



Seizing opportunities for growth

ANNUAL REPORT 2016–2017





Table of Contents

2 President's
letter

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

6 Advancing sustainability
and stewardship

8 Talking about our
technologies

10 Working
with others

12 Board of directors
and staff

President's letter

Canada has a unique opportunity and responsibility to help feed a growing world population. Canada's plant science industry is providing technologies to help farmers meet that challenge in a sustainable way and enabling them to seize the opportunity that is Canadian agriculture today.

CropLife Canada supports agriculture's success by advocating for science-based regulations, building relationships, and telling the story of our industry.

It has been my pleasure to begin leading CropLife Canada this year. As part of the CropLife Canada team for several years, I know the plant science industry is an important and rewarding place to work. I'm proud to helm this organization of devoted professionals in championing the benefits of providing safe and effective plant science innovations to farmers.

CropLife Canada has proudly represented the plant science industry for 65 years, constantly evolving to represent our members' innovations. Originally formed to represent pest control product companies, CropLife Canada expanded in the 1990s to include the early iterations of plant biotechnology. We have continued to expand to represent a range of plant breeding innovations as well as biological controls.

In order to ensure we stay focused on those areas that mean the most to our members, CropLife Canada began the implementation of a new three-year strategic plan this year. While the majority of our guiding goals have remained the same, our members helped identify a few new areas to enhance our efforts.

We remain dedicated to sustainability by looking at the long-term impacts of plant science technology practices and we are committed to ensuring stewardship for the full lifetime of our members' products.

CropLife Canada staff have been busy working with the federal and provincial governments to achieve our goal of a supportive environment for our industry by sharing perspectives with public policy makers and elected officials.

The federal government, through its Advisory Council on Economic Growth report, has recognized that agriculture has the potential to contribute even more substantially to Canada's economy. We agree that the opportunity for growth is tremendous and so we have worked to demonstrate how the plant science industry can contribute significantly to the aspiration of agriculture becoming an even bigger economic powerhouse.

CropLife Canada staff have diligently worked to impress upon government the importance of improving the timeliness and predictability of Canada's regulatory regime for plant biotechnology. Our recommendations, delivered in a report called *Driving the Canadian advantage*, have helped reinforce our priorities with federal decision makers.

Our team has continued to provide input on many regulatory consultations. For instance, we supported neonicotinoid seed treatments, advocated for a low level presence policy for genetically modified material in grain shipments, and urged a science- and risk-based approach for product re-evaluations.

We connected with farmers, dietitians, and stakeholders to share first-hand examples of the value of our technologies with the public. Working with others helps us to share our story with more people.

It's a privilege to seize these opportunities to grow a stronger industry, environment, and economy. Thank you for your support.



Pierre Petelle
President and CEO, CropLife Canada

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

As a trade association, one of our key priorities is to help create a supportive regulatory environment within which the Canadian plant science industry can innovate and provide safe, effective products. To that end, CropLife Canada continuously emphasizes the importance of transparent, timely, evidence-based regulatory systems.

Low level presence (LLP)

CropLife Canada has long advocated for a low level presence (LLP) policy on genetically modified material in grain shipments. In the past year we continued to advocate for a five per cent threshold globally for products approved in at least one country of production, while remaining engaged in related policy development activities, such as risk assessment procedures through the Global Low Level Presence Initiative (GLI), a global coalition of developers and grain handlers. CropLife Canada was also involved in the Government of Canada's consultations with stakeholders to draft a domestic model LLP policy and its international promotion.



Driving the Canadian advantage

CropLife Canada has developed a series of recommendations to improve the timeliness and predictability of Canada's regulatory regime for products of plant biotechnology. These recommendations, articulated in a document called *Driving the Canadian advantage*, have been the basis for meetings with the federal agriculture minister as well as with leaders of the Canadian Food Inspection Agency (CFIA) and Health Canada.

CFIA has committed to address the industry's concerns about lack of timeliness, predictability, and transparency in the regulatory processes for members' genetically enhanced seed products by spring 2018.

To further the goal of streamlining the regulatory system, CropLife Canada partnered with the Canada Grains Council and the Canadian Seed Trade Association to host a workshop on the future of plant breeding oversight in Canada. Over 60 participants across a wide range of the seed sector unanimously agreed that a tiered evaluation system, commensurate with the level of potential risk, should be adopted by CFIA and Health Canada.

