




Adapting the voice of the plant science industry

Annual report
2019–2020




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President's letter

The Canadian plant science industry is very familiar with adaptation: from managing change and overcoming challenges, our industry works hard to succeed in any circumstance. From shifting regulatory challenges, to global trade issues, and the evolving agriculture association landscape, there has been a lot to adapt to over the past year.

In the latter part of our fiscal year, the COVID-19 pandemic touched all Canadians, and our industry has not been immune. During this uncertain time, the CropLife Canada team was able to pivot to virtual work on behalf of our membership. We joined forces with our partners to ensure supply lines remained open for farmers to access the supplies they needed to plant and protect their crops.

Throughout it all, the CropLife Canada team worked diligently to be a strong, steady, and reliable voice for the plant science industry.

In order to ensure we stay focused on those areas that mean the most to our members, CropLife Canada began implementing a new three-year strategic plan this year.

We started the year with refreshed values and a mission to enable the plant science industry to advance sustainability and competitiveness through acceptance of its technologies in both the Canadian and international marketplaces. Our vision is to see plant science solutions recognized as an integral part of sustainable agriculture, food production, economic growth and healthy communities.

One thing we heard from our members during the strategic planning process was “the need for CropLife Canada’s leadership has never been greater.” Our members also told us we are the trusted, unified voice of Canada’s plant science industry. To me, this encapsulates the duty our team has to work tirelessly to advocate for innovation, competitiveness, and sustainability on behalf of our member companies, the farmers who rely on our technologies, and the industry overall.

Our team has persistently pursued our goal of a supportive, science-based regulatory environment for our members’ products through collaboration with stakeholders and building support for modernized regulatory approaches for plant breeding innovations and pesticides. Many of our policy priorities advanced significantly this past year and we look forward to more breakthroughs this year.

We were thrilled with the success of *Real Farm Lives* when it launched in 2018. This year we premiered season two with great success, bringing more stories of Canadian farmers to the public.

We continued to invest in our commitment to sustainability with our *Manage Resistance Now* project. We added more resources to help farmers proactively address the issue of resistance development on their farms.

We have stayed connected with our members and agriculture partners using different approaches and our outreach to government officials shifted to on-screen appearances, allowing us to continue meaningful discussions and advocacy on behalf of the industry.

It’s a privilege to represent the Canadian plant science industry and I am proud to lead the CropLife Canada team that is guided by integrity, sound science, collaboration, respect, and leadership.

I look forward to the day when we can once again meet in person since that is one of the most rewarding aspects of this industry. Thank you for your support as we adapt the voice for the plant science industry.

Sincerely,



Pierre Petelle

President and CEO, CropLife Canada

Advocate for innovation, competitiveness and sustainability

Modernizing the oversight of plant breeding innovations

CropLife Canada has been advocating for regulatory clarity for plant breeding innovations, including gene editing, and operational efficiencies at the Canadian Food Inspection Agency (CFIA) and Health Canada over the past six years, through the *Driving the Canadian Advantage* recommendations. This work continued this year, with a strong coalition between CropLife Canada, the Canada Grains Council and the Canadian Seed Trade Association (CSTA). Additional partners, such as Protein Industries Canada, joined CropLife Canada in petitioning the federal government to address current regulatory challenges.

CropLife Canada's advocacy efforts secured the creation of an industry and assistant deputy minister-level task force on plant breeding innovations focused on resolving the issue. Under the guidance of this group CFIA and Health Canada are expected to consult on new program delivery models in early 2021.



CropLife Canada has been advocating for regulatory clarity for plant breeding innovations, including gene editing, and operational efficiencies...

Pesticide re-evaluation process reform is on the right track

The Pest Management Regulatory Agency (PMRA) re-evaluation process reform, now known as program renewal, continues to be a high priority for CropLife Canada. The current process and approach are resulting in the loss of uses that might otherwise be retained if risks of regulatory concern were identified and discussed with stakeholders prior to proposed decisions being published.

