



LEADING THROUGH CHANGE

annual report 2018–2019





WINFIELD
UNITED

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PRESIDENT'S LETTER

Challenge and change have dominated agriculture over the past year. Our member company structures have shifted, global trade issues have impacted Canadian farmers, and weather has devastated crops. There has been uncertainty and difficulty at many turns.

But success and strength have shone through the difficulties. Our industry's resilience and ability to persevere has been more evident than ever before as we remain dedicated to providing essential tools to Canadian farmers to grow healthy crops for Canadians and the world.

Our team has worked tirelessly to continue advocating for a supportive, science-based regulatory environment for our members' products. Our collaborative approach of partnering with stakeholders has built support for regulatory clarity for plant breeding innovations and pesticides.

I'm pleased to report the federal government's Economic Strategy Tables and fall economic statement reflect the priorities of the plant science industry. I am proud of my team and the contributions of our members to enshrine the value of plant science innovations and the need for regulatory modernization in these reports. We have been busy using the momentum of these documents to meet with senior government officials to emphasize how regulatory agencies can streamline regulations and enable a competitive and innovative sector while continuing to protect Canadians and our precious environment.

As part of our commitment to being leaders in lifecycle stewardship for plant science innovations, we launched a bilingual suite of resistance management resources through our *Manage Resistance Now* project. This collection of best management practices, case studies, and a specialist designation for Certified Crop Advisors provides farmers with practical information to proactively minimize the growing problem of resistance development on their farms.

We are continuously investing in building partnerships to help spread awareness, understanding, and acceptance of the benefits of plant science innovations for Canadian farmers and consumers. Our work with food influencers such as dietitians continued, allowing us to amplify our messages through trusted sources.

Real Farm Lives launched this year to bring stories of the farm to the Canadian public. This project is the first of its kind for CropLife Canada, and creating a large reality web series for the public was an entirely new tactic for us. The series has been exceptionally well-received, with impressive metrics showing the campaign has reached far and wide.

We also finalized CropLife Canada's new strategic plan to guide our work going forward in 2019–2022. I look forward to sharing our accomplishments under our refreshed goals and objectives with you next year.

This past year shows me the plant science industry is stronger than ever in Canada. I am proud to lead CropLife Canada's staff in championing the plant science industry and supporting our members through times of trial and triumph.

Thank you for your support in leading the plant science industry through change.

Sincerely,



Pierre Petelle

President and CEO, CropLife Canada

ADVOCATING

for legislation, regulation and policies that encourage industry innovation and competitiveness

One of CropLife Canada's key priorities is advocating for a science-based regulatory environment to support innovation and the development of safe, effective products in the plant science industry. In pursuit of these goals, CropLife Canada continuously emphasizes the importance of transparent, timely, evidence-based regulatory systems.



Speaking out on behalf of our industry

This past year, CropLife Canada presented to a number of House of Commons and Senate parliamentary committees. Our testimonies were quoted in some of the reports and reflected in the recommendations which came from the committees. At these appearances we were able to testify about value-added opportunities in agriculture, the need to modernize the regulatory system, and support the *Budget Implementation Act*. CropLife Canada has advocated for years to change the provision in the *Pest Control Products Act* that forced systematic special reviews in response to pesticide bans in Organisation for Economic Co-operation and Development (OECD) countries. The government corrected this situation through the *Budget Implementation Act*, which made precise modifications to the *Pest Control Products Act* to allow flexibility for when special reviews are initiated in response to pesticide bans in OECD countries. Without this flexibility, PMRA's resources would have become further strained because the majority of OECD countries are part of the European Union, and implementation of the EU's hazard-based approach would have resulted in a tsunami of special reviews.

CropLife Canada was an active participant throughout the federal government's Agri-Food Economic Strategy Table creation process, collaborating with other stakeholders to provide key details and examples of the need for regulatory modernization. The table report recommends reforming the regulatory system, and says the current system is holding back the agri-food sector.

The Treasury Board Secretariat published a targeted regulatory review on agri-food and aquaculture, laying out a regulatory modernization plan in support of innovation and economic growth. The plan was heavily influenced by the priorities of the Agri-Food Economic Strategy Table and includes input provided by CropLife Canada during the supporting consultation process, such as specific recognition for plant science innovations and a commitment to improve the regulatory system for both pesticides and plant breeding innovations. CropLife Canada held several meetings with senior government officials to maintain support for the roadmaps.

