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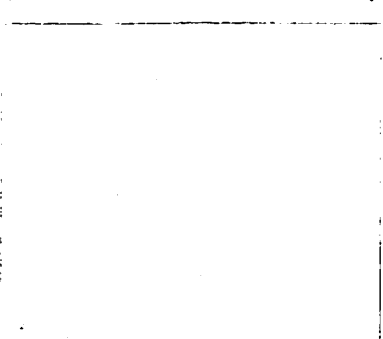
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4/19/23, 11:46 AM

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4/18/23, 11:46 AM

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(39) Imogen Hobbs | LinkedIn

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Imogen Hobbs (She/Her) · 3rd

Science and Regulatory Affairs Officer, Chemistry at CropLife Canada

-  CropLife Canada
-  McGill University

Ottawa, Ontario, Canada · [Contact info](#)

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About

Trasnochar, which roughly translates to staying up late into the night writing, is a Spanish word that I, like many students before me, have resonated with deeply. Trasnochar to me is staying up that extra few hours to research a connection between an environmental policy in Canada to a criminal law case in the United States...see more

Activity

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Imogen Hobbs posted this • 3w



I'm very excited to announce that I have recently accepted a new role as Science and Regulatory Affairs Officer, Chemistry, with CropLife Canada! I'm very grateful and excited for this new opportunity, and can...



46

12 comments

Show all activity →

Experience



Science and Regulatory Affairs Officer, Chemistry

CropLife Canada · Permanent Full-time

Mar 2023 - Present · 2 mos

Ottawa, Ontario, Canada · Hybrid

Skills: Agriculture · Communication · Policy Analysis · Sustainability · Environmental Policy



Research Associate

Brock University · Contract Part-time

Nov 2022 - Mar 2023 · 5 mos

- Worked on research related to Ecosystem Services and Environmental Governance...

Skills: Ecosystem Services · Academic Writing · Problem Solving · Research · Environmental Governance



McGill University

5 yrs 2 mos

MSc Student

Full-time

Jul 2020 - Oct 2022 · 2 yrs 4 mos

Montreal, Quebec, Canada

Skills: Project Management · Environmental Compliance · R (Programming Language) · Water Resource Management · Environment, Health, and Safet...

Undergraduate Researcher

Jan 2019 - Jul 2020 · 1 yr 7 mos
Montreal, Canada Area

My work concerned how to integrate Environmental DNA (eDNA) into global environmental policy. Environmental DNA is a promising...

Skills: Microsoft PowerPoint · Climate Change · Microsoft Word · Microsoft Excel · Microsoft Office · Policy Analysis · Critical Thinking · Public Speaking...

Research Assistant

May 2018 - Dec 2018 · 8 mos
Montreal, Canada Area

I worked in the Cristescu lab at McGill University where I performed eDNA and eRNA extractions. Environmental DNA and RNA (eDNA and eRNA,...

Skills: Microsoft PowerPoint · Microsoft Excel · Critical Thinking · Public Speaking · Organization Skills · Teamwork · Environmental Risk

Show all 4 experiences →



Environmental Risk Intern

Environment and Climate Change Canada · Internship
Jan 2022 - Jul 2022 · 7 mos

Skills: Project Management · Environmental Compliance · R (Programming Language) · Water Resource Management · Environment, Health, and Safet...



Food Educator

McGill Student Housing & Hospitality Services
Sep 2017 - Apr 2018 · 8 mos
Montreal, Canada Area

I worked as a team with other Food Educators to promote McGill Student Housing & Hospitality services, inform students of their dietary options at...

Education



McGill University

MSc , Renewable Resources
2020 - 2022

Interested in social-ecological network analysis and how it can influence decision-making in Canadian resource landscapes. Specialisation in...

Skills: Environmental Compliance · R (Programming Language) · Water Resource Management · Environment, Health, and Safety (EHS) · Microsoft...



McGill University

BA&Sc Environment with a Minor in Organismal Biology, Environment
2016 - 2020

Skills: Microsoft PowerPoint · Climate Change · LaTeX · Microsoft Word · Microsoft Excel · Microsoft Office · Policy Analysis · Critical Thinking · ...

Licenses & certifications



Fundamentals of Bayesian Data Analysis in R

DataCamp
Issued Mar 2021

Skills: R (Programming Language) · Data Analysis · Microsoft Excel · Critical Thinking · Problem Solving · Analytical Skills · Flood Risk · Environmental Risk



Intermediate R

DataCamp
Issued Jan 2021

Skills: R (Programming Language) · Data Analysis · Microsoft Excel · Critical Thinking · Problem Solving · Analytical Skills · Environmental Risk



Social Network Analysis


Coursera
Issued Sep 2020
Credential ID U4TVCSAC7HXS

Skills: Data Analysis · Microsoft Excel · Problem Solving · Analytical Skills


Show all 6 licenses & certifications →

Skills

Agriculture

 Science and Regulatory Affairs Officer, Chemistry at CropLife Canada

Communication

 Science and Regulatory Affairs Officer, Chemistry at CropLife Canada

Ecosystem Services

 Research Associate at Brock University

Show all 44 skills →

Projects

MSc. Thesis

Sep 2020 - Present

 Associated with McGill University

Social-ecological fit (SEF) approaches to efficient and effective environmental governance. SEF is the matching of institutional action to ecological need. ...

The integration of Environmental DNA into government environmental programs

Jan 2019 - Present

 Associated with McGill University

Environmental DNA (eDNA) is the genetic material shed by different organisms interacting with each other and their environments. It can be collected from the...

Honors & awards

F. Grey Woods Fellowship

Issued by McGill University - Sep 2021
Associated with McGill University

Received the F. Grey Woods Fellowship for academic excellence. Valued at \$24,000

Languages

English

Native or bilingual proficiency

French

Professional working proficiency

Spanish

Professional working proficiency

Interests

Top Voices Companies Groups Newsletters Schools



Justin Trudeau · 3rd
Prime Minister of Canada | Premier ministre du Canada
5,540,232 followers

+ Follow



Jacinda Ardern · 3rd
Prime Minister of New Zealand, Leader of the New Zealand Labour Party, and MP for Mt Albert. Authorised by Rt Hon Jacinda Ardern, Parliament Buildings, Wellington.
826,684 followers

+ Follow

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Promoted



Good news, alumni.
You could save 28% by switching your home and car to TD Insurance. See how.



Janitorial Supplies
Discover high quality, affordable janitorial cleaning supplies & equipment



Invitation from LinkedIn
Place ads on LinkedIn. Acquire new customers for your business. Try it now.

People you may know



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Paralegal and Junior Trust Officer

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Kayla Nguyen
Pre-Law Student at Capilano University

Connect



Jessica Lee
Corporate Paralegal at Osler, Hoskin & Harcourt LLP

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Camille Cook
Paralegal at Digby Leigh & Co.

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Angela Nguyen
Legal Assistant at Watson Goepel LLP

 Connect

 LEARNING

Add new skills with these courses, free for 24 hours



Upstream: Solving Problems Before They Happen (Book Bite)



Communicating as a Leader Nano Tips with Jessica Chen



Landing a MAANG Job: Behavioral Interview Questions

See my recommendations

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(39) Imogen Hobbs | LinkedIn

110


<https://www.linkedin.com/in/imogen-hobbs/>

9/9

(https://croplife.ca)

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(https://croplife.ca)


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MENU

About Us

CropLife Canada represents the Canadian manufacturers, developers and distributors of pest control and modern plant breeding products.