CropLife Canada collaborated with Health Canada significantly, including a meeting with Health Canada's deputy minister and meetings with minister's office officials, to present CropLife Canada positions on re-evaluation process improvement and the urgency of this work.

The Pest Management Advisory Council (PMAC) recommendations supported PMRA's proposed reform concept to add two-way dialogue with stakeholders at key points in the evaluation, with the acknowledgement that significant detail remains to be discussed. PMAC was also in favour of additional funding for the program.

A multi-stakeholder letter to the federal health and finance ministers asking for additional funding to support PMRA's re-evaluation program and a national water monitoring program was submitted as stakeholder input into the 2021 budget process.

A CropLife Canada-hosted workshop suggested refinements to PMRA's proposed process, focusing on ensuring a continued science-based approach based on risk, earlier identification of areas requiring data requirements, and earlier communication of potential risks or areas of interest.

Protecting modern agriculture tools

CropLife Canada created and is now implementing a glyphosate engagement strategy as a case study to increase understanding of the benefits of sustainable modern farming tools in Canada, and maintain the strength and integrity of Canada's science and risk-based approach to regulations.

In New Brunswick, CropLife Canada met with the premier's office, ministers, and members of the legislative assembly to defend science-based regulations for glyphosate and held multiple stakeholder meetings to align messaging.

CropLife Canada defends industry in federal court

In response to one of PMRA's 2019 final pollinator re-evaluation decisions, Ecojustice (representing Friends of the Earth Canada, the David Suzuki Foundation, Équiterre, and the Wilderness Committee), challenged PMRA's authority to set timelines for implementing label amendments following re-evaluations or special reviews. This resulted in a judicial review of PMRA's two-year phase in period for label amendments. CropLife Canada applied for, and was granted, intervenor status on the review. During the hearings we used our status to provide context about the broader implications of demanding immediate implementation of label changes, including withdrawal of some uses in these decisions, and the effect such a ruling would have on innovation investment.

The federal court confirmed PMRA's interpretation of authority to grant phase-in periods for label amendments, and in doing so, granted a significant win for pragmatism in pesticide regulation in Canada, and a significant loss for activist-led anti-pesticide legal action.

Correcting the record of the Quebec National Assembly committee on agriculture, fisheries, energy and natural resources

The Quebec National Assembly committee on agriculture, fisheries, energy and natural resources (CAPERN) conducted a study on the impacts of pesticides on public health and the environment. CropLife Canada was excluded as a witness, despite making a submission ahead of this study and meetings with the Quebec Ministry of Agriculture, Fisheries and Food (MAPAQ) and Ministry of Environment and Fight Against Climate Change (MELCC) ministers' staff in Quebec. Only Quebec-based witnesses were invited to appear before the committee. CropLife Canada provided a supplementary written submission to the committee to address a number of unsubstantiated claims made by witnesses.

CropLife Canada coordinated media outreach up to and during the commission hearings to highlight the need for industry to be given the opportunity to speak to the commission, and to highlight the benefits and safety of pesticides. We were quoted in various articles and radio and television interviews, and had an op-ed published in *Le Devoir*.

National surface water monitoring program

Robust, national water monitoring data are needed to better inform pesticide regulation in Canada. A lack of such data has resulted in overly conservative approaches from PMRA for post-market re-evaluations, resulting in cancellation of uses that should represent acceptable risks. In response to this need, the government is developing a government-run, national water monitoring program expected to be in place within three years.

We developed high-level guiding principles on the management and development of a national program and coordinated multi-stakeholder efforts urging the government to provide PMRA support for such a program. In response, PMRA agreed to meet with our members to inform the program's development.

How the water monitoring data 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 and signal next steps.

Fungicides

Last year CropLife Canada led a collaborative effort between industry and government to develop a common understanding of rate selection for co-formulated, pre-packaged fungicide products. PMRA approved of the position outlined in CropLife Canada's white paper on co-formulations, and committed to use it as a basis for internal guidance for evaluators. CropLife Canada members will also use the white paper as guidance to inform co-formulated product submissions to PMRA.