“CropLife Canada has been advocating for regulatory clarity for plant breeding innovations and operational efficiencies at the Canadian Food Inspection Agency (CFIA) and Health Canada over the past few years.”

In order to elevate the profile of domestic and international agriculture issues, CropLife Canada collaborated with the Canadian Chamber of Commerce. Through this partnership, we identified key areas of concern for both plant breeding innovation and crop protection under the Comprehensive Economic and Trade Agreement (CETA). The chamber report titled *CETA Issue in Focus: Opening Opportunities for the Canadian Crop Sector* was published.

Modernizing the oversight of plant breeding innovations

Through the *Driving the Canadian Advantage* recommendations, CropLife Canada has been advocating for regulatory clarity for plant breeding innovations and operational efficiencies at the Canadian Food Inspection Agency (CFIA) and Health Canada over the past few years.

In order to progress on this front, CropLife Canada has built alliances with stakeholder partners and encouraged them to support ambitious regulatory goals.

This group met with high-level government officials, including deputy ministers and other senior officials, to discuss how to move forward with the regulatory program modernization the minister of agriculture

had committed to. The level of federal recognition and collaboration is a major milestone for this topic.

This coordinated outreach resulted in an industry/government technical working group which provided a forum for CropLife Canada to suggest alternative regulatory models and user tools for discussion. These suggestions included revised guidance documents to help developers determine if products will be subject to pre-market safety assessment, and developing a tiered pre-market safety assessment framework so familiar products do not require the same quantity of data in order to receive authorization, thereby lowering the cost of innovation in Canada.

Pesticide re-evaluation process reform

CropLife Canada continues to advocate for new approaches for re-evaluations and to advance the science used for regulatory decisions on pesticides.

One change we advocated for is for stakeholders and PMRA to have opportunities to exchange information throughout the re-evaluation process, rather than after a proposed decision has been published for public comment. This would ensure decisions are based on all available information and Canadian farmers are not unnecessarily losing access to important tools.

CropLife Canada hosted two re-evaluation seminars with PMRA and member company technical experts to collaboratively explore improvements to the process. PMRA then sought input from other stakeholders and the Pest Management Advisory Council (PMAC) regarding re-evaluation process reform, and included CropLife Canada's suggestions from the seminars in the options presented.

CropLife Canada held meetings with the minister of health, the deputy minister of health, PMRA executive director, and the assistant deputy minister of Agriculture and Agri-Food Canada (AAFC) to discuss changes in policies and procedures surrounding re-evaluation.

Defending pesticides

Glyphosate came under intense scrutiny in the past year. Health Canada was unequivocal in its defense of glyphosate in its response to notices of objection,

strongly supporting the existing safety record and defending the regulatory process used to evaluate the pesticide. The strong, clear statements of support for glyphosate can be viewed as a response to tireless efforts of CropLife Canada and the plant science industry to encourage Health Canada to speak up and defend Canada's regulatory system and decisions. PMRA's strong statement has been used extensively both in Canada and throughout the world as a definitive statement on the safety of glyphosate.

A number of court cases in California claiming glyphosate caused cancer resulted in significant media coverage. CropLife Canada continued to stand up for the safety of glyphosate by correcting misinformation in the media. Staff met with New Brunswick government officials to share science-based information about glyphosate amid discussions of municipal bans in the province. We provided a number of outreach materials to our members and stakeholders, including those in the forestry sector, to ensure the plant science industry had up-to-date information and spoke with a unified voice on the value and safety of glyphosate.

Pesticides in water continues to be preoccupation for our industry. However, the lack of accurate data with proper interpretation is lacking and often leads to overly conservative assumptions and misinterpretations. A CropLife Canada working group began to proactively explore the requirements for a national surface water monitoring study in order to avoid unnecessarily restrictive regulatory decisions due to limited monitoring data. How the water monitoring data that has been generated by registrants and other stakeholders will be used in PMRA's final special review decisions for neonicotinoid pesticides related to aquatic insects will be a key milestone.

Bee health

We continued to participate in AAFC's Bee Health Roundtable and the Honeybee Health Coalition in the United States.