Although many aspects of the plant science industry have evolved since our organization was first established in 1952, our main purpose remains the same — to advance the collective interests of the agricultural industry in Canada.

With pesticides and modern plant breeding, the plant science industry makes significant social, economic and environmental contributions. Our organization's primary focus is on providing tools to help farmers be more productive and more sustainable, but we also develop products for use in a wide range of non-agricultural settings, including urban green spaces, public health settings and transportation corridors.

Our primary goals include:

- Increasing awareness, understanding and acceptance of the benefits, safety and sustainability of plant science innovations
- Securing legislation, regulation and policy that ensure product safety, and encourage industry innovation and sound science
- Being world-leaders in lifecycle stewardship of plant science innovations

- Forging and leading alliances with stakeholder groups to help achieve the industry's vision and sound public policy

CropLife Canada is part of the CropLife International (<http://croplife.org>) consortium, a global federation with members across 91 countries that champions agricultural innovations in crop protection and plant biotechnology

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(<https://croplife.ca>)

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(<https://croplife.ca>)

MENU

Creating a positive domestic regulatory environment



CropLife Canada advocates for a predictable, science-based regulatory environment for both pesticides (<https://croplife.ca/facts-figures/pesticides-in-canada/>) and plant breeding innovations in Canada. Canadian agriculture is poised to be a major area of growth for the Canadian economy as noted by the Council on Economic Growth and the Agri-Food Economic Strategy Table. However, to enable Canada to meet the strategy table's ambitious target of \$85 billion in agri-food exports and 140 billion in domestic production by 2025, we must remove unnecessary regulatory barriers that hinder innovation and competitiveness.

CropLife Canada is championing a regulatory environment that both protects human and environmental safety, and encourages innovation and competitiveness. We are advocating for science-based regulations – both federally and provincially – that allow farmers access to the latest tools they need to safely and sustainably grow our food and compete on a global stage.

Learn more about...

- + Plant breeding innovations
- + Pest Management Regulatory Agency re-evaluation process improvements
- + Pest Control Products Act legislative review

+ Ontario pesticide-use restrictions

Resource library

PDF

(HTTPS://A2K9B9G7.ROCKETCDN.ME/WP-CONTENT/UPLOADS/CROPLIFE-

CANADA-RESPONSE-TO-

HEALTH-CANADA-CONSULTATION-

NEW-GUIDANCE-

FOR-

NOVEL-

FOODS-

PLANT-

BREEDING-

FINAL-

2021-

05-

12.PDF)

CropLife Canada response to Health Canada consultation - New guidance for Novel Foods Plant Breeding

([https://a2k9b9g7.rocketcdn.me/wp-content/uploads/CropLife-Canada-response-to-Health-Canada-consultation-](https://a2k9b9g7.rocketcdn.me/wp-content/uploads/CropLife-Canada-response-to-Health-Canada-consultation-New-Guidance-for-Novel-Foods-Plant-Breeding-Final-2021-05-12.pdf)

[New-guidance-for-Novel-Foods-Plant-Breeding-Final-2021-05-12.pdf](https://a2k9b9g7.rocketcdn.me/wp-content/uploads/CropLife-Canada-response-to-Health-Canada-consultation-New-Guidance-for-Novel-Foods-Plant-Breeding-Final-2021-05-12.pdf))

September 23, 2021

PDF

(HTTPS://A2K9B9G7.ROCKETCDN.ME/WP-CONTENT/UPLOADS/CROPLIFE-

CANADA-RESPONSE-

TO-

THE-

CFIA-

CONSULTATION-

ON-

NEW-

GUIDANCE-

FOR-

PART-

V-

SEPT-

08-

2021.PDF)

CropLife Canada Response to the CFIA consultation on new guidance for Part V ([https://a2k9b9g7.rocketcdn.me/wp-](https://a2k9b9g7.rocketcdn.me/wp-content/uploads/CropLife-Canada-Response-to-the-CFIA-consultation-on-new-guidance-for-Part-V-Sept-08-2021.pdf)

[content/uploads/CropLife-Canada-Response-to-the-CFIA-consultation-on-new-guidance-for-Part-V-Sept-08-2021.pdf](https://a2k9b9g7.rocketcdn.me/wp-content/uploads/CropLife-Canada-Response-to-the-CFIA-consultation-on-new-guidance-for-Part-V-Sept-08-2021.pdf))

September 23, 2021

PDF

(HTTPS://A2K9B9G7.ROCKETCDN.ME/WP-CONTENT/UPLOADS/CROPLIFE-

CANADA-

2020-

PROGRAM-

RENEWAL-

CropLife Canada 2020 PMRA Program Renewal White Paper ([https://a2k9b9g7.rocketcdn.me/wp-](https://a2k9b9g7.rocketcdn.me/wp-content/uploads/CropLife-Canada-2020-Program-Renewal-White-Paper.pdf)

[content/uploads/CropLife-Canada-2020-Program-Renewal-White-Paper.pdf](https://a2k9b9g7.rocketcdn.me/wp-content/uploads/CropLife-Canada-2020-Program-Renewal-White-Paper.pdf))

June 16, 2021

WHITE-
PAPER.PDF)

PDF

(HTTPS://A2K9B9G7.ROCKETCDN.ME/WP-
CONTENT/UPLOADS/2020-
12-16- **CropLife Canada Labelling Report (https://a2kgb9g7.rocketcdn.me/wp-content/uploads/2020-12-16-CropLife-Canada-
Labelling-report-FINAL.pdf)**
CROPLIFE-
CANADA-
LABELLING-
REPORT-
FINAL.PDF)

PDF

(HTTPS://A2K9B9G7.ROCKETCDN.ME/WP-
CONTENT/UPLOADS/CROPLIFE-
CANADA- **Comments on CAPERN (https://a2kgb9g7.rocketcdn.me/wp-content/uploads/CropLife-Canada-Mémoire-mandat-
d'initiative-CAPERN-2019_FRE_FINAL_2.pdf)**
MÉMOIRE-
MANDAT-
D'INITIATIVE-
CAPERN-
2019_FRE_FINAL_2.PDF)

PDF

(HTTPS://A2K9B9G7.ROCKETCDN.ME/WP-
CONTENT/UPLOADS/2018-
11-13- **CropLife Canada comments on PMRA PSRD2018-01 and PSRD2018-02 (https://a2kgb9g7.rocketcdn.me/wp-
CLC- content/uploads/2018-11-13-CLC-Response-to-PSRD-FINAL-1.pdf)**
RESPONSE-
TO-
PSRD-
FINAL-
1.PDF)

