against

non-science based urban pesticide legislation. While the legislation passed was not as rigid as that of Ontario's and did not immediately impact retail stores, the coalition remains concerned about the negative impact on municipalities, farm communities, and licensed applicators. The coalition continues to press for a return to a science-based regulatory approach that respects sound science and the rights of Manitobans.

And in British Columbia new urban pesticide regulations that closely followed the recommendations made by CropLife Canada and other stakeholder groups were implemented. CropLife Canada encouraged the province to consider science-based regulations and consumer education. We were pleased to see the regulations do not restrict the sale of Health Canada approved products and shows the coalition effort made over many years was well worthwhile.

CropLife Canada has also been working to advocate for science-based approaches to managing designated urban waste materials. We have submitted feedback to provincial governments encouraging the harmonization of product categories, definitions and classifications across the country.

Working to reduce regulatory duplication

CropLife Canada and its members continued working closely with the Canadian Food Inspection Agency (CFIA) and Health Canada to improve the evaluation process for products of plant biotechnology. As a trade association we work on behalf of our members to ensure regulations are reasonable, fair and efficient. In the case of plant biotechnology, there are multiple departments involved in the regulatory system which has, at times, led to less than optimal efficiencies. We have presented these concerns to the appropriate departments and look forward to continued dialogue about improving federal processes.

Working to assist with international ag exports

CropLife Canada continued to advocate for a functional and predictable international plant biotechnology regulatory system, to facilitate the approval of our industry's plant biotech innovations that may be included in grain exports. Last year, we participated in a trade mission to China as part of the official Canadian delegation, and with support from CropLife China, Agriculture and Agri-Food Canada and the Canadian Embassy, we convened a first of its kind, China-Canada biotech roundtable in Beijing.



The roundtable provided Canadian and Chinese officials with an opportunity to discuss the benefits of biotechnology, better understand our respective regulatory contexts and discuss the challenges surrounding the introduction of biotech products into agricultural and global trade. CropLife Canada also led the development of five joint coalition letters in response to Chinese and European Union regulatory system challenges on behalf of industry stakeholders, each co-signed by up to 10 organizations.

Responding to federal regulatory consultations

CropLife Canada regularly reviews and responds to federal consultations on behalf of our members. In 2014–2015, these consultations covered a wide breadth of topics from advertising to incident reporting:

Advertising directive

Following several years of discussions with stakeholders, the Pest Management Regulatory Agency (PMRA) published a proposed update to its advertising directive in the spring of 2015. The directive outlines the parameters for registrants promoting and describing their products and includes a permitted statement about the role of Health Canada in evaluating pesticides – something CropLife Canada has long advocated for.

Cost recovery

Following an extensive consultation with stakeholders, the PMRA proposed an updated user fee schedule that better reflects the current (and future) costs of pesticide regulatory evaluations. Every year, the PMRA collects fees from

pesticide manufacturers to pay for part of the regulatory cost associated with assessing their products. Throughout the stakeholder consultation process, CropLife Canada has voiced our support for the proposed revisions provided that the recovered fees do not impact the Agency's core funding and that they be used to support work in key priority areas. Members are likely to see the new fee structure implemented in 2017.

Proposed revisions to environmental data requirements

In spring 2015, the PMRA announced several proposed revisions to its environmental data requirements for pest control products and asked for feedback from registrants on these changes. CropLife Canada's submission spoke to the importance of understanding the potential global impacts of changes in Canadian data requirements and ensuring harmonization where possible.

Incident reporting regulations

In spring 2015, the PMRA published a pre-consultation document on proposed changes to the incident reporting regulations intended to reduce administrative burden on the Agency. CropLife Canada's submission was generally supportive of the proposed changes but highlighted the importance of harmonizing reporting timeframes.