Neonicotinoids

Following an extensive re-evaluation, the Pest Management Regulatory Agency (PMRA) announced plans to withdraw all agricultural uses of the neonicotinoid, imidacloprid, based on hypothetical risks to aquatic invertebrates. CropLife Canada participated in a multi-stakeholder forum organized by Agriculture and Agri-Food Canada (AAFC) in response to

Other consultations CropLife Canada participated in included:

- Proposed amendments to the *Pest Control Products Fees Regulations* to implement PMRA's cost recovery initiative
- PMRA revisions to the data protection provisions of the *Pest Control Products Act*
- Proposed amendments to the *Pest Control Products Regulations* to implement the Comprehensive Economic and Trade Agreement (CETA)
- Next agricultural policy framework to replace *Growing Forward 2*
- Environment Canada's proposed amendments to address small scale plant pathogen field trial issue
- PMRA's proposed Management of Pesticides Re-Evaluation Policy
- European Commission's consultations on endocrine disruptors
- CFIA's *Plant and Animal Health Strategy* and phase one of CFIA's cost recovery initiative

the proposed decision and helped gather information and data that could help inform the special reviews of two other neonicotinoids, clothianidin and thiamethoxam, that were triggered as a result of PMRA's proposed imidacloprid decision. CropLife Canada has also worked with agricultural stakeholders to initiate Canada-wide water monitoring studies during the 2017 growing season; to provide regular updates on activities being undertaken by industry; and to stress the importance of continued access to this tool of modern agriculture for farmers from a productivity and competitiveness perspective.

Lending our voice

CropLife Canada was invited to present at several parliamentary committees, for both the House of Commons and the Senate. At these appearances we had the opportunity to speak about the long safety record of biotechnology crops, to emphasize the industry's commitment to pollinator health, and to reiterate the need for evidence-based decisions for product registrations.

Defending urban pesticides

CropLife Canada continues to defend the use of pesticides in urban areas. In Manitoba, the government began reviewing the existing restrictions on urban pesticides. CropLife Canada met with ministers, members of the legislative assembly, and senior officials to explain the safety of urban pesticides. The government has indicated changes to the current law are forthcoming.

CropLife Canada supported the use of urban pesticides when Calgary considered implementing restrictions on their use. Ultimately, the city decided it did not have the capacity to make science-based assessments on Health Canada-approved products.

In both regions, CropLife Canada coordinated stakeholder participation in the government consultations and made formal submissions supporting the use of Health Canada-approved products.

Provincial advocacy

CropLife Canada increased its engagement on issues related to provincial policy and regulatory initiatives in the past year with the addition of a new staff position responsible for building and maintaining relationships with non-elected provincial officials and stakeholder organizations. This change was in response to the decision to dissolve CropLife Canada's provincial councils.

International advocacy

The majority of CropLife Canada's focus is on domestic issues, however some international regulations have impacts on the Canadian plant science industry. When that is the case we advocate for a more predictable and efficient system globally.

Over the past few years, building a working relationship with China – a large and important trading partner for Canada – has been an ongoing area of work for CropLife Canada. To help achieve this goal, CropLife Canada took part in a number of meetings in Canada and China, including:

- The federal agriculture minister's trade mission to China to discuss the slow approval process for products of plant biotechnology and its impact on trade.



- CropLife Canada took part in CropLife International's North Asia Task Force meeting in Beijing as part of the ongoing focus to streamline the Chinese regulatory system for products of plant biotechnology.
- As part of an industry delegation, we attended the Canada-China agriculture innovation/biotech roundtable in Beijing. The delegation spoke to the importance of timely approvals for products of plant biotechnology and discussed this topic with the Canadian ambassador to China.

CropLife Canada became a member of a working group established by the Government of Canada to identify emerging and existing issues affecting trade under CETA and resolve non-tariff trade barriers with Europe for both pesticides and products of biotechnology.

CropLife Canada hosted the stakeholder engagement day at the annual North American Free Trade Agreement (NAFTA) technical working group on pesticides. Over 120 attendees, including regulators, grower groups, and industry representatives from Canada, Mexico and the United States participated.