PDF

(HTTPS://A2K9B9G7.ROCKETCDN.ME/WP-
CONTENT/UPLOADS/2018-
12-11- **CropLife Canada Comments on Canada Gazette, Part I, Volume 152, No. 39 (https://a2kgb9g7.rocketcdn.me/wp-
content/uploads/2018-12-11-CropLife-Canada-comments-on-CGI-Vol.-152-No.-39_PCPR-labelling-2.pdf)**
COMMENTAIRE-
ON-
CGI-
VOL.-152-
NO.-39_PCPR-
LABELLING-
2.PDF)

PDF

(HTTPS://A2K9B9G7.ROCKETCDN.ME/WP-
CONTENT/UPLOADS/2018-
03-19-
CLC-

RESPONSES on PMRA PRVD2017-23 and PRVD2017-24 (<https://a2k9bgg7.rocketcdn.me/wp-content/uploads/2018-03-19-TO-CLC-Response-to-CLOTMX-PRVD-FINAL-1.pdf>)
 CLOTMX March 13, 2018
 PRVD-
 FINAL-
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PDF

([HTTPS://A2K9B9G7.ROCKETCDN.ME/WP-CONTENT/UPLOADS/2018-](https://a2k9bgg7.rocketcdn.me/wp-content/uploads/2018-02-28-CLC-comments-on-PMRA_SPCP_LabelImprovement-FINAL-1.pdf)

02-
 28- **CropLife Canada comments on PMRA Label Improvement Initiative (https://a2k9bgg7.rocketcdn.me/wp-content/uploads/2018-02-28-CLC-comments-on-PMRA_SPCP_LabelImprovement-FINAL-1.pdf)**
 CLC- February 28, 2018
 COMMENTS-
 ON-
 PMRA_SPCP_LABELIMPROVEMENT-
 FINAL-
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PDF

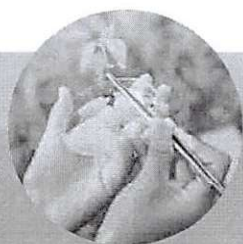
([HTTPS://A2K9B9G7.ROCKETCDN.ME/WP-CONTENT/UPLOADS/2017-](https://a2k9bgg7.rocketcdn.me/wp-content/uploads/2017-02-16-CLC-Comments-on-PRO2016-04-1.pdf)

02-
 16- **Comments on PMRA PRO2016-04 (<https://a2k9bgg7.rocketcdn.me/wp-content/uploads/2017-02-16-CLC-Comments-on-PRO2016-04-1.pdf>)**
 CLC- February 16, 2017
 COMMENTS-
 ON-
 PRO2016-
 04-
 1.PDF)


SELECT A YEAR

Persevering with science

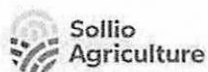
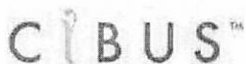
CropLife Canada Annual Report
2020-2021



This is Exhibit "Q" referred to in the
Affidavit of Jodi Kaldestad
sworn (or affirmed) before me at
Vancouver, BC
this 19 day of April 2023.


A Commissioner for Taking Affidavits for British Columbia

OUR MEMBERS



CROPLIFE CANADA | ANNUAL REPORT 2020-2021

This report takes you season by season through our past year to show how we work year-round on behalf of our members to ensure they can bring the benefits of plant science technologies to market in Canada to **advance sustainable agriculture and the competitiveness of Canadian farmers.**

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Summer.	6
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Our staff	22
Our purpose and value	23

 PERSEVERING WITH SCIENCE | PRESIDENT'S MESSAGE



“We have collectively persevered with the help of science.”

It's been another challenging year living through COVID-19. However, we are in a very different place than we were this time last year. In Canada, we now have widespread access to safe and effective vaccines and are finding our way back together after so much time apart. We have collectively persevered with the help of science. It's been remarkable to see the speed at which vaccines were developed to combat the COVID-19 virus. And just as technology and innovation will help us overcome this pandemic, they also have a significant role to play in building greater food security and helping agriculture be a tool in the fight against climate change.

Despite the challenges of the past year, CropLife Canada has persevered, with science at the heart of all that we do, to deliver for our members. The staff has also demonstrated incredible resilience and adaptability working together as a team, and with our members and partners, in the virtual world. But there is no doubt that everyone is feeling the human impact of this extended

time apart. Despite the challenges, I'm pleased to report that we have made significant progress on many files, some of which we have been working on for a long time.

On the plant breeding innovation front, we have made significant strides working to ensure that the regulatory guidance for new plant breeding innovations, including gene editing, will be clear, predictable and science-based. This has been a whole of industry approach as we worked alongside other value chain partners to advocate and communicate.

We were able to leverage a brand new approach to digital advocacy on this file, working with partner groups to launch Advancing Agriculture and encourage almost 1,200 letters of support from the agriculture industry into the Health Canada consultation on plant breeding innovations. We also launched Nature Nurtured, a fun and engaging campaign to educate decision makers and consumers about the benefits and safety of gene editing. This initiative was supported by a wide range of value chain partners.

PERSEVERING WITH SCIENCE | PRESIDENT'S MESSAGE

We identified and explored issues and opportunities related to the Pest Management Regulatory Agency's re-evaluation program and advocated for a renewed approach focused on efficiency, predictability and transparency, with a goal of ensuring Canadian growers have timely access to the tools they need to grow food for Canadians and compete around the world.

And while we have missed the opportunity to meet face-to-face with elected officials and government staff, we have found ways to connect and move our policy priorities forward, including a second successful virtual lobby day event with members and numerous virtual appearances at parliamentary committee meetings, among others.

Building on the success of two seasons of our public outreach campaign, Real Farm Lives, we applied to Agriculture and Agri-Food Canada for funding, in partnership with the Canadian Centre for Food Integrity, to extend the program for a third season. We were successful in our application and look forward to continuing to connect millions of Canadians with Canadian farmers and the realities of modern farming.

I'm proud to say that despite the challenges of working virtually, our industry's commitment to stewardship remained steadfast over the

last year. The Agrichemical Warehousing Standards Association (AWSA) was able to pivot to virtual audits in 2020 and maintain the high standards our industry has set for health, safety and the environment.

Internally at CropLife Canada we've seen a number of staffing changes this past year. While we had to say goodbye to some long-time staff members, we were thrilled to welcome a number of new top calibre staff to our team and to have promoted some existing staff within the organization. I'm confident our team will continue to serve our members and lead our industry forward.

I feel a fresh energy and excitement in the air within CropLife Canada and I look forward to returning in some capacity to in-person events in the year ahead where I hope to see many of our members and stakeholders after an extended time apart.

Thank you to our members for your continued support.

Sincerely,



Pierre Petelle,
President & CEO, CropLife Canada

MESSAGE FROM THE BOARD CHAIR



“One of CropLife Canada’s greatest strengths is its ability to collaborate with a wide range of partners from across the value chain.”

I am honoured to have served as the chairman of the board of directors for CropLife Canada for the 2020-2021 year. CropLife Canada’s work is critical to the advancement of the plant science industry – and agriculture as a whole. The association represents a strong, unified voice for our industry and is a leader both here in Canada and around the world.

CropLife Canada and its staff have the respect of elected officials and government staff and have very effectively advocated for science-based regulation for plant science innovations.

