



# Enabling Canadian **agriculture**



ANNUAL REPORT 2017-2018







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# President's letter

Innovation in Canadian agriculture is vital. Fundamental, even, in that technologies like pesticides and plant biotechnology are critical to helping farmers feed the world, protect the environment, and grow the economy through crop exports. At CropLife Canada we are proud of the work we do and for good reason—our industry is enabling Canadian agriculture.

Canadian agriculture has enormous potential. Canada's land base, plentiful resources and progressive farmers make it so we are well-positioned to play an even greater global role in growing healthy, safe food in an environmentally sustainable way thanks in part to plant science innovations. We are dedicated to ensuring Canadian farmers have access to the tools they need to do the best job for Canada and the world.

This past year has seen a particularly heavy emphasis on advocating for an efficient, predictable, and evidence-based regulatory system. Our work to increase the predictability and effectiveness of the regulatory system for new breeding innovations intensified this year. We have developed strong partnerships to help advocate for the changes needed at the Canadian Food Inspection Agency. Growing concerns related to the federal re-evaluation process for pesticides have required additional engagement with the Pest Management Regulatory Agency to seek options for re-evaluation process improvements. Our collaborative approach aims to ensure that both regulatory agencies are able to meet their obligations while enabling innovation and competitiveness in Canada's agriculture sector.

To reduce trade disruptions and maximize farmers' potential for crops grown with pesticides and plant biotechnology, we also weighed in on trade discussions to highlight potential challenges and solutions.

New projects introduced this year reinforce our commitment to being leaders in lifecycle stewardship for plant science innovations. We implemented the industry-led commercial seed treatment standards, which significantly raises the bar for that sector. These standards provide environmental, health, and safety requirements the industry holds itself to. Focusing on managing resistance is another top-of-mind consideration for our industry and I'm pleased to report CropLife Canada has set a path to establish a multi-faceted program that will equip growers with tools to help manage resistance development.

Our dedication to non-agricultural uses of pesticides is unwavering. That's why we commissioned a study to quantify the benefits these tools bring to urban areas to help us re-engage governments and stakeholders about the importance of having tools to protect urban greenspaces.

We remain dedicated to building awareness, understanding and acceptance of the benefits of plant science technologies. Our work with food influencers helps us share the benefits pesticides and plant biotechnology bring to people and the planet every day. Emphasizing the health and safety story of our industry helps build trust and develop relationships to reach new audiences who have questions about food and farming.

Consumer polling conducted this year showed public opinion for both pesticides and plant biotechnology improved—reinforcing the importance of our efforts to make connections and share information.

We have so much to be proud of from the past year. I'm looking forward to continuing to build on these accomplishments in the coming years.

Thank you for supporting our work to enable the best in the Canadian plant science industry.



Pierre Petelle  
President and CEO, CropLife Canada



# Advocating

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



## PESTICIDE RE-EVALUATION PROCESS REFORM

Advocating in favour of a supportive regulatory environment for our members has long been a key priority for CropLife Canada.

Concerns related to the federal pesticide re-evaluation process have intensified in the past year and have been top-of-mind for our organization. To underscore the importance of this issue, CropLife Canada staff have met with senior regulatory staff at the Pest Management Regulatory Agency (PMRA) emphasizing the need for change in the approach to re-evaluations. We also met with ministers and key members of Parliament to outline the importance of re-evaluation reform to innovation and growth, and have worked with other stakeholders to have them communicate concerns to provincial ministers and officials as well.

A white paper outlining industry concerns about the current process and suggesting improvements that will benefit everyone has been developed to guide our work in this area.

## MODERNIZING THE OVERSIGHT OF PLANT BREEDING INNOVATIONS

CropLife Canada continued discussions with leaders at Health Canada and the Canadian Food Inspection Agency (CFIA) about the need for increased clarity, predictability and efficiency in the regulatory program for plant breeding innovation submissions in Canada.