CropLife Canada led a collaboration between industry and government to develop common understanding of rate selection for co-formulated, pre-packaged fungicide products. To address PMRA's concerns about the development of resistance, we submitted a white paper on the rationale for co-formulations. When finalized, PMRA will use this document to inform its evaluations of co-formulated products. The document will also be used by members as guidance in developing co-formulation submissions.

Provincial advocacy

CropLife Canada continued to engage on issues related to provincial policy and regulations through building and strengthening relationships with stakeholders, elected and non-elected provincial officials.

In Ontario, our team worked with stakeholders on a joint submission to reform Ontario's pesticide regulations to unwind the burdensome and politically-driven regulations on treated seed and to eliminate the Ontario Pesticides Advisory Council (OPAC)—which had become an unnecessary and burdensome step. The recommendations are in line with the Ontario government's red tape reduction initiative, and maintaining Canada's science-based, world recognized pesticide regulations.

In Quebec, CropLife Canada successfully advocated to become a member of the consultative committee organized to advise on the implementation of new provincial pesticide rules. We also worked with ministry officials and l'Ordre des agronomes du Quebec to correct an oversight to ensure pesticides will still be approved for use in research projects. When the idea of a parliamentary committee on pesticides was suggested by some of our agriculture stakeholders, we strongly advised against supporting such a recommendation. Unfortunately, a committee was formed after the Union de Producteurs Agricole (UPA), David Suzuki Foundation and Equiterre jointly requested it.

Urban pesticides

CropLife Canada continued to ardently support and defend non-agricultural pesticide use. Last year, we refreshed our approach to defending these tools, in part, by commissioning a third-party report to quantify the benefits of non-ag pesticides. This report, titled *Benefits of non-agricultural pesticides in Canada*, was published and guided our outreach and advocacy efforts.

CropLife Canada's submission to the government of Ontario's red tape reduction initiative requested the urban pesticide ban be lifted and the definition of "cosmetic pesticides" be removed from the *Pesticides Act*. This was followed by meetings with Ontario ministers of agriculture, environment, economic development and red tape reduction to support lifting the ban on urban pesticides.

In Calgary, we supported the science-based decision-making process outlined in the city's pest management policy, and advocated against the use of terminology such as "cosmetic pesticides."

In addition, CropLife Canada created an urban/non-ag committee with Fertilizer Canada to provide a forum for prioritizing and advancing work on issues impacting these products.

International advocacy

While CropLife Canada's advocacy work primarily focuses on domestic issues, international regulations and decisions can also greatly impact the Canadian plant science industry.

For example, missing and misaligned maximum residue levels (MRLs) impact what products growers can use in Canada and still access export markets. CropLife Canada participated in a missing MRL workshop in San Francisco to follow up on last year's workshop in Geneva, bringing industry together with

like-minded government experts, growers, and traders to align and coordinate their respective efforts to have importing countries defer to Codex or the exporting country's MRLs when import tolerance has not been established for crop protection products.

CropLife Canada participated in CropLife International's trade task force and CropLife America's trade team, contributing significantly to strategy development and advocacy materials to continue to accelerate Codex's process to establish MRLs and to secure risk-based import-tolerance policies in China and the EU.

As part of these strategies, CropLife Canada participated in an AAFC-led ministerial trade mission to China and secured meetings with high-level pesticide authorities to underline the value of adhering to international standards in the development of China's new import tolerance regulations.

CropLife Canada also continues to advocate for a predictable and timely Chinese regulatory process for the approval of plant biotech events intended for export to China for food and feed purposes. The Chinese approval system for plant biotechnology products remains unpredictable and slow, which delays product launches in Canada due to the potential low level presence of biotech grain in Canadian exports. During the minister of agriculture's trade mission to China, CropLife Canada organized a biotech dialogue meeting with Chinese officials and stakeholders in partnership with CropLife China. These outreach activities, delivered in coordination with CropLife International and alongside like-minded countries, resulted in the long-awaited approval of two Canadian products.

Additionally, CropLife Canada was part of the official Canadian government delegation to the Codex committee on pesticide residues, resulting in drafting terms of reference for the joint meeting on pesticide residues and participating in a parallel review to explore process efficiencies that could result in timelier establishment of international MRLs by Codex.