One of CropLife Canada’s greatest strengths is its ability to collaborate with a wide range of partners from across the value chain – whether it be on advocacy like the work done on the plant breeding innovation file last year or on public trust building efforts like Real Farm Lives. With so many different voices speaking out in the agriculture industry, the ability to bring groups together to carry forward a common message has never been more important.

Being a part of CropLife Canada is a unique opportunity to bring together competitors who take off their business hats and work together for the collective good of the industry. Together we have the ability to advocate and communicate more effectively, and to build and promote world-class stewardship programs that ensure our industry can continue to innovate and grow.

I commend the CropLife Canada staff, the membership and the wider agricultural community for adapting and delivering despite the challenging circumstances due to COVID-19. Agriculture has been a bright spot in an otherwise challenging year.

I look forward to working with you all to move our industry forward in the year ahead.

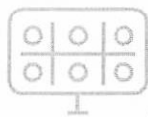
A handwritten signature in black ink, appearing to read 'Al Driver', with a stylized flourish at the end.

Al Driver,
Board chair, CropLife Canada

Almost

17,000,000

video engagements for
Real Farm Lives and
300,000
website visits



160

More than
attendees for our second
virtual spring dialogue days



275

More than
meetings with federal and
provincial government officials

Approximately

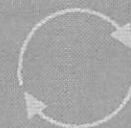
1,150

virtual audits
completed by the
Agrichemical Warehousing
Standards Association



14

government publications
reviewed and summarized
for members



8

formal submissions
to government

3



new members joined
CropLife Canada



More than **25** agriculture
industry partners signed onto
the launch of Nature Nurtured

6



new factsheets added to
Manage Resistance Now

Almost **1,200** letters
in support of plant breeding
innovations submitted to the
Health Canada consultation

More than **1,000**
dietitians reached through
webinars with information
about modern agriculture



Responded to more than
30 media interviews



More than **200,000** views of CropLife Canada
videos featuring dietitians talking about the safety of
pesticides and biotech crops



6,000,000

impressions of news
articles focused on the
benefits of urban pesticides

2020-2021 HIGHLIGHTS | SUMMER

Government submissions on key priorities

CropLife Canada began the 2020-2021 year in July 2020 with a number of submissions to government. We sent a pre-budget submission to the federal government outlining a number of key priorities for our industry, including modernized regulatory policies for both pest control products and plant breeding innovations. Together with Fertilizer Canada, we developed a joint submission to Stewardship Ontario on their Blue Box Transition Plan consultation process.

Joint advocacy efforts

We worked in close collaboration with the Canada Grains Council (CGC) on the development of a comprehensive government-industry strategy on pesticide issues in Europe, with a view to help maintain access to the European markets for Canadian agricultural exports. To amplify our messages and create greater impact we have also partnered with the CGC to deliver a coordinated advocacy and engagement plan on Pest Management Regulatory Agency (PMRA) program renewal and water monitoring.

PMRA program renewal

The PMRA program renewal (formerly known as re-evaluation process reform) continued to be a high priority for CropLife Canada in the past year. The PMRA received widespread stakeholder support for its proposed approach to pesticide review which could allow for risks to be identified and addressed in a more timely and efficient manner. The PMRA continues to publicly point to the importance of stakeholder engagement in the development and implementation of a successful program.

We provided significant input to the PMRA on its proposal through two CropLife Canada-hosted government/industry sessions. We also developed a program renewal white paper to summarize the industry's input towards a more efficient, transparent and predictable regulatory program for pesticides.

CROPLIFE CANADA
STRATEGIC PRIORITY

**Advocate
for innovation,
competitiveness
and sustainability**

2020-2021 HIGHLIGHTS | SUMMER

Work with food influencers

CropLife Canada continues to engage with food influencers to ensure they are able to provide consumers with credible and balanced information about modern agriculture. We hosted a virtual summit for dietitians, Got-to-Grow21, which focused on connecting dietitians to Canadian agriculture and food production. The event attracted more than 350 attendees. We partnered with other groups on two other webinars for dietitians.



Got-to-Grow21

CropLife Canada also launched a new program called Adopt a Dietitian to connect dietitians with farmers in small group settings. And, we promoted four **videos** through social media featuring dietitians addressing and debunking myths around GMOs and pesticides. Over the course of this campaign the videos were viewed almost 350,000 times.

CROPLIFE CANADA
STRATEGIC PRIORITY
**Enhance the
image and
reputation of the
plant science
industry and its
contributions
with influencers
and consumers**



Dietitians debunk myths

2020-2021 HIGHLIGHTS | FALL

Government outreach with impact

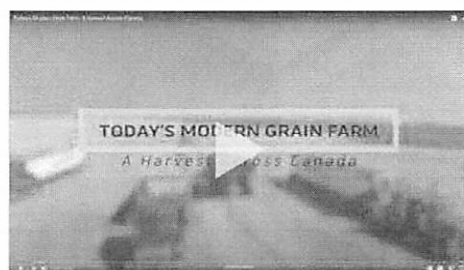
In the fall of 2020, CropLife Canada ramped up outreach efforts to government officials. We met with ministers and senior government staff from Alberta, Saskatchewan, Ontario, Manitoba and New Brunswick to brief them on CropLife Canada policy priorities as they prepared for the Federal/Provincial/Territorial agriculture ministers meeting. These meetings resulted in regulatory modernization being on the agenda for the Federal/Provincial/Territorial meeting in November 2020, and staying in the final declaration.

CropLife Canada partnered with the Grain Growers of Canada to launch a video series highlighting key policy priorities to elected officials. The series, **A Harvest Across Canada**, featured farmers from across Canada talking about their harvest and key policy priorities. The video was launched in November to an audience of MPs, senators and agriculture industry stakeholders.

Recognizing the importance of international trade for the Canadian agriculture sector, CropLife Canada has provided leadership in advocating for more cooperation and alignment in pesticide regulations between Canada and the United States. Of note is our support to the work of the Trilateral Working

Group on Pesticides and participation in the PMRA's new iMRL project aimed to facilitate the use of foreign reviews.

CropLife Canada continued to engage on a regular basis with officials from Agriculture and Agri-Food Canada (AAFC) and Global Affairs Canada (GAC) on trade issues. We advocated for the government to maintain an ambitious agenda as it relates to preventing and addressing market access irritants. For example, we have been working with the government on the establishment of a strategy to address issues with Mexico's presidential decree calling for a ban on the use of glyphosate.

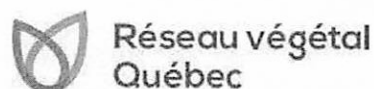


A Harvest Across Canada video

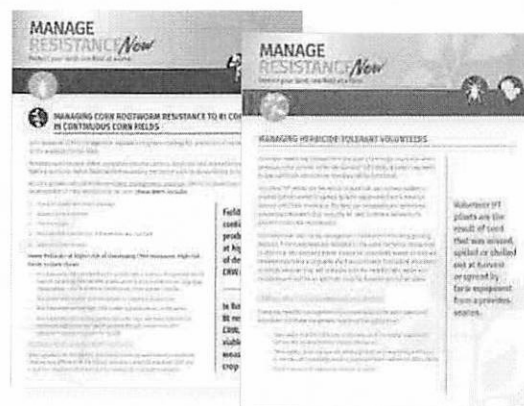
2020-2021 HIGHLIGHTS | FALL

New partnership in Quebec

In October, CropLife Canada entered into a memorandum of understanding with Réseau Végétal Québec (RVQ) to support RVQ in becoming a prominent voice on the ground in Quebec on issues of pesticides when it comes to both media outreach and government outreach. We continue to work in partnership with RVQ and other Quebec stakeholders on a strategic approach tailored for Quebec to promote science-based approaches to decision making around plant science innovations.