Details of our vision were articulated last year in *Driving the Canadian advantage* which offers a series of recommendations to improve the timeliness and predictability of Canada's regulation of products of plant biotechnology.

Over the past year we saw several examples of progress on this front, including:

- The Government of Canada publishing guidance on the use of whole genome sequencing data in support of food, feed and environmental approvals for plants with novel traits in Canada.
- CFIA introducing reduced data requirements and accelerated reviews for plants with novel traits that are similar to previously authorized traits, reducing the regulatory burden.
- Reduced duplicate data requirements for the CFIA novel feed reviews related to pesticide residues.

CropLife Canada continually seeks out partners to help advocate policy positions. To that end, CropLife Canada worked in co-operation with the Canada Grains Council (CGC) as it developed a grains industry policy document on plant breeding innovation highlighting the importance of technology in meeting Canada's agriculture goals in alignment with the *Driving the Canadian advantage* initiative.

We also, in cooperation with the Canadian Seed Trade Association (CSTA) and CGC, led an industry/government workshop on the need to modernize the regulatory program. The workshop was attended by approximately 20 government officials including representation at the director general level and helped raise the profile of industry's issues.

Collaborating with CSTA and CGC, we generated formal support for these efforts from the grains and seeds value chain roundtables, resulting in a joint letter to the minister of agriculture asking for specific action on the key items outlined in the *Driving the Canadian advantage* strategy, including the following:

- Improved guidance and clarity for Canadian innovators related to Canada's novelty-based regulations for plant breeding innovations.
- Greater predictability and transparency of data requirements and product review timeframes.
- Removal of unnecessary complexities among separate review offices which assess food, feed and environmental safety.

The minister responded to the letter with a commitment to work with industry to address these issues.

## DEFENDING PESTICIDES UNDER ATTACK

The attack on modern agriculture continued to focus a large amount of attention on neonicotinoids and CropLife Canada continued to collaborate with stakeholders to defend the use of these important products.

In 2017–2018 we participated as a member of the multi-stakeholder forum's environmental monitoring working group organized by Agriculture and Agri-food Canada (AAFC)—which included representatives from registrants, grower groups, provincial governments, the federal government, and academia—to support Canada-wide water monitoring studies conducted throughout both growing seasons to collect data to support PMRA's re-evaluations of imidacloprid, clothianidin, and thiamethoxam.



**Advocating  
in favour of  
a supportive  
regulatory  
environment  
for our members  
has long been a  
key priority for  
CropLife Canada.**

Canadian farmers require access to a wide variety of tools and it is for this reason—and the fact that we believe in the safety and efficacy of the products—that we have continued a vigorous defense of this particular class of products for well over five years.

## PROVINCIAL ADVOCACY

CropLife Canada continued to engage on issues related to provincial policy and regulatory initiatives through building and maintaining relationships with elected and non-elected provincial officials, providing industry input on provincial policy and regulatory initiatives, and co-ordinating with provincially based stakeholder groups on their outreach to provincial governments.

CropLife Canada responded to concerns about glyphosate use in New Brunswick's forestry industry by meeting with the minister of agriculture and forestry, senior government officials, and stakeholders in agriculture and forestry to share science-based information about glyphosate.

The *Quebec Pesticides Management Code* and *Pesticides Act* amendments restricting five active ingredients elicited serious concern from farmers and the industry. CropLife Canada's submission addressing the proposed production restrictions focused on the importance of science-based decision making and highlighted the economic and environmental contributions of certain pesticides.

## INTERNATIONAL ADVOCACY

While the primary focus of CropLife Canada's advocacy work focuses on domestic issues, some international regulations and decisions impact the Canadian plant science industry.

Here at home, the federal government has set an ambitious trade agenda. CropLife Canada supported the government's negotiation efforts with submissions highlighting the importance of science-based regulations to address existing and emerging non-tariff trade barriers. This included a comprehensive submission to assist regulatory co-operation under the Comprehensive Economic and Trade Agreement to address challenges in plant science as key issues.

