

CropLife Canada  
Strategic Plan  
2025–2028:

# Leading through change



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## Vision

The plant science industry is celebrated as an integral part of sustainable agriculture, food security, economic growth and thriving communities.



## Mission

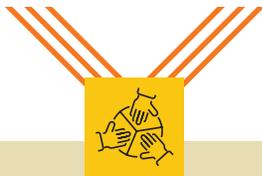
To enable the plant science industry to advance sustainable productivity growth in Canada to the benefit of Canadians and the world.



## Values

- + **Integrity:** We uphold truth and transparency in all that we do. Our ethics and accountability are a source of pride.
- + **Leadership:** We embrace our role as leaders for the plant science industry, building consensus to advance towards common goals.
- + **Respect:** We respect the views of others and believe that approaching our work with an open mind will lead to trusted relationships and mutual success.
- + **Collaboration:** We are committed to teamwork and a proactive approach to building partnerships and engaging stakeholders.
- + **Sound science:** We are steadfast in the use of scientific research and fact-based information as the foundation of our work.

# Strategic enablers



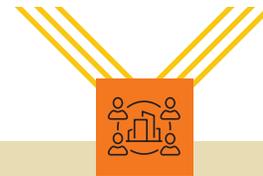
## Building and expanding partnerships

Build and maintain high-impact, strategic partnerships across all areas of work, both domestically and internationally, to drive alignment, create clarity of roles and bring forward common messages to advance our priorities.



## Strategic communications

Ensure effective and targeted communications with key audiences to maintain our role as a trusted and leading voice on plant science innovations.



## Operational excellence

Responsibly manage the association's budget, attract and retain high-calibre staff, and strategically engage members to ensure our policy positions reflect their views while simultaneously finding the right balance between leveraging member expertise and staff resources.

### 1. Enable the benefits of plant science innovations in the Canadian market

#### DESIRED OUTCOMES

1. An improved regulatory system that is more predictable and timely, and considers the need to support economic growth and competitiveness.
2. Increased science-based decision making and acceptance of plant science innovations in agriculture and in urban and non agriculture settings, at the provincial level and select high-impact municipal areas.
3. Key influencers and decision makers understand the safety and benefits of plant science innovations, and their contributions to Canadian competitiveness.

### 2. Drive the recognition and continued development of Canada's plant science industry as a leader in sustainable agriculture

#### DESIRED OUTCOMES

1. An innovative new approach to telling the story about the contributions of plant science innovations to sustainable agriculture is consistently delivered across the agriculture sector.
2. The plant science industry's targeted, effective and forward-looking full lifecycle approach to the stewardship of its products supports the long-term sustainability of the industry.
3. Ag sector and government sustainability policies recognize the contributions of plant science innovations toward sustainable productivity growth.

### 3. Drive an enabling global trade environment as it relates to plant science innovations in support of food security and economic growth

#### DESIRED OUTCOMES

1. Protection of long-term integrity of rules-based trading systems (e.g. CODEX, WTO).
2. Negative impacts of evolving global trade policy approaches among key trading partners are minimized.
3. Plant science priorities are reflected in bilateral and multilateral trade negotiations (e.g. non-tariff trade barriers).