**Tackling resistance management**

CropLife Canada continues to invest resources into **Manage Resistance Now** to maintain our growing presence as a trusted resource for preventing and managing weed, insect, and disease resistance across Canada. In the past year, we've supplemented the website with four new factsheets on managing resistance in Bt corn, and two new factsheets on herbicide tolerant traits.



Factsheets to help growers and crop advisors manage resistance

CROPLIFE CANADA
STRATEGIC PRIORITY
**Be world leaders
in lifecycle
stewardship
of plant science
innovations**

2020-2021 HIGHLIGHTS | FALL

Advancing Agriculture launches

In partnership with the Grain Growers of Canada, the Canola Council of Canada and the Canadian Canola Growers Association, CropLife Canada launched **Advancing Agriculture** in November. Advancing Agriculture is a digital advocacy initiative designed to support positive government policy in support of innovation, sustainability and competitiveness. Advancing Agriculture is building an online grassroots community of those involved in the agriculture industry that can be mobilized to share their voice with government.

We are proud to have created a strong, unified voice in support of modern agriculture in Canada. Over the past year, we've grown this community to more than 2,500 members, with over 4,200 followers on Facebook.

CROPLIFE CANADA
STRATEGIC PRIORITY

**Broaden and
enhance coalitions
and alliances**



Advancing Agriculture social media

"We are proud to have created a strong, unified voice in support of modern agriculture in Canada."

2020-2021 HIGHLIGHTS | WINTER

Speaking up for plant science innovation

CropLife Canada regularly responds to government consultations and provides input to regulators related to the regulatory process. We are committed to presenting a strong industry voice in support of a clear, predictable and risk-based regulatory system that helps enable plant science innovations to come to, and remain on, the market.

Over the winter, CropLife Canada submitted three substantial documents: a labelling report, a whitepaper on program renewal and a cancellation/amendment discussion paper to the PMRA. Staff also commented on a PMRA pre-consultation related to the Pest Control Products Regulations (PCPR).

“We are committed to presenting a strong industry voice in support of a clear, predictable and risk-based regulatory system...”

United Nations Convention on Biological Diversity

CropLife Canada joined the Canadian delegation at the United Nations (UN) Convention of Biological Diversity (CBD) to contribute to government positions for two of the CBD's technical body meetings. This participation solidified CropLife Canada's position as the trusted voice of the seed industry at the delegation, and contributed to avoiding potential detrimental language that could present a future trade barrier, or hinder technology development.

2020-2021 HIGHLIGHTS | WINTER

Connecting with government officials and future influencers

CropLife Canada participated in a number of webinars for key influencers to engage them on the topics of regulatory modernization and innovation in agriculture, including participation in the Parliamentary Internship program, addressing the Saskatchewan Conservative Caucus and speaking to McGill University students learning about pesticides in agriculture.

Testifying to the House of Commons Agriculture Committee

CropLife Canada was called to testify to House of Commons Agriculture Committee in December, with our testimony forming one of the committee's key report recommendations about the importance of regulatory modernization.



Ian Affeck, vice-president, plant biotechnology, testifies to the House of Commons Agriculture Committee

Public outreach campaign launches on gene editing

CropLife Canada, in partnership with more than 25 partners from across the agri-food value chain, launched an exciting new campaign to highlight the safety and benefits of gene editing called **Nature Nurtured**. Through a website and social media channels the campaign gives consumers a fun and engaging look at the benefits this technology can deliver. The launch of Nature Nurtured coincided with the federal government's public consultations on new guidance for the oversight of plant breeding innovations and was designed to help build public trust in the technology.



Nature Nurtured social media

CropLife Canada also delivered a series of webinars, some of which were in partnership with the CGC, to members and other agriculture industry stakeholders to explain the safety and benefits of gene editing as well as provide context around the government's consultations on regulatory guidance for plant breeding innovations. Through these webinars we were able to reach more than 1,000 people.

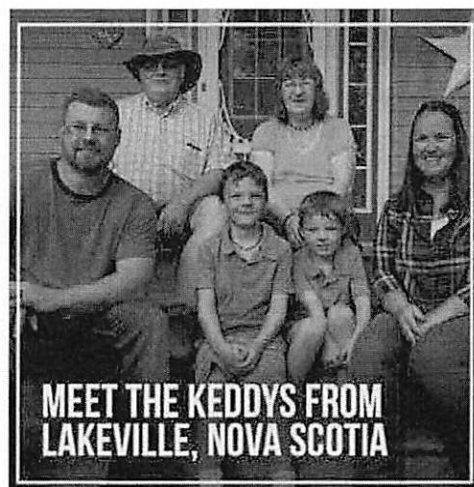
2020-2021 HIGHLIGHTS | WINTER

Real Farm Lives extended

CropLife Canada was awarded funding from Agriculture and Agri-Food Canada's Agricompetitiveness program to move forward with a third season of **Real Farm Lives**. CropLife Canada partnered with the Canadian Centre for Food Integrity on this application. This is the first time in the history of CropLife Canada that the organization has received government funding to support our public outreach efforts. The funding was for a two-year period of time and permitted CropLife Canada to create new content leveraging existing farm families and to film a brand new farm family that will be featured in a third season of the online docu-series aimed at connecting Canadians with the farmers who grow their food and helping answer their questions about modern agriculture.

CropLife Canada extended paid promotion of season two of Real Farm Lives through to the end of 2020. Season two videos received almost 16 million video engagements and there were just under 300,000 visits to the Real Farm Lives website.

"...connecting Canadians with the farmers who grow their food and helping answer their questions about modern agriculture."



Real Farm Lives features farm families who answer questions about modern agriculture

CROPLIFE CANADA
STRATEGIC PRIORITY
**Enhance the
image and
reputation of the
plant science
industry and its
contributions
with influencers
and consumers**

2020-2021 HIGHLIGHTS | WINTER

Creating a unified voice for the seeds sector

Seeds Canada officially launched on February 1, bringing together the Canadian Plant Technology Agency (CPTA), the Commercial Seed Analysts Association of Canada (CSAAC), the Canadian Seed Institute (CSI), and the Canadian Seed Trade Association (CSTA) under one national seed association. CropLife Canada was a full partner in the Seed Synergy project that led to the development of the new organization and will work closely with Seeds Canada toward a unified voice for the seed sector and to deliver efficiencies and maximum value for members.



CROPLIFE CANADA
STRATEGIC PRIORITY

Broaden and enhance coalitions and alliances

Commitment to sustainability

Sustainability is one of the most important driving forces for CropLife Canada's member companies. Our members have made clear and measurable commitments to significantly improve environmental, social and economic sustainability as it relates to agricultural production.