Maximum residue levels (MRLs) concern the plant science industry in Canada and around the world. To help mitigate impacts of missing MRLs on trade, CropLife Canada

collaborated with CropLife International and CropLife America. A portion of this work focused on encouraging China to adopt a formal, commercially viable import tolerance policy.

CropLife Canada also played a leadership role representing the views of the industry in CGC's work towards creating the *Market Acceptance of Pesticide Use Policy*, to establish consensus on managing risks when marketing pesticides for certain crops when an MRL is not yet established in key markets.

A missing MRLs workshop on the sidelines of the World Trade Organization meeting resulted in a commitment to work together to resolve this issue on a global scale.

CropLife Canada has been an active participant in efforts to build and maintain a strong working relationship with China, as a large and important trading partner for Canada. Some examples of our work in this area include:

- CropLife Canada staff accompanied the federal agriculture minister to China for an agricultural trade mission to urge approval of biotechnology products for import.
- Worked with the Canadian Chamber of Commerce and met with officials from the Prime Minister's Office, the minister of international trade, Canada's chief trade negotiator in Asia, the Department of Finance, and the chair and vice-chairs of the House of Commons international trade committee as well as the Chinese ambassador to Canada to emphasize the impact non-tariff trade barriers have on innovation and Canadian farmers.

CropLife Canada staff participated in the North American Free Trade Agreement (NAFTA) technical working group on pesticides meeting to advance key regulatory topics including global joint reviews and opportunities for increased regulatory harmonization.

## SPEAKING OUT ON BEHALF OF OUR INDUSTRY

CropLife Canada was invited to present at several parliamentary committees, for both the House of Commons and the Senate, in the past year. At these appearances we spoke with conviction about the benefits modern agriculture has brought to consumers, farmers and the environment, we answered regulatory questions related to legalizing cannabis, and we emphasized the importance of innovation in achieving the



government's agriculture growth targets. We were delighted when, after having made the recommendation, the House of Commons agriculture committee recommended in its report on *A Food Policy for Canada* that the federal government streamline approvals of new biotechnology innovations.

We also wrote to the federal minister of health on behalf of a broad coalition of agriculture stakeholders regarding our white paper on pesticide re-evaluation concerns, and were able to arrange a meeting with the minister in fall 2018.

## NON-AGRICULTURE PESTICIDE STUDY

CropLife Canada has a long and passionate history advocating for non-agriculture pesticide use. For years, we fought against ideological, non-scientific restrictions on federally approved urban pesticides.

We remain committed to representing our non-agricultural members and this year we took steps to refresh our approach to their issues, beginning with commissioning a study to quantify the benefits of non-ag pesticides in Canada. The report, anticipated in fall 2018, will help guide CropLife Canada's efforts to engage the public and government to ensure these products can be accessed by those who need them.

## OTHER CONSULTATIONS CROPLIFE CANADA PARTICIPATED IN INCLUDED:

### PMRA proposed **amendments**

to the *Pest Control Product Regulations* related to a lack of definition for a bulk container

### **Successfully** advocated for changes

to PMRA process for registering multiple manufacturing sites for new active ingredients

### Several regulatory **amendments**

to the *Pest Control Products Act*, *Pest Control Product Regulations*, and *Administrative Monetary Regulations* to facilitate Canada's ratification of the World Trade Organization Trade Facilitation Agreement

Ontario electronic  
pesticide licensing  
transition from  
paper-based  
to  
**online  
service**

**Calgary's**  
integrated pest  
management plan

Regulatory  
Cooperation  
**Council  
work  
plan**  
for chemicals  
management

Ontario Ministry of  
Agriculture, Food, and  
Rural Affairs agricultural  
soil health  
and conservation  
**strategy**

**PMRA  
policy**  
on cancellation  
and amendments  
following re-evaluation  
and special  
review

PMRA guidance on  
streamlined residue  
chemistry  
**data  
requirements**



# Advancing sustainability and stewardship

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## RESISTANCE MANAGEMENT

CropLife Canada has committed to developing an industry-wide strategy to address the growing challenge of weed, insect, and disease resistance across Canada. Our multi-faceted approach, titled *Manage Resistance Now*, includes stakeholder outreach, partnership building, training, and integration of best practices from Canada and around the world. These activities will enhance our industry's reputation as responsible, proactive stewards of our technologies and a supporter of our stakeholders in addressing issues that impact the broader agricultural community.

