

# 70 years championing plant science innovations



ANNUAL REPORT  
2022-2023





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## Message from the president



In 2023 CropLife Canada celebrated its 70th anniversary. While a lot has changed over the last seven decades, CropLife Canada's commitment to championing plant science innovations has remained steadfast.

It is with great pride that I am part of an organization that has played such an integral role in Canadian agriculture. Not only have we advocated for a globally recognized, robust, science-based regulatory system, we have been leaders in stewarding our members' products. We developed and established world-leading programs such as the Agrichemical Warehousing Standards Association (AWSA) for pesticide storage facilities as well as initiating the first pesticide container recycling and obsolete pesticide collection programs – now operated by Cleanfarms Inc.

I am also proud of the fact that our members' innovations help create better seeds while also protecting them as they grow into the food, feed and fuel that we all depend on. Without these seed innovations and crop protection products, agriculture would simply not be able to sustainably feed the world.

Today, CropLife Canada continues to advocate for a predictable, science-based regulatory environment that promotes innovation and sustainable productivity growth for Canada's agriculture and food industry. Our new strategic plan keeps our focus sharp on the areas where we can have the greatest impact – enabling our members to bring their innovations to market in Canada, contributing to and promoting sustainability, and maximizing Canada's export potential.

Unfortunately, there are those who oppose many of the innovations driving sustainable agriculture forward and who fail to recognize the robustness of Canada's regulatory system. There have been instances over the past year where misinformation and disinformation have resulted in political considerations making their way into science-based regulations. We have worked diligently with partners across the value chain to bring a consistent, common message to decision makers about the need for policies that drive innovation while addressing the challenges of food security and climate change.

Of course, public perception also continues to influence policy decisions. We remain a leading voice on plant science innovations and consistently make it a priority to collaborate on meaningful efforts to share positive, fact-based information with both policy makers and Canadians about agricultural innovations.

As directed by our new strategic plan, we have increased our capacity and efforts in the sustainability space. We have been actively engaged in helping to frame the plant science industry's role and commitment to the broader sustainable agriculture dialogue.

On the international front, we have continued to work with our colleagues at CropLife International and others around the world to advocate for innovation and trade enabling policies that underpin Canada's significant role in feeding the world and the economic advantages that brings to Canada.

CropLife Canada has a high calibre team working hard to deliver on our commitments to our members and to our many stakeholder partners. I am confident that our team will continue to build on the tradition of excellence that has been established over the last 70 years.

A handwritten signature in black ink, appearing to read 'Pierre Petelle'.

**Pierre Petelle**

*President and CEO, CropLife Canada*



## Message from the chair



As the current chair of the board for CropLife Canada, I cannot help but reflect on the efforts of all those who have come before me. For 70 years this organization has been a leader in advancing the plant science industry and that is in no small part due to the commitment and dedication of the members and staff through the years. What's been consistent through the last 70 years has been members' continued willingness to sit together, putting aside their individual business interests, and work collectively towards the common good of the industry.

I am optimistic about our ability to build on our past successes. It's an exciting time to be a part of CropLife Canada in the midst of a new strategic plan that gives the association a clear vision and path forward. I am particularly passionate about the organization's increased focus on sustainability. The association has made significant strides in developing a sustainability strategy to better position us as solutions providers when it comes to the challenges of climate change and food security.

CropLife Canada played an important leadership role at COP15, coordinating with both domestic and international stakeholders on advocacy efforts towards science-based commitments on biodiversity protection. The association's strong network both at home and around the world are critical as we engage on issues that are increasingly global in scope.

CropLife Canada is viewed by its stakeholders as a credible, trusted partner. It has built this reputation through its commitment to bringing forward well thought out, science-based policy approaches, and to engaging in constructive dialogue.

I was impressed this past year to see high-level officials from four key departments and agencies join our industry for a discussion during the association's annual Spring Dialogue Days. Key stakeholders recognize the value in engaging with CropLife Canada and its members.