CropLife Canada participated in AAFC's MRL working group which is implementing a strategy for the Canadian government and industry to engage

European Union decision makers to advocate for a risk-based import-tolerance-setting process to avoid trade disruptions for active ingredients cancelled for use in the EU. The longer-term focus for this group is to continue to oppose the EU's hazard-based approach to regulatory decisions which impact trade. A highlight of our joint advocacy in Europe was when over 100 countries formally expressed objections to the EU's hazard-based approach at the World Trade Organization Goods Council.

CropLife Canada was part of the official Canadian government delegation to the United Nations Convention on Biological Diversity and contributed to drafting the Canadian positions on the Cartagena Protocol on Biosafety. The protocol seeks to protect biological diversity from the potential risks posed by products of modern biotechnology, and can have major impacts on global trade and innovation, as well as influence the regulatory systems in Canadian export markets.

CropLife Canada attended OECD working group meetings, which are influential for setting global regulation standards for products of biotechnology. CropLife Canada, in close cooperation with CropLife International to ensure alignment with global regulatory priorities, advocated for science-based positions with the Canadian government representatives to align with industry standards.

A few of the other federal consultations CropLife Canada participated in included:

- › Revision to PMRA Agreement for Data Protection
- › Proposed removal of PMRA minor use liability statement
- › PMRA updates to structural pest control product labels
- › Participated in AAFC's environmental monitoring working group

ADVANCING SUSTAINABILITY AND STEWARDSHIP



Resistance management

CropLife Canada is committed to enhancing our industry's reputation as responsible, proactive stewards of our technologies and to supporting our stakeholders in addressing issues impacting the broader agricultural community.

Manage Resistance Now launched in fall 2018 to address the growing challenge of weed, insect, and disease resistance across Canada. The bilingual

website provides reliable information on the topic and demonstrates CropLife Canada members are proactively addressing the issue of resistance. The herbicide and fungicide resources include best management practices, case studies, and a video series in partnership with RealAgriculture. The project also supported the development of a resistance management specialist designation for Certified Crop Advisors (CCAs) in Ontario, and 16 CCAs passed the inaugural exam.

In collaboration with the Canadian Corn Pest Coalition, CropLife Canada developed mitigation recommendations for European corn borer resistance to genetically modified corn. Media covering this issue used these recommendations as their primary resource.

In response to point source contamination issues from some greenhouse operations, CropLife Canada was the catalyst for a grower-led protected agriculture stewardship initiative to collaboratively identify and mitigate environmental risks and potential regulatory action from PMRA. National standards were drafted, with the expectation of testing in summer 2019 to finalize standards for implementation in 2020.

Environment, health, safety

CropLife Canada administers the Agrichemical Warehousing Standards Association (AWSA) on behalf of industry to manage the industry's warehouse auditing program and ensure safe handling and storage of our members' products. Updated standards to reflect industry best practice and regulatory requirements came into effect this year for all AWSA audits.

The Accredited Seed Treatment Operation Standards ensure standardized environmental, health and safety practices nationally for commercial seed treatment sites. The standards include a no-ship policy to ensure only designated seed treatment products go to commercial seed treatment facilities that have passed audit for industry requirements. There are 413 commercial seed treatment operations certified nationally, representing 100 per cent compliance.

CropLife Canada participates on the steering committee of the Canadian Wetlands Roundtable, a multi-stakeholder partnership of conservation and resource sector organizations committed to advancing the sustainability, health and responsible management of Canada's wetlands.

cleanfarms numbers

Canada's plant science industry has been taking responsibility for the stewardship of its products for over 30 years. Originally a part of CropLife Canada's programming, the empty pesticide container recycling and obsolete pesticide disposal programs eventually

cleanfarms

in 2018



181,362 kg

of unwanted and old pesticides collected



365,792

kg of empty seed,
pesticide and
fertilizer bags
returned

5,777,030

pesticide and fertilizer
containers returned



became so successful that the programs were spun off into an organization called Cleanfarms. In 2018, Cleanfarms collected:

- 5,777,030 pesticide and fertilizer containers returned
- 365,792 kg of empty seed, pesticide and fertilizer bags returned
- 181,362 kg of unwanted and old pesticides collected

TALKING ABOUT OUR TECHNOLOGIES



Real Farm Lives

As part of CropLife Canada's ongoing work to increase public understanding of why farmers use plant science technologies, we embarked on a campaign to share the story of modern agriculture.