Historic achievement in Ontario pesticide regulatory reform

Eliminating the duplicity of the Ontario Pesticide Advisory Council (OPAC) has been a long-term goal for CropLife Canada as part of our work to streamline pesticide regulations in Ontario. Last year CropLife Canada met with key ministers, elected officials and staff, and provided detailed recommendations through a written submission. As a result of our efforts, amendments to Ontario's pesticide regulations were included in *Better for People, Smarter for Business Act* reflecting CropLife Canada's input. OPAC was disbanded through the implementation of Bill 132's new pesticide regulations.

A new classification system that more closely mirrors the federal system was introduced. Most new products are now automatically classified based on the federal categories, which eliminates the previous delays in product availability. The regulatory reform also substantially reduces the previous administrative burden to farmers who require neonicotinoid-treated seeds.

During the early months of the COVID-19 pandemic, CropLife Canada worked directly with ministry officials during the transition to the new regulatory structure to ensure timely product approvals.

CropLife Canada made a submission to the Ontario government pointing to the rapid transition to online pesticide sales as further rationale to lift the urban pesticide ban in the government's next red tape reduction bill. The submission also focused on ways the government could facilitate the online sale of registered pesticides.

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.

CropLife Canada works closely with the Canada Grains Council as a partner. This relationship was formalized this year with a memorandum of understanding outlining respective roles for work relating to pesticides and plant breeding innovations.

Missing and misaligned maximum residue levels (MRLs) impact what products growers can use in Canada and still access export markets. CropLife Canada participated in the NAFTA technical working group on pesticides at the U.S. Environmental Protection Agency headquarters and was successful in having topics of interest to CropLife Canada members and grower partners added to the work plan. The working group will continue under the Canada–United States–Mexico Agreement (CUSMA).

CropLife Canada has been the catalyst for ongoing industry and federal government engagement with Mexican officials and other governments to prevent Mexico's precautionary principle approach from taking root in North America.

We contributed to a draft Government of Canada/industry engagement strategy to address hazard-based MRL cutoffs in the European Union (EU), with a goal of finalization in fall 2020. We are seeking to confirm a commercially viable import tolerance policy in the EU that will facilitate trade.

CropLife Canada was part of the Canadian delegation at the United Nations Convention on Biological Diversity and represented the Canadian plant science industry at a Canadian workshop on digital sequence information. This was an excellent opportunity for CropLife Canada to participate directly in the drafting of Canadian positions and represent and advocate on behalf of the industry.

We also continue 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 by working with Canadian government officials to support like-minded country outreach to China. The Chinese approval system remains unpredictable and slow, and continues to delay new product launches in Canada, due to the potential for low level presence of biotech grain in Canadian exports. China has signaled a shift towards domestic cultivation and has begun to indicate improvement in their approval and renewal process as a result of this outreach and the recently signed United States/China trade deal.

CropLife Canada has partnered with CropLife International and domestic partners to work with the Canadian government to address overly precautionous and onerous safety evaluation processes for biotechnology in the EU through both the Comprehensive

Economic and Trade Agreement (CETA) and an existing Canada/EU biotech dialogue.

Along with industry partners, CropLife Canada worked with Agriculture and Agri-Food Canada (AAFC) to submit a response to the French government opposing a decree to classify products of in vitro mutagenesis as GMOs. Various countries raised concerns with the decree, which could have impacted trade and the launch of new products in Canada. The decree has been delayed for further study.

CropLife Canada developed submissions to multiple European Food Safety Authority consultations impacting oversight of emerging technologies including gene editing and synthetic biology, with the ultimate goal of positively influencing future regulatory oversight for these products.