I have worked with CropLife Canada and its staff in various capacities over my career and I continue to be impressed by their caliber of work and their commitment to getting results for the industry. I look forward to our continued success.

Sincerely,

A handwritten signature in black ink, appearing to read 'T. Heck', with a long horizontal flourish extending to the right.

**Trevor Heck**  
*Board Chair, CropLife Canada*



## Our members



## Year at a glance



More than  
**1.5 million**  
**video views**  
of Real Farm Lives  
Season 3



**204**  
**participants**  
at Spring  
Dialogue Days



**1,287**  
**AWSA audits**



**357**  
**entries**  
to Manage  
Resistance Now  
grower contest



**23**  
**submissions**  
to government  
consultations



**3**  
**new**  
**members**



**4.6 million**  
**impressions**  
on urban pesticide  
articles



**7**  
**collaborations**  
with dietitian  
partners



**10**  
**registered dietitians**  
attended a tour  
of three member  
company facilities



**36**  
**media**  
**interviews**



**3.2 million**  
**impressions**  
on Twitter posts





# Enable members to bring the benefits of their technologies to the Canadian market





## Advocating for science-based pesticide policies

### PMRA Transformation Agenda

CropLife Canada advocates for a predictable and science-based regulatory environment that enables innovation in Canada. This year the Pest Management Regulatory Agency (PMRA) continued with its Transformation Agenda. CropLife Canada, alongside our stakeholder partners, reinforced the message about the importance of science- and evidence-based decision making at every opportunity.

Over the year we worked closely with our members to advocate for the development of important Transformation pilot initiatives. We also remained firmly engaged in other aspects of the Transformation Agenda, such as on the National Water Monitoring Program for Pesticides (NWMPP), the modernized business processes initiative, and several advisory and technical stakeholder groups.

We believe the creation of the NWMPP is an important step towards building our collective capacity to address regulatory needs, confirm the effectiveness of mitigation measures, and enhance public trust in the scientific rigour of Canada's pesticide regulatory system. Now in its second year, CropLife Canada member participation in this initiative has been instrumental in identifying practical ways of testing the process to ensure its scientific integrity and usability. CropLife Canada continues to advocate for government resources that support concrete projects like this one.

Despite intense polarization of stakeholders in its [What We Heard report](#) on the targeted review of the *Pest Control Products Act* (PCPA), a very positive step forward in the Transformation Agenda was the PMRA's confirmation that legislative changes were not necessary to meet its objectives. The report also reflected the strong alignment between industry and the user community on the need for science- and evidence-based decision making, predictability, and efficiency of the regulatory system.

CropLife Canada will continue to provide leadership and collaborate with our partners across the value chain on advocacy for a science-based approach related to the PMRA's commitment to regulatory change by amending the *Pest Control Products Regulations* (PCPR).

### MRL pause lifted

After a scientifically unjustified almost two-year pause on Maximum Residue Limit (MRL) increases, the Government of Canada finally began the process of slowly lifting the pause in June 2023. The government firmly acknowledged that MRL increases do not represent a safety concern and that they are critical to enabling trade and supporting food security. These are concepts that CropLife Canada and other agricultural stakeholders had strongly and tirelessly voiced throughout the course of the pause.

### Tank mix guidance

Following years of advocacy efforts by CropLife Canada and its members, the PMRA published revisions to its long-standing tank mix policy. To ensure stakeholder understanding and compliance with the policy changes, CropLife Canada undertook significant stakeholder engagement and leadership to identify a more realistic and feasible implementation plan for the new changes. The PMRA revisited its guidance to specifically address the need for clarity on how the policy should be implemented by non-registrant stakeholders.