In its first year, *Real Farm Lives* delivered a six-episode documentary web series exploring the various

challenges farmers face and the realities of modern farming through the eyes of three farming families in Saskatchewan and Ontario. The goal is to provide a brief connection between urban families and their farming counterparts in order to help them better understand agriculture and alleviate their potential concerns.



**REAL FARM
LIVES**

The first year of the project resulted in



763,000

video views



50,000

website views



131

media
stories

and over

93 million

impressions through paid
and earned media.



Working with food influencers

CropLife Canada continues to build relationships with influencers in the food space to establish a network of informed and influential professionals.

Registered dietitians are the leaders in science-based food information and have been an important audience for CropLife Canada for the past few years. We joined nearly 700 dietitians at the Dietitians of Canada national conference to answer questions about plant science technologies.

CropLife Canada sponsored the Nutrition Resource Centre conference for approximately 200 health professionals, with many clinical dietitians in attendance. CropLife Canada shared our cookbook and information about the safety and benefits of plant science technologies.

CropLife Canada built on the success of 2018's first dietitian tour of research facilities at Research Triangle Park in North Carolina by bringing a new group of 12 dietitians and four partner organization representatives to experience plant science technology research and development first hand. This tour built strong relationships with new dietitians and enhanced relationships with groups like Farm and Food Care, Canola Eat Well, and Farm Credit Canada by equipping the ag industry with messaging about plant science technologies.

As an offshoot of our work with dietitians, CropLife Canada has begun exploring outreach to fitness professionals. Our first endeavor saw us partner with a dietitian to have content about our technologies placed in the newsletter for the national body certifying fitness professionals.

CropLife Canada attended an Environment and Climate Change Canada workshop on reducing food loss and waste in Canada with a hundred food waste experts. CropLife Canada shared how plant science innovations help reduce food waste on the farm, during transportation, and at the consumer level.

“We joined nearly 700 dietitians at the Dietitians of Canada national conference to answer questions about plant science technologies.”

Farm tour sponsorships

Sharing our stories with people from a broad range of backgrounds is one of the ways CropLife Canada builds confidence in the plant science industry. To reach individuals with varying experience and careers related to food and agriculture, CropLife Canada sponsors Farm & Food Care farm tours. CropLife Canada provided information and answered questions about plant science technologies to food influencers, nutrition students, and dietitians in Toronto, Ottawa, and Saskatoon.

Confident Conversations

The Confident Conversations program continues to be a popular training session to help plant science industry employees have positive interactions about our technologies. CropLife Canada held sessions across Canada for member company employees and stakeholder groups to bolster confidence in talking about plant science technologies.

Website search engine optimization

The CropLife Canada website is a valuable resource. In order to optimize the site, CropLife Canada began a search engine optimization campaign to boost search rankings and broaden our reach online. As a result, web speed has improved, organic search impressions have increased by 345 per cent, search clicks have increased by 168 per cent, and rankings on Google have improved.

Social media

CropLife Canada uses social media to share benefits messages about the plant science industry. To ensure our accounts are reaching new and existing audiences effectively, CropLife Canada commissioned an audit of our accounts. The audit showed our accounts are top performers in the industry, with high quality, professional content.

This year, we ran promoted campaigns to highlight the role of plant science technologies in producing safe and affordable food in conjunction with Nutrition Month, highlighted the importance of pesticides in protecting natural habitations in conjunction with World Wetlands Day, and ran an urban pesticides campaign.

In the news

CropLife Canada is proud to be a trusted source of information for the media. Our goal is to set the record straight by providing science-based information about plant science technologies, and highlight the benefits provided by these technologies.

This year, we participated in dozens of interviews on topics ranging from pesticides in water to re-evaluation decisions on neonicotinoids.

We proactively worked with a registered dietitian to prepare for media coverage of the Dirty Dozen list, and coordinated interviews with Global News, Today's Parent, and Chatelaine magazine.

Academic outreach

CropLife Canada connected with students and academics to share information about the regulatory process for plant science technologies to Algonquin College regulatory affairs students. CropLife Canada also spoke to students in the food and nutrition program at Brescia College about plant science innovations. As a result of ongoing engagements from agriculture industry, Brescia College food and nutrition program will offer a class in agriculture and food systems beginning in 2019.