CropLife Canada contracted original market research with Canadian farmers to better understand growers' knowledge, perspectives and attitudes towards resistance management. This research will serve to establish a benchmark for future years to track progress and changes in resistance management awareness and practices. The insights gained from this research have been the basis for informing the development of the multi-year project plan, with the program launch planned for fall 2018.

## ENVIRONMENT, HEALTH AND 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. AWSA certified 1,317 warehouses nationally through third party audits this year. The Agrichemical Warehousing Standards audit protocols were updated this year to reflect improvements in industry best practice, incorporate observations based on auditing experiences over the past seven years, and to incorporate pertinent regulatory changes.

The Accredited Seed Treatment Operations Standards came into effect in 2018, ensuring standardized environmental, health and safety practices nationally for commercial seed treatment sites. Seed treatments are the fastest growing segment of the industry and these standards show our industry's commitment to safe and environmentally responsible product use. A no-ship policy is now in place to ensure CropLife Canada members only ship designated seed treatment products to commercial seed treatment facilities that have passed the audit certifying they meet industry requirements for health, safety, and performance.

Nine pesticide formulation facilities nationally are in compliance with the Manufacturing Code of Practice, representing 100 per cent compliance in the industry.

## CLEANFARMS BY THE 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.

Now an autonomous organization, Cleanfarms is also responsible for the collection and safe disposal of agricultural plastic and inorganic waste. Its pesticide-related activities in 2017-2018 include:

- 269,749 kg obsolete pesticides collected in British Columbia, Saskatchewan, Quebec and Prince Edward Island.
- 298,925 kg empty seed and pesticide bags returned.
- 5,053,731 empty pesticide and fertilizer containers returned.

**269,749 kg**

obsolete pesticides collected in British Columbia, Saskatchewan, Quebec and Prince Edward Island

over  
**298K**

kg empty seed and pesticide bags returned

**5M**

empty pesticide and fertilizer containers returned





# Talking about our technologies

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## WORKING WITH FOOD INFLUENCERS

Building relationships with food influencers is one of the ways CropLife Canada shares information with a broader audience. Registered dietitians are a large part of our outreach, as they are trusted, science-based professionals who provide food information to the public.

This year, CropLife Canada took 15 Canadian food influencers, primarily dietitians, to tour research facilities at Research Triangle Park in North Carolina. There they learned about the importance of pesticides and plant biotechnology and the thorough research and regulations in place to ensure health and safety are given the utmost attention.

CropLife Canada also co-ordinated opportunities for food influencers to speak directly to farmers. At the

Food Bloggers of Canada conference, delegates had the chance to have speed date-style interactions with farmers, and a farmer panel at the Royal Agricultural Winter Fair's food and nutrition forum discussed modern agriculture for an audience of dietitians, home economists, and food and nutrition students.

We also attended the Dietitians of Canada conference to answer questions about plant science technologies from dietitians and distribute the new *From Farm to Food* cookbook.

CropLife Canada partnered with Farm & Food Care to create a series of videos featuring a Saskatchewan grain farm, including a virtual reality farm tour and videos highlighting plant science technologies.

## SOCIAL MEDIA UPDATES

Social media allows us to share positive information about the plant science industry with new and existing audiences.