Product launch stewardship

As products of gene editing enter the marketplace, value chain stakeholders require additional info to manage potential market access requests. CropLife Canada worked with the Canada Grains Council to develop potential best practices to help mitigate potential market access challenges for value chain stakeholders, while still maintaining a positive investment climate in Canada for new crops. This document will help maintain trust within the value chain and provide guidance and encourage responsible product launches for new entrants to the Canadian market.

Progress made in first year of the Canada Grains Council market acceptance policy

CropLife Canada actively participated in the steering committee to develop the Canada Grains Council-led market acceptance of pesticide use policy. The policy provides all value chain participants (registrants, retailers, growers, handlers and exporters) with a consistent approach on product use recommendations, attempting to balance the goals of maintaining

market access for commodity exports while encouraging the commercialization of crop protection products. The first crop year of implementation produced greater certainty for our members and the entire value chain as well as some challenges. The value chain recognizes the policy is a work in progress and is working to address identified issues.

Urban pesticides

An urban pesticides communications strategy was executed during peak gardening and outdoors season. CropLife Canada created a new resource, [*Urban pesticides: Handy tools for protecting green spaces*](#), to quantify the benefits of urban pesticides and proactively support decision makers in provinces with urban pesticide bans to lift restrictions. We launched a promoted Twitter campaign to share tweets about urban pesticides through CropLife Canada's account. Overall the campaign achieved more than 1.8 million impressions, more than 7,500 clicks, and more than 7,600 engagements. We wrote content for publication by Fifth Story. The stories were picked up over 380 times with the potential to reach over 53 million readers.



Twitter campaign to share information about urban pesticides.

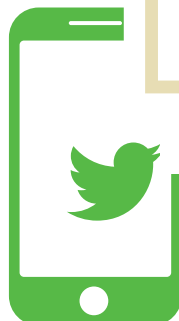
>1.8 million
impressions

>7,500
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>7,600
engagements

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readers



CropLife Canada continued working towards amending the urban pesticide ban in Ontario and Manitoba. A coalition group of CropLife Canada and provincial stakeholders sent a joint letter to the Manitoba premier urging action on the government's commitment to urban pesticides. CropLife Canada subsequently met with Manitoba's minister of conservation and climate, to press for changes to the province's pesticide act to lift the ban.

Other consultations/ public advocacy:


- **PCPA legislative review:** CropLife Canada's position is the PCPA remains fit for purpose and should not be opened for review. CropLife Canada's position was confirmed by the Pest Management Advisory Council and PMRA.
- **PMRA launched an initiative to improve label comprehension and accessibility, supported by regulatory updates and an electronic labelling tool.** CropLife Canada met with PMRA to discuss the standard template and supplied detailed comments for consideration.
- **PMRA tank mix policy:** in response to a pre-consultation discussion, CropLife Canada was successful in delaying PMRA's intention to immediately rescind the unlabelled tank mix policy due to new legal interpretation of the PCPA in 2019 and convincing PMRA to formally consult on the changes.
- **Minor use liability statement:** PMRA proposed removing the minor use third party liability statement from all labels based on a recommendation stating such statements are not under federal jurisdiction. After legal counsel and extensive discussion, PMRA agreed to CropLife Canada's proposed statement.
- **Animal testing requirements:** CropLife Canada met with PMRA to discuss U.S. EPA's reduce, replace, refine approach to animal testing and to encourage PMRA to move in the same direction, highlighting how unaligned data requirements negatively impact registrations in Canada.
- **Reporting scientific studies:** CropLife Canada is advocating to remove the requirement in the Incident Reporting Regulations to submit scientific studies to the PMRA Incident Reporting Program that contain active ingredient(s) or a formulation that is not registered in Canada to reduce administrative burden, without any increased risk to human health or the environment.
- **Consultation on inspecting confidential test data in the PMRA reading room:** as it is not uncommon for proposed decisions to vary substantially from final decisions, CropLife Canada cautioned against the proposal to expand access to confidential test data by interested parties at the proposed decision stage rather than after a final decision for post-market reviews.
- **List of formulants and contaminants of concern:** CropLife Canada suggested yearly review rather than PMRA's intention of five years to ensure the most recent science is reflected.
- **Joint CropLife Canada/Fertilizer Canada submission requesting corn gluten be removed from Municipal Hazardous or Special Waste (MHSW) criteria,** and that there be no delays in the MHSW transition program.
- **Supported Canadian Consumer and Specialty Products Association's submission to amend Ontario Pesticides Regulation** to ensure the continued availability of animal repellent products to protect plants from damage by animals.