### Chlorpyrifos judicial review

In recent years, there has been a rise in requests for judicial reviews of PMRA decisions and processes from various activist groups. This year, the Federal Court agreed that CropLife Canada had unique information that would aid the court in making an informed decision on activists' request for a judicial review of the PMRA's decision to grant a phase-out period upon cancellation of the active ingredient chlorpyrifos. CropLife Canada provided the court with information to demonstrate how the current regulatory process is protective of health and the environment, and on the necessity of a phase-out period to ensure compliance in a transparent and orderly fashion. The decision from the court is currently pending.







## New guidance for plant breeding innovations

In May 2023, the Canadian Food Inspection Agency (CFIA) published new environmental guidelines for the pre-market assessment of plant breeding innovations in Canada, which built on Health Canada's 2022 updated guidance for novel foods. With the publication of these guidelines Canada's plant breeders are well positioned to support agriculture's efforts in protecting the environment, fighting climate change and contributing to food security while reaching for ambitious agricultural sector growth targets.



CropLife Canada, along with industry partners, were actively engaged in the consultation process, advocating for a science-based regulatory system, efficient approval processes and streamlined data requirements. As part of the consultation, we participated in an Agriculture and Agri-Food Canada (AAFC) led technical working group on plant breeding innovation transparency. The working group, which included representation from across the agriculture industry, including the organic sector, was created to clarify current transparency mechanisms in the seed sector, hear stakeholder concerns, and identify new beneficial activities. While the report of the committee ultimately concluded that the new guidance would not impact transparency, CropLife Canada, in collaboration with Seeds Canada, continued to update and improve a number of initiatives, including:

- A commitment to work with stakeholders across the agriculture sector through an industry/government working group to ensure the recently launched **Canadian Variety Transparency Database** and other activities provide adequate information about commercially available gene-edited varieties;
- Updating **Best management practices for launching products of plant breeding innovations in Canada** to include specific support for the Health Canada Transparency Initiative and the new Seeds Canada database;

- Continued support to the **Notice of Submission Project**, which provides a public summary of new regulatory submissions;
- Creating a **Public information hub** on industry best practices for plant breeding in support of public transparency in the breeding process and as a resource for Canadian plant breeders; and
- Updating content for **Nature Nurtured**, a public engagement initiative for gene editing in plant breeding, supported by 30 agriculture sector organizations, describing the science, safety and benefits of gene editing for Canadians.

The updated guidance pertaining to the last of the three regulatory pillars that govern plant breeding innovation in Canada, animal feed, is expected to be completed in early 2024.

## Government submissions

This past year, CropLife Canada submitted 23 responses to federal and provincial government consultations. Notably, we provided comments on the proposed NWMPP, regulations amending the PCPR, and multiple submissions on the PMRA's consideration of pesticide use data and information in real-world scenarios. CropLife Canada also played a greater role in sustainability consultations including Perfluoroalkyl and Polyfluoroalkyl Substances (PFAS), Species at Risk, Federal Sustainable Development Strategy, National Adaptation Strategy and key submissions to foreign governments like the European Union's Sustainable food system framework initiative.





## Political advocacy

Over the past year, we met with officials at all levels of government to share factual information about the benefits and safety of plant science innovations. This outreach has helped establish and elevate CropLife Canada's reputation as a trusted source for clear, strategic and evidence-based policy positions for elected and non-elected officials.

As part of our lobbying efforts, we held a Hill Day in conjunction with Spring Dialogue Days. Representatives from CropLife Canada and several of our member companies held one-on-one meetings with more than a dozen government and opposition Members of Parliament.

CropLife Canada also participated in the Canadian Chamber of Commerce Hill Day, and we continue to be an active member of both their Agriculture Committee as well as the Food Supply Council.

## Presentations to committees

CropLife Canada was called to testify at several committees, including:

- House of Commons Standing Committee on International Trade: Non-tariff barriers in Canada's international trade agreements
- Senate Standing Committee on Agriculture and Forestry: Examine and report on the status of soil health in Canada
- House of Commons Standing Committee on Agriculture and Agri-Food: Global food insecurity
- House of Commons Standing Committee on Environment and Sustainable Development: Bill S-5

During each committee appearance, CropLife Canada championed a regulatory environment that both protects human and environmental safety, and encourages innovation and competitiveness.