# New videos

Other social media content included new videos featuring an Ontario apple farmer and two French videos featuring Quebec farmers, graphics from the new cookbook, and seasonal themes

# 8,700 followers

Tweets related to the CropLife Canada account received more than 13.5 million potential impressions

# 120,000 views

Our videos received more than 120,000 views last year

This year, we ran a promoted social media campaign to feature information about our industry on Twitter, LinkedIn and YouTube. The campaign was very successful, resulting in:

# 2.5 million

impressions, 100,000 video views, and a 290 per cent increase in visits to the *Helping Canada grow* website





### **FROM FARM TO FOOD COOKBOOK**

To help tell the story of how crops grown in Canada make it into some of our favourite dishes, CropLife Canada collaborated with Canadian dietitians to create a new cookbook. Each recipe features a crop and shares the vital role of plant science in growing these crops. The cookbook also features partner recipes from the Grain Farmers of Ontario, Canola Eat Well, Sask Mustard and Pulse Canada.

The cookbook has been heavily promoted by one of the dietitians in mainstream media, resulting in wide distribution of print and electronic copies. Promotion will continue seasonally to match the recipes.

The cookbook is a valuable resource for outreach efforts with food influencers such as dietitians, and we anticipate it will be a relevant and in-demand resource for quite some time. In the first six months, close to 15,000 copies were distributed.

### **IN THE NEWS**

CropLife Canada strives to provide expertise to the media. Our goal is to set the record straight by providing science-based information, dispel myths about pesticides and plant biotechnology, and explain the vast array of benefits that exist because of our technologies.

This year, we proactively reached out to media to correct misinformation about the safety of glyphosate. This gave us the opportunity to contribute background information to a National Post column on the International Agency

for Research on Cancer (IARC) and glyphosate, and our opinion piece on the Quebec pesticide restrictions was published in the French-language newspaper Le Soleil.

### **FARM TOUR SPONSORSHIPS**

CropLife Canada reached influential audiences through sponsoring Farm & Food Care farm tours and sharing information about our industry. Through these tours, we connected with dietitians and food influencers from across Canada and the United States.





# Working with others

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## SEED SYNERGY COLLABORATION PROJECT

The work of the Seed Synergy Collaboration project towards a next generation seed system continued this year between the six associations working in the seed space, including CropLife Canada. The project entered phase two, which included consultations with the seed-related value chain, grower and commodity organizations, senior government officials and political leaders.

A green paper outlining recommendations, with the need to modernize the plant breeding innovation regulatory program prominently featured, was used to engage stakeholders to explore a new seed system in Canada. The results of those consultations are being used to develop a white paper which will guide industry efforts towards the vision of “a reformed, industry-led, government-enabled seed system that effectively attracts investment from businesses both large and small, fosters innovation, and delivers new and tailored seed traits to customers efficiently.”

## OTHER STAKEHOLDER COLLABORATIONS

CropLife Canada continues to maintain strong relationships with industry stakeholders. By doing this we are able to more effectively work to achieve outcomes that are good for Canadian agriculture and protective of human health and the environment. Some examples of our partnerships include:

- Worked with PMRA and grower groups to advance our understanding of the use of personal protective equipment by post-application worker exposures.
- Collaborated with industry and government to develop a common understanding of use rate selection for individual active ingredients in co-formulated fungicide products.
- Participated in the Grains Value Chain Roundtable resulting in a letter from the co-chairs asking the agriculture minister to support updating government delivery of programs impacting plant breeding innovation. The roundtable also endorsed CropLife Canada’s white paper calling for reform of PMRA’s pesticide re-evaluation process.
- Continued to support the Canadian Roundtable for Sustainable Crops, including the development and recent release of the Canadian grains sustainability metrics platform.

- Participated in the National Bee Health Roundtable and Honey Bee Health Coalition to work on collaborative solutions to pollinator health, including development of a Canadian planting guide for farmers, land managers, and gardeners.
- Worked with stakeholders to explore opportunities to integrate emerging science into the regulatory process to ensure that regulatory decisions continue to be made on the basis of the best available science.
- Liaised with the cannabis industry to better understand the crop protection needs of this emerging sector and to convey the importance of always following label directions.
- Worked with industry partners to coordinate response to the genetically engineered wheat discovery in Alberta, including outreach with public and government stakeholders.
- Participated in the Canadian Corn Pest Coalition with member companies to ensure the sustainable use of insect resistant corn.
- Worked with a broad range of grain and seed stakeholders to support the Government of Canada interventions to requesting the European Union adopt a more timely, predictable, and science-based approach to regulatory approvals.