Advancing sustainability and stewardship

Ensuring our members' products are responsibly managed from development to end-of-life has long been a point of pride for Canada's plant science industry. CropLife Canada prioritizes maintaining, developing and implementing lifecycle stewardship initiatives for pest control products and products of modern plant breeding.

Fighting resistance

CropLife Canada has embarked on a multi-faceted approach to minimize the development of weed, insect, and disease resistance in Canada. This approach will include stakeholder outreach, partnership building, and training, and will integrate best practices from Canada and around the world.

Environment, health and safety

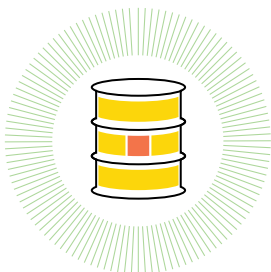
CropLife Canada works with the Agrichemical Warehousing Standards Association (AWSA) to manage the industry's warehouse auditing program and ensure safe handling and storage of our members' products. AWSA certified 1,341 warehouses across Canada through third-party audits this year, along with certifying the ninth pesticide formulation facility in compliance with the Manufacturing Code of Practice.

CropLife Canada, in partnership with the seed treatment industry, is in the final stages of implementation for the Accredited Seed Treatment Operations Standards, focused on providing standardized environmental, health and safety practices for commercial seed treatment facilities in Canada.

Cleanfarms by the numbers

Cleanfarms is CropLife Canada's sister organization responsible for the collection and safe disposal of agricultural plastic and inorganic waste.

Cleanfarms – 2016 numbers

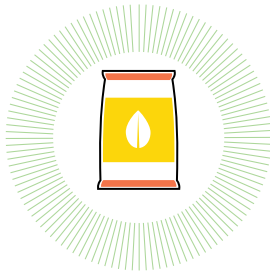


278,831 KG

OBSOLETE PESTICIDES COLLECTED

**19,927 KG OF LIVESTOCK
MEDICATION**

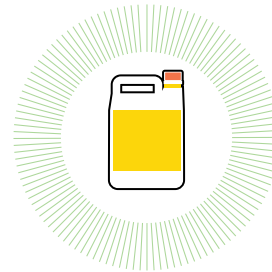
returned in Alberta, Manitoba,
Newfoundland, Ontario



295,568 KG

EMPTY SEED AND PESTICIDE BAGS

returned in
Eastern Canada



5,200,800

EMPTY CONTAINERS RETURNED

returned
nationally

Training and education

CropLife Canada has a longstanding commitment to training and education opportunities for industry professionals. As part of this commitment we support several training and certification programs.

The Certified Crop Science Consultant program (delivered in partnership with the University of Saskatchewan) is mandatory for all CropLife Canada members who provide product and technical use recommendations. More than 400 industry professionals currently participate in this program.

The Compliance Management for Confined Field Trials for Plants with Novel Traits course is also delivered in partnership with the University of Saskatchewan and provides practical training for researchers conducting confined field trials to ensure compliance with the latest CFIA requirements.

More than 350 growers participated in CropLife Canada-supported sprayer calibration and technology workshops and field demonstrations nationally.

Value chain collaboration

CropLife Canada participates in the Canadian Roundtable for Sustainable Crops, Canadian Field Print Initiative, Soil Conservation Council of Canada, and supports Environmental Farm Plans to ensure it is part of broader stakeholder discussions and activities regarding current and emerging sustainability topics. We also participate in the Honey Bee Health Coalition, and several AAFC groups such as the National Bee Health Roundtable, Grains Roundtable, Horticulture Value Chain Roundtable, and the Agri-Subcommittee on Food Safety.

Talking about our technologies

Sharing the story of our industry is more important than ever before. CropLife Canada makes talking about our technologies and the opportunities they bring to farmers, communities, and the economy a priority.

Revamped website

The CropLife Canada website, croplife.ca, is an excellent source of information about our organization and industry. We revamped the website this year to better share information about plant science technologies and help people understand how pesticides and products of modern plant breeding help farmers safely and sustainably grow our food. The website is filled with visual and video content and is fully optimized for mobile devices.

Helping Canada grow

In order to accurately tell the story of how pesticides and plant biotechnology help Canada grow, CropLife Canada hired RIAS Inc., an independent third-party research firm, to quantify the economic, environmental and social impacts of plant science technologies. The report was released in 2015, but the work of sharing the good news contained within the report continued throughout 2016 and 2017.