Enhance the image and reputation of the plant science industry

Real Farm Lives

As part of CropLife Canada's work to increase public understanding of why farmers use plant science technologies, we launched [*Real Farm Lives*](#) in 2018. *Real Farm Lives* is a web-based reality series designed to broaden public confidence by showing the day-to-day life of farm families to urban families to help them better understand agriculture and alleviate their potential concerns.

In our second season we featured videos with two new farm families from Alberta and Nova Scotia, along with two new accompanying video series called *Ask a Farmer* and *Myths Debunked*.



As part of CropLife Canada's work to increase public understanding of why farmers use plant science technologies, we launched *Real Farm Lives* in 2018.

This year's paid and earned media coverage exceeded results from season one. There were more than 212,000 website visits, more than 360,000 page views, and more than nine and a half million video engagements across paid media and on the website.

The success of *Real Farm Lives* was recognized with a special commendation in the best public outreach programme category at the global Agribusiness Intelligence Crop Science Forum and Awards, and was awarded the best public relations campaign directed at the general public as well as the best of show award for public relations at the Canadian Agri-Marketing Association awards.

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.

CropLife Canada partnered with two registered dietitians to deliver a webinar for other dietitians on

addressing top misconceptions about GMOs. More than 400 dietitians registered. We also partnered with these dietitians to deliver a webinar for other dietitians to help them better understand what pesticides are, how they are regulated and how to answer common questions on hot topics like glyphosate. About 300 people either attended live or watched the recording.

We worked with two other dietitians to deliver a presentation to Sobey's in-store retail dietitians on myths and facts about food and agriculture.

CropLife Canada also created a new dietitian video series featuring two influential dietitians speaking about pesticides and plant biotechnology.

We partnered with Canola Eat Well on two events for Toronto food influencers to learn about biotechnology and pesticides, with hands-on activities with member company scientists and the opportunity to ask questions about pesticides.

Last year we began exploring connections with fitness professionals, who are seen as trusted advisors on health and food-related topics for consumers. We worked with a dietitian to share content about plant science technologies through the CanFitPro newsletter. CanFitPro is the national certifying body for fitness professionals in Canada.

The *From Farm to Food* cookbook continues to be in high demand. This year we distributed nearly 1,400 copies to Canadian farm writers, teachers, and individual dietitians who distribute to their clients.

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 five sessions for member company employees and stakeholder groups to bolster confidence in talking about plant science technologies. More sessions were planned but were cancelled due to COVID-19.

Website search engine optimization

CropLife Canada has been putting a focused effort on website search engine optimization (SEO) to ensure the CropLife Canada website is a top result on Google for searches related to plant science technologies. The website received 814,000 impressions on Google in the last year. The number of organic search terms for which the CropLife Canada website ranked in one of the top 10 positions on Google rose from 140 to 170. Content created around GMO foods, sustainable agriculture, pesticides, herbicides, and glyphosate drove a significant amount of traffic to the website.

Blog

CropLife Canada's president and CEO, Pierre Petelle, demonstrated his thought leadership through a series of blog posts throughout the year. He covered topics such as agriculture's role in protecting biodiversity, the downfalls of Europe's agriculture policies, the need for agriculture to have a unified voice and the opportunity Canada has to own the agriculture podium.

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.

These tours give us the opportunity to debunk common myths around pesticides and GMOs, talk about the regulatory system, and answer questions.