New substances notification regulations (organisms)

Since 2010, CropLife Canada has been working with key stakeholder groups from government, industry, and academia to advocate for an amendment to the New Substances Notification Regulations for Organisms (NSNR(O)) that would exempt small-scale plant pathogen field trials from notification under the *Canadian Environmental Protection Act, 1999*. In 2014, Environment Canada indicated that these amendments were going to move forward; however, regrettably we were subsequently informed that they are on hold while Environment Canada conducts further consultations.

Maximum Residue Limit (MRL) harmonization

MRLs remain an important issue impacting Canada's ability to participate in international trade. As part of the MRL Task Force, CropLife Canada continues to work closely with stakeholders in the agricultural value chain to address the issues surrounding MRLs and international trade, advocate for the international harmonization of MRLs and explore inventive ways of establishing MRLs in a timely manner to ensure Canadian growers have access to key export markets.



Gearing up for post-patent plant biotechnology

As the first products of plant biotechnology begin to reach the end of their patent protection period, a joint post-patent working group has been established. Working with the Canadian Seed Trade Association, CropLife Canada will develop strategies for maintaining market access for Canadian products, maintaining confidence in the Canadian regulatory system and supporting sustainable production practices for existing post-patent traits and future related traits.

Continuing to advocate for a Low Level Presence policy (LLP)

CropLife Canada continues to advocate for a Canadian LLP policy for GM material in grain shipments. Alongside industry stakeholders, we have worked with Agriculture and Agri-Food Canada to help finalize key policy elements, including establishing a realistic compliance threshold level. Once completed, the policy will be used to help advocate for other countries to adopt similar LLP policies that ultimately will facilitate global grain exports, including Canadian, when and where genetically modified material may be present in the shipments.

Lending our voice

In the past year, CropLife Canada has been asked to speak at a number of committees, including the Senate Standing Committee on Agriculture and Forestry as it explored global market access, the House of Commons Standing Committee on Agriculture and Agri-Food regarding to bill C-18, the Agricultural Growth Act, and its Standing Committee on Health as part of the committee's statutory review of the *Pest Control Products Act*.



Advancing sustainability and stewardship

As the various sustainability and stewardship initiatives we have undertaken in the past year demonstrate, our commitment to doing what's right for the environment remains firm.

Examining Prince Edward Island streams

In 2014 CropLife Canada commissioned a study of P.E.I.'s Barclay Brook to measure key factors that may affect fish during the growing season, including temperature, oxygen levels, pH, ammonia and pesticide levels. Preliminary results from that study demonstrated that many of these factors fluctuate throughout the year but all were shown to be at expected values. P.E.I.'s environment and agriculture departments were highly supportive of this project, as were growers and local stakeholders. CropLife Canada's board of directors has approved the continuation of the study, with the addition of a new location, for one additional year.

Supporting CleanFARMS' seed bag pilot program

Once again CropLife Canada sponsored the Empty Seed and Pesticide Bag collection pilot program of our sister organization, CleanFARMS.

Operating out of Atlantic Canada, Ontario and Quebec, CleanFARMS offered farmers an environmentally responsible option for disposing of their empty seed and pesticide bags. Since the program began in 2006, more than 436,000 empty seed and pesticide bags have been returned and converted into energy.

Exploring ways to fight resistance

In order to enhance product longevity and promote environmental sustainability, CropLife Canada established a new Resistance Management Committee in early 2015. The committee was tasked with developing industry approaches to help minimize the development of resistance in weeds, insects and diseases to plant science innovations in both the chemistry and plant biotechnology spheres.

Training and education

CropLife Canada remains committed to ensuring the products our members develop are safely used and stored. As part of that commitment we offer a number of training and certification programs.

These include the Compliance Management for Confined Field Trials for plants with novel traits course (offered in partnership with the University of Saskatchewan), on-farm sprayer calibration and sprayer application training programs and continuing education through CropLife Canada's Certified Crop Science Consultant program, which is mandatory for all CropLife member company staff who provide product and technical use recommendations.

In 2014–2015, 1,392 warehouses were certified by the Agrichemical Warehousing Standards Association (AWSA), which manages the industry's warehousing auditing program. Third-party auditors ensure products are safely stored and handled.