## 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.

## GROWCANADA CONFERENCE 2017

The GrowCanada conference attracted 550 delegates to Calgary, including member employees, farmers, and agricultural influencers. The theme *Unleashing agriculture's potential* explored the opportunities for Canada to seize the momentum in agriculture to be an even greater producer of food for the world.







# Board of directors and staff

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**Jonathan Sweat**

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## STAFF

### **Ian Affleck**

*Vice-president, plant biotechnology*  
613-230-9881 ext. 3227  
[afflecki@croplife.ca](mailto:afflecki@croplife.ca)

### **Jillian Bender**

*Communications manager*  
613-230-9881 ext. 3228  
[benderj@croplife.ca](mailto:benderj@croplife.ca)

### **Linda Burgstaller**

*Receptionist and administrative assistant*  
613-230-9881 ext. 3221  
[burgstallerl@croplife.ca](mailto:burgstallerl@croplife.ca)

### **Jennifer Hubert**

*Director, plant biotechnology*  
613-230-9881 ext. 3258  
[hubertj@croplife.ca](mailto:hubertj@croplife.ca)

### **Russel Hurst**

*Vice-president, sustainability and stewardship*  
Manager, AWSA  
416-471-8100  
[hurstr@croplife.ca](mailto:hurstr@croplife.ca)

### **Joanne LeBlanc**

*Controller*  
613-230-9881 ext. 3255  
[leblancj@croplife.ca](mailto:leblancj@croplife.ca)

### **Luis Luque**

*Science and regulatory affairs officer*  
613-230-9881 ext. 3231  
[luquel@croplife.ca](mailto:luquel@croplife.ca)

### **Hillary Lutes**

*Communications officer*  
613-230-9881 ext. 3229  
[lutesh@croplife.ca](mailto:lutesh@croplife.ca)

### **Erin O'Hara**

*Communications manager*  
613-230-9881 ext. 3223  
[oharae@croplife.ca](mailto:oharae@croplife.ca)

### **Darell M. Pack**

*Director, provincial regulatory affairs and stakeholder relations*  
613-230-9881 ext. 3257  
[packd@croplife.ca](mailto:packd@croplife.ca)

### **Pierre Petelle**

*President and CEO*  
613-230-9881 ext. 3222  
[petellep@croplife.ca](mailto:petellep@croplife.ca)

### **Dennis Prouse**

*Vice-president, government affairs*  
613-230-9881 ext. 3226  
[proused@croplife.ca](mailto:proused@croplife.ca)

### **Alan Schlachter**

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

### **Nadine Sisk**

*Vice-president, communications and member services*  
613-230-9881 ext. 3224  
[siskn@croplife.ca](mailto:siskn@croplife.ca)

### **Danielle Soulard**

*Science and regulatory affairs officer*  
613-230-9881 ext. 3256  
[soulardd@croplife.ca](mailto:soulardd@croplife.ca)

### **Maria Trainer**

*Managing director, science and regulatory affairs, chemistry*  
613-230-9881 ext. 3230  
[trainer@croplife.ca](mailto:trainer@croplife.ca)

### **Silvana Waddington**

*Administrative assistant and accounts payable clerk*  
613-230-9881 ext. 3232  
[waddingtons@croplife.ca](mailto:waddingtons@croplife.ca)

### **Charlene Wilson-MacLennan**

*Executive assistant and office administrator*  
613-230-9881 ext. 3301  
[macleennanc@croplife.ca](mailto:macleennanc@croplife.ca)



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

**[www.croplife.ca](http://www.croplife.ca)**