In the past year, CropLife Canada participated in a number of sustainability initiatives including sitting on the boards of Field to Market Canada and the Soil Conservation Council of Canada; participating in the Canadian Roundtable for Sustainable Crops and the development of the Responsible Grain Code of Practice; and joining the steering committee of a diverse private-public coalition aimed at developing Canada's first agri-food sustainability index.

CropLife Canada also actively participated in a number of dialogues leading up to the UN Food Systems Summit held in September 2021. In addition to supporting the efforts of CropLife International, we also joined a coalition of Canadian agri-food leaders who came together to develop a single position and ask of the Canadian government with regards to the summit. **This position was released as a statement**, celebrating our achievements and committing to continued leadership.

2020-2021 HIGHLIGHTS | WINTER

High stewardship standards

Despite the ongoing challenges due to COVID-19 restrictions, the CropLife Canada-administered Agrichemical Warehousing Standards Association (AWSA) continued to deliver quality audit programming ensuring the industry's high standards for environment, health and safety were maintained. Both auditors and sites adapted well to the virtual audit format in 2020 at certified agrichemical warehouses and seed treatment facilities.

January 2021 saw the start of phase two of the Accredited Seed Treatment Operation Standards whereby all commercial operations applying any Pest Control Product (PCP)-regulated seed treatment on any commodity were required to be certified.

CropLife Canada launched the **Protected Agriculture Stewardship National Auditable Standard** in January 2021.

Certification under the program supports compliance with registered pesticide label directions and mitigates risks associated with crop protection tools. As of January 2024, certification under the program will be mandatory in order to purchase greenhouse-labelled PCP registered products. The AWSA will deliver the audit program on behalf of CropLife Canada.

AWSA auditing achievements**1,142**

virtual site audits delivered on behalf of CropLife Canada and Fertilizer Canada

**1,290**

agrichemical warehouses certified nationally¹

514 sites certified for seed treatment application, of which **49** sites were new to the program²



^{1,2} At the end of the 2020/21 fiscal year

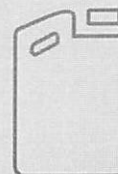
2020-2021 HIGHLIGHTS | WINTER

Stewardship for plants with novel traits

The Compliance Management for Confined Field Trials course, offered in partnership with the University of Saskatchewan continuing education department, was enhanced and updated. This course provides participants with the latest information on how to conduct a confined field trial for a plant with a novel trait (PNT).

Cleanfarms 2020 collection numbers**5.5 million+**

pesticide and fertilizer jugs (23 litres and smaller) collected for recycling.



2,500+ tonnes of grain bags returned in Saskatchewan.

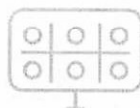
421,000 kg of empty agricultural seed, pesticide and fertilizer bags collected in Eastern Canada.



298,000+ kg of unwanted pesticides and **3,380 kg** of obsolete farm animal medications collected and transported by a licensed waste hauler to specialized disposal facilities.

cleanfarms

2020-2021 HIGHLIGHTS | SPRING

Effective engagement with industry and government

More than **160** attendees for our second virtual spring dialogue days

In spring, CropLife Canada was pleased to gather with over 160 members at a virtual Spring Dialogue Days event. This annual event featured policy meetings, political discussions, thought-provoking speakers and (virtual) networking opportunities.

CROPLIFE CANADA
STRATEGIC PRIORITY

**Maximize impact
and member value**

Spring also brought more opportunities for CropLife Canada to engage with government. We participated in and provided formal comments on Environment and Climate Change Canada (ECCC)'s Canada Water Agency cross-Canada consultation; commented on the PMRA's proposal regarding labelling of formulation preservatives; and provided two joint submissions with Fertilizer Canada.

Expert team advancing industry interests

CropLife Canada continues to employ a high-calibre team of experts to serve and advance the interests of its members. Last year, CropLife Canada welcomed a number of new faces, including Émilie Bergeron, vice-president of chemistry, Justine Taylor, director of stewardship and sustainability, and Meeta Chawla and Liz Lumsden, both as communications managers. Erin O'Hara was promoted to the role of vice-president of communications and member services.

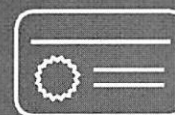
CropLife Canada staff expertise

17 undergraduate degrees

8 graduate degrees

93 years working in government

202 years working in the industry or for an industry association



“CropLife Canada continues to employ a high-calibre team of experts to serve and advance the interests of its members.”

2020-2021 HIGHLIGHTS | SPRING

Lobby week

In May, CropLife Canada's government affairs committee held its annual lobby week. Through the virtual blitz, we had 13 meetings with members of parliament from both government and opposition along with senior political staff and senators to discuss regulatory modernization, sustainability, funding for the PMRA and agriculture's role in the post-COVID recovery.

Science prevails in final decisions on neonics

In March, the PMRA released its special review final decisions on **clothianidin** and **thiamethoxam**, followed by a final cyclical re-evaluation **decision** for the neonicotinoid pesticide imidacloprid in May. The final decisions were a departure from the 2018 preliminary decisions, where all outdoor uses were proposed to be cancelled. At that time, concerns were raised by registrants and agricultural stakeholders about the lack of real-world evidence and heavy reliance on conservative modelling by the PMRA.

Upon review of additional scientific information provided by registrants and stakeholders, including specific comments from CropLife Canada, during the

consultation period the PMRA made a more risk-based decision – based less on assumptions and more on real-world data, which showed that environmental risks to aquatic invertebrates were acceptable.

Have you seen?

CropLife Canada is proud to be a trusted source of information for the media. Our goal is to set the record straight by providing science-based information about plant science technologies, and highlight the benefits provided by these technologies. This year, we participated in over 30 media interviews on topics including gene editing, neonics, international regulations, and government consultations.

To demonstrate thought leadership and share industry perspectives, CropLife Canada published five new blog posts this year, on the topics of **adhering to science, gene editing, Europe's Green Deal, modern agriculture** and **regenerative agriculture**.

Responded to more than
30 media interviews



2020-2021 HIGHLIGHTS | SPRING

New policy guidance sets the stage for plant breeding innovation in Canada

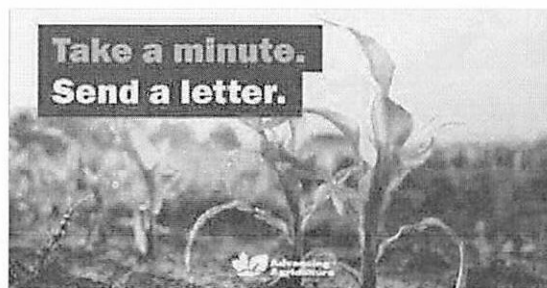
For many years, CropLife Canada, in partnership with the CGC and other key industry stakeholders, has been advocating for clear, predictable and science-based regulatory processes for plant breeding innovations. This advocacy culminated in Health Canada putting forth new scientifically sound policies that encouraged innovation to the Canadian public for consultation. Through the consultation, **Health Canada publicly declared gene editing to be safe** and to be treated like conventional breeding, one of the strongest statements of safety from any food regulator in the world to date. Health Canada's proposed approach to regulating plant breeding innovations is driven by a scientifically justified, risk-based approach that CropLife Canada and our industry partners have long been advocating for. Canada is poised to be one of the most attractive countries for investment in plant breeding around the world.