## Engagement with the academic community

Academic researchers are important stakeholders in the assessment of the economic, environmental and social intersections of plant science innovations. CropLife Canada is actively working to support relevant academics in their engagement on public policy discussions and foster public acceptance of their research.

In early 2023, we entered into collaboration with the National Research Council of Canada and the Canadian Association for Plant Biotechnology to deliver a series of six webinars on gene editing. The seminars highlighted various aspects of the technology, including research and development, commercialization considerations, regulations and public opinion.

## Provincial engagement

CropLife Canada regularly participates in industry events across the country, interacting with provincial government officials to expand our network and address regional priority issues.

We continue to engage in advocacy efforts to mitigate regulatory risks and promote a science-based approach to plant science innovation in Quebec. CropLife Canada increased its level of engagement with senior government officials in Quebec and actively participated in diverse pesticide-related consultations led by the Ministry of Environment (MELCCFC). Working in partnership with Réseau Végétal Québec, we organized a strategic stakeholder roundtable to exchange information and help establish CropLife Canada as a trusted partner in the province. Additionally, working with the Association des marchands de semences du Québec, we met with l'Union des producteurs agricoles (UPA) and their organic working groups to help address transparency concerns and misconceptions related to the new plant breeding innovation guidance from Health Canada and the CFIA. CropLife Canada is committed to working with its members and stakeholders to ensure Quebec growers have access to the innovative tools they need to remain productive and competitive in the future.

In Manitoba, the provincial government passed Bill 22 and reversed a ban on the use of "cosmetic" or "non-essential" pesticides. CropLife Canada had long advocated for this change, building a coalition of partners to request the reversal of the non-science-based legislation.





## Communicating the benefits and safety of plant science innovations



### Dietitian engagement

Dietitians and food influencers are trusted partners for amplifying factual information about plant science innovations to the general public. This year we partnered with seven registered dietitians on a number of different initiatives to share fact-based information about modern agriculture with Canadians. This included a new collaboration with a Quebec-based dietitian who produced content for a French speaking audience. Topics covered included food safety, plant breeding innovations, pesticides and pollinators, food affordability and sustainability. The primary audiences were adults with an interest in health/nutrition and parents of young children. The various campaigns reached more than 90,000 people.

As part of our efforts to increase transparency, CropLife Canada hosted a tour for dietitians of member company facilities in the Guelph, Ontario area. The 13 participants from across the country visited the Syngenta office and Honeywood Research Farm, the Bayer CropScience Ennotville Research Farm, and Corteva's global canola breeding facility. Participants had the opportunity to interact first-hand with the researchers involved in the development of new crop varieties and pesticides, and learn about the science and safety testing behind these innovations.

Additional engagements with dietitians:

- In partnership with registered dietitian Erin MacGregor, we offered a Myths Debunked webinar for more than 130 dietitians.
- We collaborated with several industry partners to bring 11 food influencers to the GrowCanada22 conference.
- We exhibited at the annual Dietitians of Canada conference where we had the opportunity to engage with more than 350 dietitians.

### Real Farm Lives

Real Farm Lives is an online docu-series featuring the stories of Canadian farm families. Season 3 of Real Farm Lives features a PEI farm family and showcases the journey of food from farm to plate, and the role of plant science innovations in growing healthy, sustainable produce. This year marked the final phase of CropLife Canada's funding agreement through AAFC's AgriCompetitiveness program to support the creation and promotion of Real Farm Lives content. Season 3 videos received almost 2.5 million views.