This year we provided information to dietitians in southwestern Ontario and nutrition and culinary arts students in Saskatoon, and supported a Farm & Food Care virtual apple orchard tour.

Social media

CropLife Canada uses social media to share benefits messages about the plant science industry. This year, we continued to share positive information about the plant science industry while growing our follower counts on Twitter and LinkedIn.

In order to reach new audiences and share our resources and videos widely, we ran promoted Twitter campaigns to promote new dietitian videos and share our urban pesticides benefits brochure. The campaigns performed very well compared to industry benchmarks.

The CropLife Canada Twitter account received a certificate of merit at the Canadian Agri-Marketing Association awards.

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 nearly 40 media interviews on topics including regulating gene edited crops, neonicotinoid re-evaluation decisions, glyphosate, changes to Ontario's pesticide classification system, and public trust.


CropLife Canada participated in the Globe and Mail's special feature on food security in partnership with 13 other national agriculture organizations, to call on the government to help enable agriculture's full potential and let the industry lead Canada out of the COVID-19-induced economic crisis.

Be world leaders in lifecycle stewardship of plant science innovation

CropLife Canada continues its commitment to resistance management

[*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. In the last year, resources for managing insecticide resistance and insect resistance to seed traits launched.

Manage Resistance Now was recognized with the Best Stewardship Programme award at the global Agribusiness Intelligence Crop Science Forum and Awards, and received the news/feature article category award and a certificate of merit for the website and press release categories at the Canadian Agri Marketing Association awards. PMRA also endorsed *Manage Resistance Now*, citing it as a resource for answering questions regarding how resistance management info is shared within the agriculture community.



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

In response to early reports of insect resistance in insect tolerant corn varieties in 2018, CropLife Canada held multiple meetings with CFIA, leading to a revised CropLife Canada process for handling cases of unexpected damage in the field. The revised document successfully addressed CFIA's concerns and is cited as an example of responsible industry stewardship.

New stewardship initiative launched

Last year CropLife Canada guided a grower-led protected agriculture stewardship initiative to identify and mitigate environmental risks and potential regulatory action from PMRA in response to point source contamination issues from some greenhouse operations. CropLife Canada's steering committee approved draft standards that were published on our website for industry consultations, and development of national standards remains on track. This work is ongoing in order to have all greenhouses in Canada with closed irrigation systems audited and in compliance over the next two years.

Post-patent technologies

The first generation of seeds with generic novel traits have entered the Canadian marketplace, creating a new business opportunity for the Canadian seed industry. CropLife Canada worked with CSTA to develop industry best practices for management and stewardship of these products, solutions to regulatory challenges faced by the government of Canada, and mitigation strategies for potential market access issues.

CropLife Canada and CSTA worked closely with CFIA to gain clarity on what level of oversight could be required for these products, and a joint letter was sent to CFIA with a proposed industry-led model. A clear regulatory pathway is expected to be finalized in 2021.

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. There are 1,305 agrichemical warehouses certified nationally, representing 100 per cent industry compliance with the standards.

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 are shipped to commercial seed treatment facilities that have passed the industry-required audit. There are 440 commercial seed treatment operations certified nationally, representing 100 per cent compliance.

CropLife Canada participates in several agriculture sustainability initiatives including the Canadian Wetlands Roundtable and the Canadian Roundtable for Sustainable Crops (CRSC). CropLife Canada participated in the development of CRSC's code of practice for the Canadian grains and oilseeds sector. CropLife Canada worked with the Canola Council of Canada on stewardship, good agricultural practices and grower awareness activities related to wetlands in Western Canada. CropLife Canada and member companies who develop insect resistant corn traits are members of the Canadian Corn Pest Coalition, an industry, government, and academic advisory council.

CropLife Canada also participates in the Environmental Health Industry Coordinating Group, which focuses on *Canadian Environmental Protection Act* issues, but is also a venue to discuss developments in new approach methodologies to replace animal testing requirements.