CROPLIFE CANADA
STRATEGIC PRIORITY

**Advocate for
innovation,
competitiveness
and sustainability**

We continued to meet with the CFIA as well as senior government staff and elected officials on the topic of plant breeding innovation throughout the spring. CFIA launched a public consultation on proposed new guidance in the summer for unconfined environmental release and is preparing for a consultation on novel feeds.

Our advocacy efforts were a true team approach. From collaborating with partners and working across communications, government affairs and policy teams, we achieved a number of key goals. We were able to activate our Advancing Agriculture community to submit a total of 1,133 letters of support for plant breeding innovation into the Health Canada consultation on plant breeding innovations. We also leveraged the Nature Nurtured campaign, in collaboration with value chain partners, to improve the understanding of the benefits and safety of gene edited crops and to support clear, predictable, sensible regulations related to gene editing.



Encouraging letters of support for plant breeding innovation

2020-2021 HIGHLIGHTS | SPRING

Talking about the benefits of urban pesticides

CropLife Canada had a number of initiatives in the spring and summer to promote the benefits of well-managed urban green spaces to Canadians. Nine articles and a radio spot in English and French were picked up by 155 media outlets with a reach of over six million.

CropLife Canada also sponsored Farm and Food Care Ontario's Garden-in-a-Box program to connect with people interested in vegetable gardening. As part of this effort, renowned garden expert Frankie Flowers did an online talk to home gardeners focused on water and pest management. The video was viewed more than 9,000 times with almost 2,000 engagements. A promoted Twitter campaign to increase awareness for the benefits of urban green spaces and urban pesticides for home garden use delivered 1.2 million impressions and over 2,000 tweet engagements.



Educating gardeners about pest management

Highlighting the environmental, social and economic benefits of plant science innovations

In 2020, CropLife Canada commissioned a **report** to assess the economic, environmental and social benefits of plant science technologies, building on a similar study conducted in 2015. CropLife Canada distilled the findings of this report into easily digestible content that helps illustrate the many benefits of plant science innovations through a campaign called Helping Canada Grow. The information is being rolled out broadly to members, stakeholders, policy makers and elected officials, and segments of the public.



Helping Canada Grow campaign illustrates the benefits of plant science innovations

CROPLIFE CANADA
STRATEGIC PRIORITY
**Maximize impact
and member value**

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OUR PURPOSE AND VALUE

CropLife Canada is the trusted, unified voice of Canada's plant science industry.

We work on behalf of our members to ensure they can bring the benefits of plant science technologies to market in Canada to advance sustainable agriculture and the competitiveness of Canadian farmers.

We do this through:

- Working with regulators, departmental officials and elected officials at every level of government to advocate for sound, science-based regulatory systems and processes.
- Building awareness and understanding about the benefits and safety of plant science innovations among Canadians.
- Building and maintaining world-class lifecycle stewardship programs for plant science innovations.
- Broadening and enhancing coalitions and alliances to amplify industry advocacy and public trust building efforts.

Benefits of membership include:

- Access to the latest information and updates related to plant science innovations through bi-weekly newsletters, committees and an internal member lounge.
- Opportunities to provide input and strategic direction on the organization's advocacy and communications efforts.
- Engagement on policy and regulatory issues pertaining to both plant breeding innovations and pesticides.
- Access to meetings with elected officials and senior government staff.
- Participation in a variety of committees.
- Access to, and input on, the work of CropLife International and its **network** of over 91 CropLife organizations around the world.
- Engagement in industry stewardship and sustainability initiatives.
- Access to exclusive webinars, events and networking opportunities.
- Access to annual industry sales report.
- Access to high-calibre staff and expertise.

OUR PURPOSE AND VALUE

Member awards

As part of Spring Dialogue Days, CropLife Canada's Spring Awards Ceremony celebrated outstanding contributions from members of Canada's plant science industry. Awards were presented to:

- **Erin MacGregor**, dietitian, recipient of the Grassroots Award. This award is in recognition of an exemplary effort in the mobilization of stakeholder partners to the benefit of the plant science industry.
- **Sesh Iyengar**, Bayer CropScience and **Jeff Reid**, SeCan, recipients of the **Chairman's Award**. This award is in recognition of an outstanding individual who contributed to the development of the plant science industry.
- **Russel Hurst**, executive director, Ontario Agri Business Association and former vice-president of stewardship and sustainability, CropLife Canada, recipient of the **C.B. Davreux Stewardshipfirst™ Award**. This award recognizes leaders of the plant science industry whose outstanding contributions demonstrate the industry's commitment to protecting people and the environment.

Welcome new members!

This year, CropLife Canada was pleased to welcome three new members:



FARMERS
BUSINESS NETWORK™



pairwise™



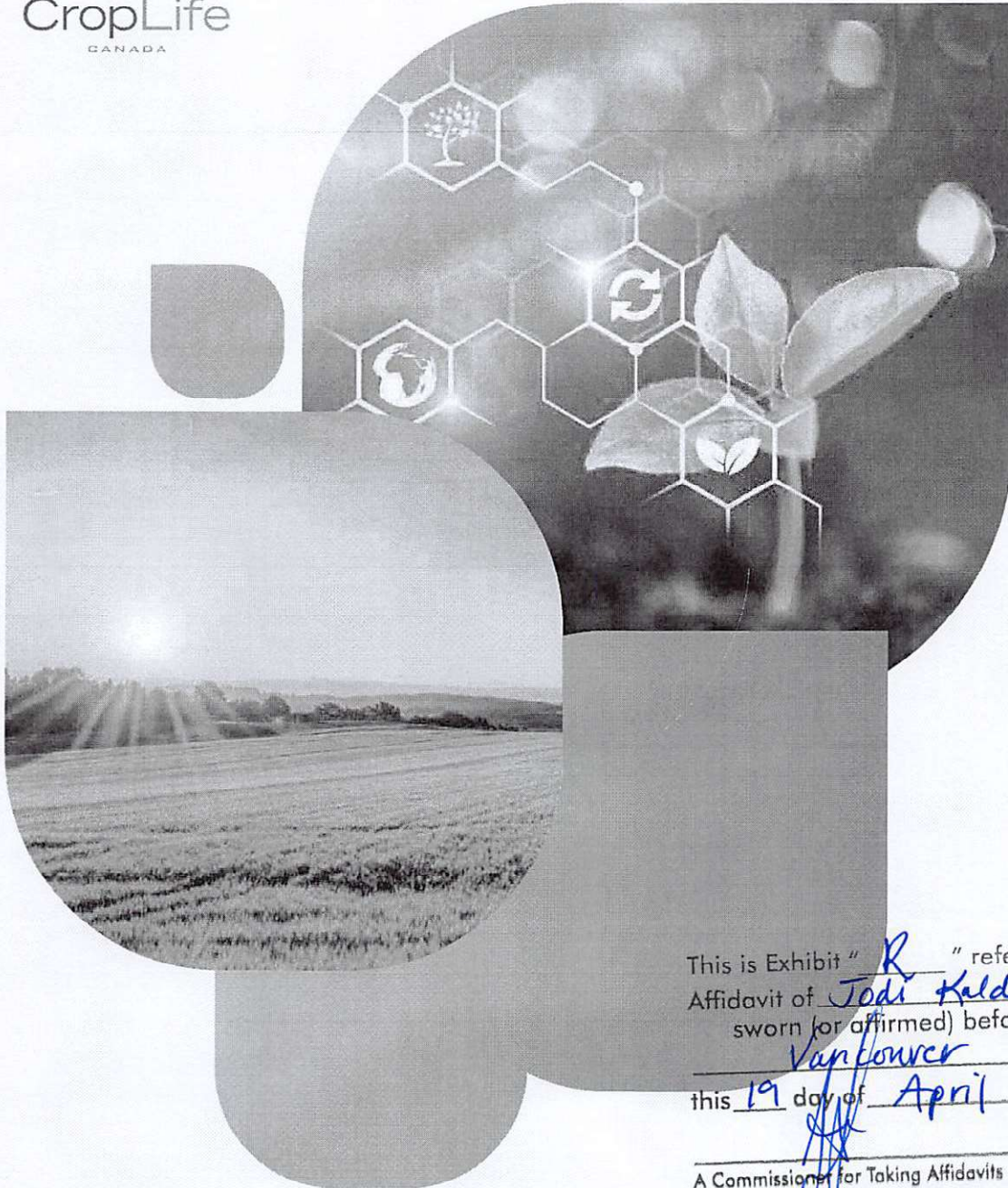


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2021-2022



This is Exhibit "R" referred to in the Affidavit of Jodi Haldestad sworn (or affirmed) before me at Vancouver, BC this 19 day of April 2023.

A Commissioner for Taking Affidavits for British Columbia

PARTNERING FOR PROGRESS

PRESIDENT'S MESSAGE



This marks the end of CropLife Canada's 2019-2022 strategic plan. We could have never imagined that in the midst of delivering on this plan we'd be facing a global pandemic, a Russian invasion of Ukraine and a global food security crisis the likes of which we haven't seen in a generation. However, these events only served to underscore the critical role of agriculture – and the plant science industry – and strengthen our resolve as an association to support and enable the work of our members.

Over the last three years we have been a strong, unified voice for the plant science industry advocating for an enabling regulatory environment for plant science innovations to drive the competitiveness and sustainability of the Canadian agriculture industry and our communities. At the heart of our work has been advancing our collective interests as an industry through partnership.

We've seen some generational progress coupled with some significant challenges both domestically and internationally. On the progress front, after almost a decade of advocacy work, Health Canada released world-leading policy guidance for plant breeding innovations. This paves the way to make Canada a leader in attracting investment in plant breeding innovations and to remain competitive on the global stage.

We've also played an important role in helping to build public trust by successfully delivering on three seasons of Real Farm Lives, a web-based docuseries giving consumers a glimpse inside the lives of farm families across the country. The program's success was recognized by the Government of Canada, which helped to fund Season 3. The videos have been viewed more than 20 million times.

At the same time, we saw the Government of Canada unleash a 'Transformation Agenda' as it relates to the work of the Pest Management Regulatory Agency. This agenda, which threatens to undermine the very science-based nature of the regulatory system, was driven in large part by activist pressure. CropLife Canada has and will continue to play an important leadership role, bringing industry together to advocate for the protection of predictable, timely, science-based decision-making by our federal regulators.

On the international front, we've seen some countries move towards greater protectionism and the European Union forge ahead with environmental policies that will undermine food production at a time when food insecurity is on the rise around the globe. Our role as an association, and indeed as a country, in advocating internationally for science-based agricultural policies and rules-based trade has and will continue to be an important priority.

Through all of this we have never lost sight of the importance of our commitment to the stewardship of plant science innovations. We have continued to deliver existing programming while looking for new opportunities to show leadership, including building the Manage Resistance Now platform and launching the Protected Agriculture Stewardship Standards.

And, as we move into our next three-year strategic plan, we will continue to focus on our core domestic and international advocacy work on behalf of our members. But the world in which we operate has changed and with it so too have the expectations of our government, policy makers and the public. We will be putting an increasing emphasis on sustainability and trade while demonstrating the extent to which the plant science industry is a solutions provider when it comes to climate change, food security and sustainable development goals.

Driven by our team of dedicated professionals, we look forward to delivering on our new strategic plan to serve our members in the years ahead.

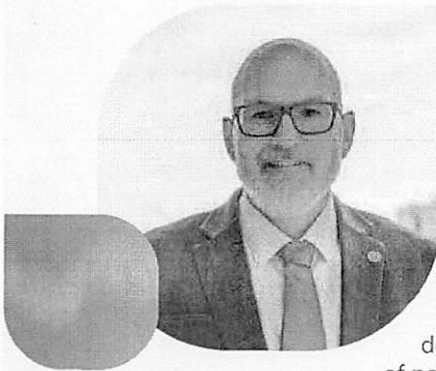
Sincerely,

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

Pierre Petelle

President and CEO, CropLife Canada

CHAIR'S MESSAGE



With so much uncertainty over the last number of years, for both the broader industry as well as our individual businesses, CropLife Canada's steady presence on key policy files and in engaging with elected officials to advocate for the industry, has been critical.

CropLife Canada has supported its members as we collectively worked through issues such as managing supply chain challenges and getting products into the hands of the growers who needed them. At the same time, the association has kept its eye on the longer term, continuing to press forward and help achieve important successes for our industry on new policy guidance for plant breeding innovations. CropLife Canada has also been a staunch defender of science-based policy as it relates to pesticides in the face of political pressure to institute a new Transformation Agenda at the Pest Management Regulatory Agency.

The association staff's expertise and professionalism have made them valuable partners for both industry and government stakeholders. And one of CropLife Canada's greatest strengths continues to be its ability to bring partners together to advocate with a common message.

The CropLife Canada team has successfully navigated the uncertain times brought on by the global pandemic. The team's ability to adapt and pivot to serve its members as needed was on full display over the course of the last few years.

This includes a careful and strategic return to in-person events with a successful hybrid version of the GrowCanada conference in 2021, which brought together many industry leaders face-to-face for the first time since 2019. The team also delivered on the first in-person Spring Dialogue Days in several years, hitting record attendance levels and giving members high-value opportunities to engage with industry partners, government regulators and policy makers, and elected officials.

The landscape in which the plant science industry operates is getting more complex, and CropLife Canada's leadership is needed now more than ever. It's an exciting time for the organization as it embarks on a new strategic plan that will help position our industry as a key solutions provider when it comes to the challenges of climate change, food security and economic growth.

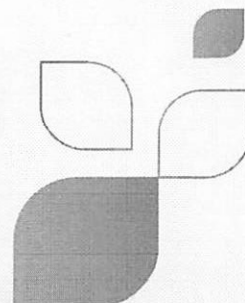
The team is expanding its capacity in the coming year, and I'm confident that the new talent combined with the existing expertise on staff will deliver impressive results for our industry.

Sincerely,

A handwritten signature in black ink, appearing to read 'Bryce Eger'.

Bryce Eger

Board Chair, CropLife Canada



YEAR AT A GLANCE