### CropLife Canada social media outreach



**11,100 followers**  
More than **3.2 million** impressions



**5,765 followers**  
More than **84,000** impressions

### Partnering to reach broader public audiences

CropLife Canada engages in strategic partnerships with other industry groups to communicate the benefits and safety of plant science innovations and dispel misinformation to build public trust. These partnerships included:

- Collaborating with Canadian Food Focus on nine new pieces of content, which had over 13.75 million impressions.
- Partnering with Farm and Food Care Saskatchewan and Ontario on farm tours to engage with over 65 participants, including dietitians, chefs, and food influencers.
- Supporting Agriculture in the Classroom Canada as a foundational partner, and sponsoring a new teacher resource for grade 10/11 that will link to Real Farm Lives Season 3 (to be launched in January 2024).
- Continued collaboration with the Canadian Centre for Food Integrity as a supporting partner on their public trust research and as a member.



### Nature Nurtured

Nature Nurtured, which is a public engagement initiative supported by 30 value chain partners, continues to share important information about the safety and benefits of gene edited crops with Canadians. The website was refreshed with new imagery and enhanced engagement opportunities. This year Nature Nurtured earned almost 85,000 impressions on social media ([Twitter](#), [LinkedIn](#), [Facebook](#), and [Instagram](#)).



### Urban pesticide communication

To advance messages about the importance of urban pesticides, we produced eight stories for distribution in news outlets across the country. This nationwide, bilingual campaign had a reach of more than 4.6 million.

For the second year in a row, CropLife Canada partnered with gardening influencer Frankie Flowers to talk about the role of pest control in home vegetable gardening. The Facebook Live event was viewed by 15,308 accounts, and all social posts had a total reach of almost 36,000.

CropLife Canada also executed a Twitter campaign to amplify messages about protecting home gardens and urban green spaces from pests and weeds. The campaign had 3.2 million impressions and almost 15,000 engagements.

### GrowCanada 2022

In collaboration with the GrowCanada partners, CropLife Canada welcomed over 450 in-person delegates to Ottawa to discuss the theme of *Challenge. Responsibility. Opportunity* as part of the premier agriculture event of the

year. Dozens of virtual guests also joined the discussions, which centered on the topics of food security, sustainability, and maximizing Canada's agricultural potential. A conference fundraiser for Food Banks Canada raised more than \$9,000 to support food security efforts in communities across the country.

### Spring Dialogue Days 2023

CropLife Canada's Spring Dialogue Days took place May 9-11 at the Westin Ottawa hotel. We had record-breaking attendance of over 200 people, which provided opportunities for members to engage with stakeholders, policy makers and elected officials. The event also included a celebration of CropLife Canada's 70th anniversary and our annual awards banquet where we recognized three individuals for their contributions to the Canadian plant science industry.

#### Awards:



#### Grassroots Award:

Johanne Ross  
*former executive director  
of Agriculture in the  
Classroom Canada*



#### C.B. Davreux Stewardshipfirst™ Award:

Cam Harrington  
*Syngenta Canada*



#### Chairman's Award:

Trish Jordan  
*former director of public  
and industry affairs,  
Bayer CropScience*





# Contribute to and promote sustainability





## CropLife Canada sustainability strategy development

Through consultation with our newly established sustainability committee, CropLife Canada advanced the development of a sustainability vision, strategy and roadmap for the plant science industry. The strategy will demonstrate our continued dedication to the sustainability triad (environmental, economic and social).

As part of the strategy, we are committed to developing communications and advocacy tools that can be amplified by members and partners. This has included the creation of an **interactive graphic**, which outlines the stewardship activities in place across the plant science industry. Additionally, we developed messaging to highlight how plant science and agriculture innovations contribute to the United Nations Sustainable Development Goals (SDGs).



## CropLife Canada Delegation at COP15

In late 2022, CropLife Canada participated in the COP15 meetings in Montreal where a landmark agreement was reached - the Kunming-Montreal Biodiversity Framework. For the first time, CropLife Canada was granted accredited observer status. Staff attended the meetings as part of a larger agriculture contingent and worked to ensure the respective delegations supported science-based commitments. The outcomes of the negotiations were positive for the agriculture industry. Frameworks remained science-based, avoided policies that could unnecessarily hamper access to agricultural innovations, and allowed flexibility to implement measures according to national circumstances.