In partnership with the Canadian Fertilizer Institute's Fertilizer Safety and Security Council, AWSA also delivered the Ammonia Code of Practice audits to 422 locations across Canada.

In 2014, AWSA conducted 263 on-farm audits in Quebec, Ontario and Manitoba on behalf of CropLife Canada and its member companies. These audits monitor corn growers' adherence to refuge requirements and help facilitate responsible use of Bt technology.

Accredited seed treatment operation standards

CropLife Canada, in partnership with a multi-stakeholder committee, continued the implementation of the Accredited Seed Treatment Standards. These standards are designed to formalize environmental health and safety practices for the storage and handling of designated seed treatments. An initial version of the standards was released in August 2014, followed by 489 pre-audits in 2015. The standards are anticipated to be fully implemented in 2017.

Increasing seed treatment keg container stewardship

CropLife Canada and its members, in collaboration with PMRA, developed industry guidelines to improve the clarity of label directions, support the proper use and stewardship of seed treatment products and ensure industry compliance with regulatory requirements for the use, handling and labeling of seed treatment products in keg containers.

CleanFARMS – 2014 by the numbers



1,729,848 KG
EMPTY CONTAINERS RETURNED

EMPTY PESTICIDE AND FERTILIZER CONTAINER RECYCLING PROGRAM

1,729,848 kg of < 23 litre empty pesticide and fertilizer containers were returned to collection sites from coast to coast for recycling.



223,831 KG
OBSOLETE PESTICIDES COLLECTED

OBSOLETE PESTICIDE AND LIVESTOCK MEDICATION COLLECTION PROGRAM

CleanFARMS collected and safely disposed of 223,831 kg of obsolete pesticides and 5,051 kg of obsolete livestock medication within British Columbia, Saskatchewan, Quebec and Prince Edward Island.



197,000
EMPTY SEED AND PESTICIDE BAGS

EMPTY SEED AND PESTICIDE COLLECTION PROGRAM

Operating in southwestern Ontario and the Montérégie region of Quebec, as well as Atlantic Canada, CleanFARMS collected and recycled a total of 197,000 empty seed and pesticide bags in 2014.



Working with others



GrowCanada conference 2014

More than 530 delegates attended the 2014 GrowCanada Conference in Ottawa, Ontario – our highest attendance yet. Under the theme, *Optimism and opportunities*, delegates took part in engaging sessions including a panel that explored the challenges and opportunities of educating consumers, an overview of the McDonald's Our Food, Your Questions and the GMO Answers campaigns. Delegates also engaged in a pundits' panel that addressed how the agriculture industry can elevate its topics in the political discussion.

The GrowCanada partnership continued to grow this year. With the addition of Soy Canada and the Barley Council of Canada, this informal coalition of stakeholders from across the value chain is up to 16 members.

Spring Dialogue Days

CropLife Canada's Spring Dialogue Days event continues to provide industry, stakeholders and key government officials with an opportunity to discuss a broad range of agriculture topics. In 2015, more than 170 delegates heard from high level speakers like the Hon. Ed Fast, Minister of International Trade, Andrea Lyon, deputy minister of Agriculture and Agri-Food Canada, Simon Kennedy, deputy minister of Health Canada and Paul Mayers, vice-president, Policy and Programs Branch, CFIA. Delegates also heard from Richard Aucoin, executive director, PMRA and Neal Carter, founder and president of Okanagan Specialty Fruits, who spoke to attendees about his experience with the Arctic Apple's approval process.

Honey bee health

CropLife Canada participated in Agriculture and Agri-Food Canada's (AAFC) Bee Health Roundtable, as well as the U.S.-based Honey Bee Health Coalition alongside a broad range of industry stakeholders from across the value chain. Both working groups share a similar mandate to identify priority issues and help maintain a healthy pollinator population in Canada and the United States.

CropLife Canada and several of its member companies are also providing partnership funding on a Canadian bee health project that will provide baseline levels of pest and disease levels in hives across Canada.





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