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 became so successful that the programs were spun off into an organization called Cleanfarms. In 2019:



5,464,470

empty pesticide and fertilizer containers were returned



429,288 kg

of empty seed, pesticide and fertilizer bags were returned



214,618 kg

of unwanted and old pesticides were collected

Broaden and enhance coalitions and alliances

Seed Synergy collaboration project

CropLife Canada continued to actively engage with the five other Canadian seed-related trade association members of the Seed Synergy Collaboration group to develop an industry-led, government-enabled next generation seed system in Canada.

CropLife Canada fully supported the five seed-focused organization efforts to amalgamate into one trade association, which would more effectively represent the breadth of the Canadian seed industry. CropLife Canada participated in the planning process and will provide input on roles and responsibilities between the seed organization and ours if created.

McGill University program development

CropLife Canada supported the development of the genome editing for food security and environmental sustainability program at McGill University and holds a seat on the board of directors. This program is funded by the Natural Sciences and Engineering Research Council. The program aims to train highly qualified personnel with genome editing skills. This partnership will be important for ensuring Canada has the intellectual capital to invent, regulate and communicate the value of gene editing in plant agriculture.

Apimondia International Apicultural Congress reception

CropLife Canada and CropLife International sponsored a reception with the Canadian Honey Council at the Apimondia International Apicultural Congress 2019 to highlight the collaboration efforts of the Canadian agricultural community with the beekeeping community to help improve the health of honey bee populations.

The reception, attended by approximately 300 attendees in Montreal, highlighted initiatives such as Bees Matter, the BeeConnected app, AAFC's Bee Health Round Table and the Honey Bee Health Coalition. As the European beekeeping community does not have the same collaborative relationship with their agricultural sector, the reception was a great opportunity to share some of the benefits of working together we have experienced in Canada.

Treasury Board consultation on regulatory modernization

CropLife Canada had the opportunity to advance our regulatory reform priorities with a submission to the Treasury Board's consultation on regulatory modernization and targeted regulatory reviews. Treasury Board subsequently gave federal departments mandates related to delivering the federal regulatory roadmaps, which identified a number of key issues for the plant science sector such as regulatory clarity for plant breeding innovations and PMRA's pesticide re-evaluation program.

Second annual PMRA field day

CropLife Canada, the Association of Equipment Manufacturers, CSTA and Grain Farmers of Ontario collaborated to showcase agricultural technology to Canadian regulators.


CropLife Canada members and grower partners hosted a station to explain seed treatment use and its value in protecting human health and the environment. The event was well-attended by PMRA, CFIA and AAFC staff.

Field to Market comes to Canada

CropLife Canada was one of the key supporting organizations in launching Field to Market Canada in collaboration with the U.S.-based initiative. The expansion of this multi-stakeholder program brings a common framework of science-based sustainability sourcing objectives to the food and value chain.



Maximize impact and member value



The theme *Dedication, Resilience, and Perseverance* highlighted the agriculture sector's hard work and determination in weathering challenge and change.

GrowCanada conference 2019

The GrowCanada conference welcomed more than 520 delegates to Calgary including member employees, farmers, and food influencers. 4-H Canada held its members forum ahead of the conference as part of a first-time partnership with CropLife Canada, which brought 80 4-H youth leaders to the first morning of the conference and a mentorship circle luncheon with industry leaders. The theme *Dedication, Resilience, and Perseverance* highlighted the agriculture sector's hard work and determination in weathering challenge and change. Conference speakers included experts on demographics, Canadian business, and international trade relations.

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 session was transitioned to a virtual event, as an in-person event was not possible due to the COVID-19 pandemic. The nearly 300 attendees, including CropLife Canada members, government officials, and industry partners, had the opportunity to hear from Curt Vossen, president and CEO of Richardson International; Chris Forbes, deputy minister of AAFC; and Perrin Beatty, president and CEO of the Canadian Chamber of Commerce.

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

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