With the adoption of the Kunming-Montreal Global Biodiversity Framework (KMGBF), member countries, including Canada, need to reflect the set of goals and targets through their National Biodiversity Strategies and Action Plans (NBSPAs). To comply with the agreement, Environment and Climate Change Canada (ECCC) launched a consultation in May 2023, which CropLife Canada participated in.

## Sustainable Agriculture Strategy engagement

In December 2022, AAFC **announced** the launch of consultations to help guide the development of a Sustainable Agriculture Strategy (SAS). CropLife Canada responded to this consultation and a draft strategy is expected by the end of 2023. An advisory panel of 20 organizations was formed and was co-chaired by AAFC and the Canadian Federation of Agriculture. CropLife Canada participates in three of the SAS working groups to provide input on data and data gaps, and milestones and targets.

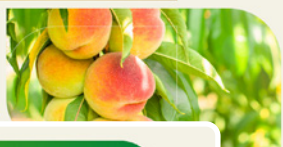
### Five in focus

Plant science and agricultural innovation contribute to virtually all of the UN Sustainable Development Goals, with a focus on five in particular:

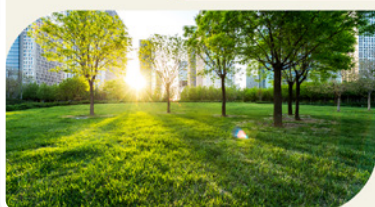
- 1 **Zero hunger** SDG 2
- 2 **Sustainable cities and communities** SDG 11
- 3 **Responsible consumption and production** SDG 12
- 4 **Climate action** SDG 13
- 5 **Life on land** SDG 15

### Fighting hunger with science

SDG 2: Zero hunger  
Canadian farms today produce  
**50% more**  
than 100 years ago  
thanks in part to plant  
science innovations



### Nature's air conditioning



SDG 11: Sustainable cities and communities  
Plant science helps keep grass healthy so it can absorb heat — bringing down ambient temperatures by  
**10° or more**  
in some cases





## Species at Risk work

For the last three years, ECCC has been working with various stakeholders to develop a plan to conserve and protect Species at Risk in agricultural landscapes (Ag-SAR) across Canada. CropLife Canada worked with partner commodity associations to submit comments advocating for science-based policy and highlighting the need to address data gaps and policy coherence with regulatory agencies (i.e. PMRA) before setting any goals and targets. Our primary position has been that PMRA be recognized as the best-placed agency to assess and manage risks associated with pesticide use.

CropLife Canada also engaged in consultations on the assessment of the status of the Monarch butterfly and two subspecies of the western Bumble Bee, and amending schedule 1 to the *Species at Risk Act*.

## Supporting the responsible stewardship of plant science innovations throughout their lifecycle

### Protected Agriculture Standards

The recently published Protected Agriculture Standards (PAS) were developed as a tool to support label compliance and mitigate risks associated with the use of crop protection tools in protected agriculture environments. In the 2022-23 year, CropLife Canada focused on outreach and communication efforts to expand uptake of the program. As of the end of June 2023, approximately 25 per cent of sites requiring certification have registered and one certification has been granted. A number of program changes were implemented in the late spring of 2023 to address stakeholder concerns, and we anticipate a significant increase in certification over the upcoming period.