In addition to delivering *Helping Canada grow* via webinar to our members and various stakeholders, we also developed several new videos featuring farmers who reinforced the importance of plant science technologies to delivering concrete benefits.

Helping Canada grow also served as the basis for the 2017 CropLife Canada calendar, a significant amount of our Twitter activity and as a foundation for many of our presentations, submissions, and outreach.

Working with dietitians

As a trusted and science-based source of food information, dietitians often receive questions about our technologies from their clients. This is why CropLife Canada has chosen to spend a considerable amount of time working with this group of respected professionals.

Our activities this past year included attending the annual Dietitians of Canada conference and the Ontario Home Economist Conference to share *Helping Canada grow* resources and answer questions about plant science technologies in person. We also distributed *Helping Canada grow* materials to all dietitians across Canada, invited several dietitians to attend the GrowCanada conference, and organized an event for dietitians at the Royal Agricultural Winter Fair in Toronto.

CropLife Canada also offered our *Science to Seed* and *Lab to Label* webinars, which explain in plain language the fundamentals of plant biotechnology products and pesticides respectively, to dietitians.

Farm tour sponsorship

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.

Through these tours, we were able to share information with dietitians, food influencers such as bloggers and food writers, culinary students and nutrition students in Ontario and Saskatchewan.

In the news

CropLife Canada communicates the benefits of plant science technologies to the public and the media. We aim to actively share the benefits of our technologies as well as dispel misinformation and myths.

CropLife Canada participated in 40 media interviews on a range of topics from pollinator health, proposed biotechnology regulations, pesticide restrictions, and GM labeling. In the past year, the majority of media coverage related to our industry has been neutral and balanced.

CropLife Canada creates content to showcase the benefits of plant science technologies. Last year these print, online and radio stories were placed in more than 900 publications across Canada.

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. The program was updated last year to incorporate the updated *Helping Canada grow* information.



Social media update

Social media is a valuable tool for sharing positive information about the industry.

On Twitter, CropLife Canada reaches more than 7,500 followers. Tweets related to the CropLife Canada account received 12.7 million potential impressions throughout the year.

The Twitter Training program was revamped to encompass different social media platforms to help industry employees share positive information about pesticides and plant biotechnology through various social media tools. The session also provides tips for managing challenging conversations online about these technologies. Two sessions were delivered this past year.

With several new videos in the *Helping Canada grow* suite, we received more than 16,000 views of our videos last year.

Working with others

CropLife Canada collaborates with like-minded individuals and organizations to share information and resources to strengthen the Canadian plant science industry.

Seed Synergy Collaboration project

The Seed Synergy Collaboration project between CropLife Canada and five seed-related industry associations is working towards an industry-led and government-enabled next generation seed system for Canada. The key objectives of this project centre on increasing freedom to operate and return on investment for the seed industry.

In the past year, the project determined that work should focus on: key functions of research and development, market entry, production and processing, and sales and distribution, plus preliminary proposals on how the six associations can better work together collaboratively.



GrowCanada conference 2016

The GrowCanada conference welcomed nearly 560 delegates in Ottawa. This event attracts a broad audience, including member employees, elected officials, government regulators, farmers, and agricultural influencers. The *Up to the challenge* theme celebrated 150 years of adaptive and resilient Canadian agriculture, with presentations on agriculture and climate change, economic opportunities, and a panel on public opinion and policy.



Spring Dialogue Days

CropLife Canada's annual Spring Dialogue Days event brings together industry, government officials, and stakeholders to discuss key agriculture topics. This year's event attracted 180 delegates to the Ottawa-based meetings.

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

CropLife Canada member company representatives held 20 meetings with government and opposition members of Parliament and key political staff as part of the annual Cultivate Your MP lobby day.

Table for Twenty

CropLife Canada began celebrating the 20th anniversary of biotech crops in Canada with Table for Twenty events in 2016. Table for Twenty was a series of dinners to celebrate this milestone started by CropLife International.

The events brought together industry representatives, farmers, food influencers and others in Saskatoon, Montreal, Calgary, and Charlottetown to celebrate the success of biotech crops in Canada and look towards the future of modern plant breeding. One event took place at the Parliamentary Dining Room on Parliament Hill with members of Parliament and the federal agriculture minister as guests.



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