“As a result, web speed has improved, organic search impressions have increased by 345 per cent, search clicks have increased by 168 per cent, and rankings on Google have improved.”

WORKING WITH OTHERS



Seed Synergy collaboration project

CropLife Canada continues to partner with the five other Canadian seed-related trade associations to develop an industry-led, government-enabled next generation seed system in Canada.

The Seed Synergy partnership published a white paper following last year's green paper to deliver specific policy positions on the key elements of the initiative, including attracting investments, fostering

innovation, and delivering new and tailored seed traits efficiently.

CropLife Canada fully supports the five seed-focused organizations amalgamating into one to represent the Canadian seed industry. CropLife Canada has an oversight role during the planning process, and will provide clarity on the roles and responsibilities between the seed organization and ours once created.



GrowCanada conference 2018

The GrowCanada conference welcomed 500 delegates to Ottawa, including member employees, farmers, and food influencers. The theme *Ready for the next revolution* explored Canada's potential to take a lead role in the next agricultural revolution. Conference speakers included experts on Canada's role in trade, the potential and barriers for innovation, and the future of infrastructure in agriculture.

Spring Dialogue Days

CropLife Canada's annual Spring Dialogue Days event connects industry staff, government officials, and stakeholders to discuss key agriculture topics. This year's event brought nearly 200 delegates to the Ottawa-based meetings.

Staff from AAFC, CFIA, and PMRA participated in interface meetings, providing CropLife Canada members the opportunity to hear from and engage with government regulators.

CropLife Canada member company representatives held meetings with government and opposition members of Parliament and key political staff as part of the annual Cultivate Your MP lobby day.

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Board of directors

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Todd Moffatt

Richardson International

Jeff Reid

SeCan

Karen Stephenson

Scotts Canada Limited

Jonathan Sweat

BASF Canada

** Resigned March 2019.*

Staff

Ian Affleck

*Vice-president,
plant biotechnology*
613-230-9881 ext. 3227
afflecki@croplife.ca

Jillian Bender

Communications manager
613-230-9881 ext. 3228
benderj@croplife.ca

Linda Burgstaller

*Receptionist and
administrative assistant*
613-230-9881 ext. 3221
burgstallerl@croplife.ca

Jennifer Hubert

Director, plant biotechnology
613-230-9881 ext. 3258
hubertj@croplife.ca

Russel Hurst

*Vice-president, sustainability
and stewardship*
Manager, AWSA
416-471-8100
hurstr@croplife.ca

Joanne LeBlanc

Controller
613-230-9881 ext. 3255
leblancj@croplife.ca

Luis Luque

*Science and regulatory
affairs officer*
613-230-9881 ext. 3231
luquel@croplife.ca

Hillary Lutes

Communications officer
613-230-9881 ext. 3229
lutesh@croplife.ca

Erin O'Hara

Communications manager
613-230-9881 ext. 3223
oharae@croplife.ca

Darell M. Pack

*Director, provincial regulatory
affairs and stakeholder relations*
613-230-9881 ext. 3257
packd@croplife.ca

Pierre Petelle

President and CEO
613-230-9881 ext. 3222
petellep@croplife.ca

Dennis Prouse

*Vice-president,
government affairs*
613-230-9881 ext. 3226
proused@croplife.ca

Alan Schlachter

Vice-president, chemistry
613-230-9881 ext. 3225
[schlachtera@croplife.ca](mailto:schlachter@croplife.ca)

Nadine Sisk

*Vice-president,
communications
and member services*
613-230-9881 ext. 3224
siskn@croplife.ca

Danielle Soulard

*Science and regulatory
affairs officer*
613-230-9881 ext. 3256
soulardd@croplife.ca

Terri Stewart

*Director, science
and regulatory
affairs, chemistry*
613-230-9881 ext. 3230
stewartt@croplife.ca

Maria Trainer*

*Managing director,
science and regulatory
affairs, chemistry*

Silvana Waddington

*Administrative assistant
and accounts payable clerk*
613-230-9881 ext. 3232
waddingtons@croplife.ca

Charlene Wilson-MacLennan

*Executive assistant
and office administrator*
613-230-9881 ext. 3301
maclennanc@croplife.ca

* Resigned March 2019.



www.croplife.ca

Ottawa

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