**1,287** AWSA audit numbers

**526** Accredited Seed Treatment Operations audits

**8** Manufacturing Code of Practice audits

## cleanfarms

2022 by the numbers



**5.8 million**  
pesticide and fertilizer jugs  
(23 litres and smaller) collected



**74,100**  
non-deposit bulk totes and drums  
collected



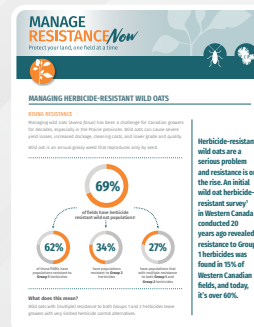
**323,500 kg**  
of unwanted pesticides  
collected



**553,800 kg**  
of seed, pesticide, inoculant  
and fertilizer bags  
collected

## Manage Resistance Now

The Manage Resistance Now program is a collaboration with industry, academia and government experts to increase knowledge and promote adoption of strategies that will lead to a reduction of weed, insect and disease resistance. We developed two new **fact sheets** to support growers on the topics of resistance. One focused on herbicide resistant wild oats and the second highlighted study results illustrating economic gains from implementing resistance management practices. Both fact sheets were produced in collaboration with the Canola Council of Canada, Manitoba Crop Alliance, Prairie Oat Growers Association and SaskWheat.





CropLife Canada also launched a first-ever contest to encourage growers to share their success stories in preventing the development of resistance on their farms. The contest was supported by Real Agriculture, GFO, Syngenta, BASF, FMC, Alberta Canola, Pulse Canada and Producteurs de Grain de Québec. In total, there were 357 unique entries. The entries will allow CropLife Canada and its members to identify topics to address through targeted educational material.



## Strategic partnerships to advance sustainable agriculture

### National Index on Agri-Food Performance

The **National Index on Agri-Food Performance**, published in May 2023, is the first sustainability index for Canada's agriculture and food sector. CropLife Canada has been involved, along with the 128 private-public partner coalition across the agri-food sector, in developing this Index. The Index provides a framework to support national sustainability goals, allowing stakeholders across the agri-food value and supply chains to speak the same language and work together toward outcomes that meet the sustainability triad objectives.

### Canadian Roundtable for Sustainable Crops (CRSC)

As a member of the **Canadian Roundtable for Sustainable Crops (CRSC)** steering committee, CropLife Canada was proud to endorse a revised document that replaces the original *Responsible Grain Code of Practice*. The new document, tentatively named the *Foundations of Sustainable Crop Production*, promotes the sustainable practices that Canadian grain farmers embrace. The key audiences for the document will be domestic and international grain buyers, crop farmers and their associations and the Canadian public and governments. Over the coming months the document will be refined and finalized into several communication products.

### Partnering for sustainability: Grain Growers of Canada Road to 2050

CropLife Canada is an official partner of the Grain Growers of Canada (GGC) Road to 2050 project, which will work towards a path to achieving net-zero emissions by 2050 with a focus on innovation, research and best management practices.





# Maximize Canada's export potential







## Advocate for adherence to rules-based trading systems

CropLife Canada continues to support global market access efforts for Canadian agriculture commodities. Through continuous engagement with AAFC and Global Affairs Canada, CropLife Canada promotes the adoption of science-based rules by trading partners in order to minimize unnecessary barriers to agricultural trade. We continued to work in close collaboration with the Canada Grains Council and CropLife International on international market issues, in particular maintaining access to Europe for Canadian grains and oilseeds. In collaboration with stakeholder partners, we also engaged with governments and forums around the world as many countries worked toward developing new regulatory policies for plant breeding innovation and gene editing. This work supported the development of regulatory approaches and proposals globally (e.g EU, UK, India) that align with the recently released Canadian guidance.



## Engagement on the Comprehensive and Progressive Agreement for Trans-Pacific Partnership agreement

CropLife Canada worked with AAFC to build momentum for including new obligations in trade agreements on pesticides. These efforts resulted in Canada raising this issue during the negotiations for the accession of the UK to the CPTPP. While the proposal was not included in the final agreement, it was a success for the government to recognize the value of such an approach and promote the importance of science-based pesticides regulations in free-trade agreements.

## Joining the Canadian Agri-Food Trade Alliance (CAFTA)

This year, CropLife Canada became a member of the Canadian Agri-Food Trade Alliance (CAFTA), and joined the board of directors. CAFTA is a coalition of national organizations that support a more open and fair international trading environment for agriculture and agri-food. CropLife Canada will work with CAFTA on common areas of focus, including market access irritants related to biotechnology and pesticides.

## International collaboration and Sustainable Productivity Growth Coalition meetings

CropLife Canada joined the Coalition for Sustainable Productivity Growth for Food Security and Resource Conservation (SPG Coalition), which aims to accelerate the transition to more sustainable food systems through productivity growth that optimizes agricultural sustainability across social, economic and environmental dimensions. Leading up to COP27, the coalition hosted a Global SPG Conference. CropLife Canada submitted Canada's no-till success story as an example, which was presented during the SPG conference.

## Advocacy on Mexican presidential decree

The Mexican government is implementing a presidential decree aiming to ban genetically modified corn and glyphosate by 2024. After pressure from the United States and Canada, the Mexican government published a revised presidential decree in February of 2023, which reduced immediate impact on trade, yet remains problematic. CropLife Canada continued to work jointly with the Canada Grains Council and AAFC via an industry-government working-group to advocate for science-based policy in Mexico. We continue to engage and work closely with our membership, as well as CropLife America and CropLife International, to ensure that strategies are coordinated and complementary.



# Operational highlights

## New members

**Tide International Canada**

**Envu Canada**

## Associate members

**Exponent Consulting Inc**

## Current staff

**Ian Affleck**  
Vice-President,  
plant biotechnology

**Émilie Bergeron**  
Vice-President, chemistry

**Linda Burgstaller**  
Receptionist and  
administrative assistant

**Paul Enwerekwe**  
Director regulatory  
affairs, chemistry

**Beth Hernen**  
Administrative and  
events assistant

**Imogen Hobbs**  
Science and regulatory  
affairs officer, chemistry

**Jennifer Hubert**  
Executive director,  
plant biotechnology

**Greg Kolz**  
Vice-President,  
government affairs

**Brittany Lacasse**  
Sustainability officer

**Liz Lumsden**  
Communications  
manager

**Luis Luque**  
Manager of regulatory  
affairs, plant biotechnology

**Erin O'Hara**  
Vice-President,  
communications and  
member services

**Becky Parker**  
Communications  
manager

**Pierre Petelle**  
President & CEO

**Terri Stewart**  
Executive director,  
chemistry

**Justine Taylor**  
Director, stewardship  
and sustainability

**Silvana Waddington**  
Manager of finance  
and procurement

**Charlene Wilson-MacLennan**  
Executive assistant and  
office administrator

## Board of Directors

**Suzanne Beattie**  
Premier Tech Home  
& Garden

**Boyd Bergstrom**  
Nufarm Agriculture Inc.

**Al Driver**  
Bayer CropScience Inc.

**Tyler Groeneveld**  
Corteva Agriscience

**David Hansen**  
CANTERRA SEEDS

**Bruce Harrison**  
Nutrien Ag Solutions  
(Canada) Inc.

**Trevor Heck (Chair)**  
Syngenta Canada Inc.

**Glenn Houser**  
Cargill Limited

**Todd Hyra**  
SeCan

**Casper Kaastra**  
Sollio Agriculture

**Trent McCrea**  
UPL AgroSolutions  
Canada Inc.

**Greg McDonald**  
WinField United Canada

**Trish Meyers**  
Federated Co-operatives  
Limited

**Geneviève Potvin**  
Scotts Canada Limited

**Russ Reich**  
Richardson International  
Limited

**Jonathan Sweat**  
BASF Canada

**Cornie Thiessen**  
ADAMA Agricultural  
Solutions Canada Ltd.

**Fred Thun**  
United Farmers of Alberta  
Co-operative Limited



1201-350 SPARKS STREET  
OTTAWA, ON K1R 7S8  
613-230-9881

[CROPLIFE.CA](http://CROPLIFE.CA)