



ADVOCATE FOR INNOVATION, COMPETITIVENESS AND SUSTAINABILITY

World-leading novel foods policies for Canada

In May 2022, Health Canada published new [Guidelines for the Safety Assessment of Novel Foods](#). CropLife Canada and its partners have been working to provide science-based input to the government to support world-leading policy approaches for plant breeding innovations in Canada. This updated policy guidance is a significant achievement that can serve as a model for other jurisdictions around the world as they work towards policy approaches for new breeding methods.

With the adoption of these clarified policies 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 the ambitious agricultural sector growth targets set by the Economic Strategy Tables. The policy also generally aligns with the scientific consensus and policy trends of other governments who have implemented new policies.

There has also been significant progress made on the companion guidelines for animal feed and plants with novel traits, which are regulated by the Canadian Food Inspection

Agency (CFIA). CropLife Canada submitted comments and met with CFIA staff during their consultation on these new guidance documents which are expected to be aligned with Health Canada's guidance on novel foods.

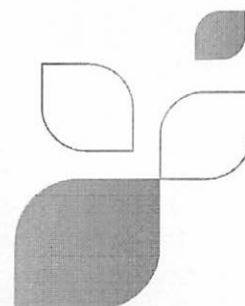
Advocacy and engagement on the PMRA Transformation Agenda

CropLife Canada has remained relentless in its advocacy on behalf of members for the protection of science-based regulatory approaches for pesticides in Canada. Science-based regulations are critical to enabling plant science

innovations to come to market, and to support the competitiveness and sustainability of Canadian agriculture.

In the summer of 2021, a politically motivated decision triggered the launch of what Health Canada calls the Pest Management Regulatory Agency (PMRA) Transformation Agenda. To guide this transformation agenda Health Canada published Discussion Document DIS2022-01, Further Strengthening Protection of Health and the Environment: Targeted Review of the Pest Control Products Act (PCPA), for consultation. In concert with the publication of this discussion document, the PMRA established a transformation steering committee (TSC) and a number of multi-stakeholder technical working groups (TWG), which included CropLife Canada's suggestion for an MRL TWG, to provide additional context to the various aspects presented in the consultation document and seek early feedback on several new proposed initiatives.

CropLife Canada staff, along with member representatives, participated in six PMRA established working groups. In total, CropLife Canada participated in 20 TSC and TWG meetings between March and June, with more to come in the fall of 2022. This work, in close coordination with CropLife Canada's PCPA project team, culminated in a 32-page submission in response to the consultation document. In the submission, CropLife Canada stated its position that the PCPA remains fit for purpose and that any enhancements required for increased efficiency or transparency can be achieved without legislative changes. CropLife Canada will continue to provide industry leadership on the Transformation Agenda, including timely science-based input to the PMRA.



The breadth and speed of the Transformation Agenda highlighted the need for significant stakeholder outreach. CropLife Canada worked closely with stakeholders, holding regular meetings to develop joint strategies and key messages for advocacy with ministers, parliamentarians, staff and officials. This ensured consistency of messages, and greatly broadened the reach of our advocacy. Part of this advocacy included CropLife Canada drafting a multi-stakeholder letter to the Minister of Health, which was successful in granting a 60-day extension to the PCPA consultation period.

In addition to government and technical meetings, a number of communication initiatives were undertaken to share critical information about this file with stakeholders. These included, among others, a grower webinar, participation in a panel for the Canadian Association of Agri-Retailers, and a guest appearance on a Grain Growers of Canada podcast. We also leveraged our membership in the Canadian Chamber of Commerce to ensure that this issue was raised by the Chamber in its ongoing advocacy.



Advancing Agriculture letter-writing campaign

To complement the advocacy work on the Transformation Agenda, CropLife Canada, along with its six partners in Advancing Agriculture, ran a digital letter-writing campaign. The campaign encouraged individuals within the

agriculture industry to send a letter in support of science-based pesticide regulation to the consultation along with the Minister of Agriculture and Agri-Food, the Minister of Health and individuals' local MPs.

“A total of 4,074 letters were submitted. This was the largest ever agriculture-focused letter writing campaign directed to the PMRA.”

This initiative also expanded the membership of the Advancing Agriculture nation, almost doubling its size to more than 6,400 members.

PMRA Science Advisory Committee

In early 2022, the PMRA announced the creation of a Science Advisory Committee to “provide advice, as appropriate, prior to certain evidence-based federal decisions on pesticides, including on pesticide Maximum Residue Limits (MRLs)”. CropLife Canada responded to this announcement with a submission to the PMRA, a [position statement](#) as well as several media interviews. An additional statement expressing concerns about the process and appointments to the committee was posted publicly on the CropLife Canada [website](#).

Maximum residue limits pause

In the summer of 2021, Health Canada announced the freezing of increases to MRLs without any scientific justification, putting at risk Canada's hard-earned global reputation on science-based regulation. In close coordination with growers' groups and other partners, CropLife Canada advocated on this file through meetings with government officials, the PMRA and Agriculture and Agri-Food Canada staff, asking that the unjustified pause be lifted immediately. This messaging was also shared in public communication such as [blogs](#) and interviews.

Chlorpyrifos judicial review

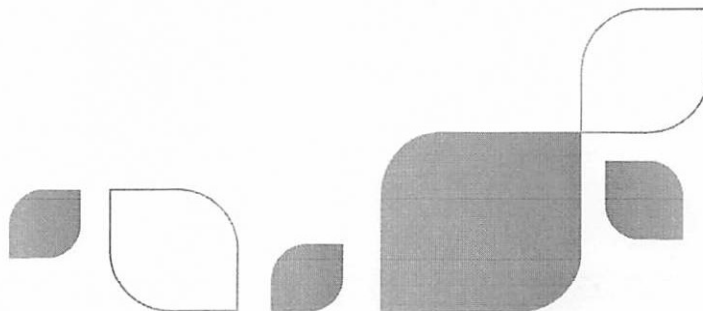
Where appropriate, CropLife Canada participates in legal action to defend the science-based nature of Canada's regulatory system for plant science innovations. In response to the PMRA's chlorpyrifos re-evaluation decision, Ecojustice, on behalf of Safe Food Matters and Prevent Cancer Now, applied to the Federal Court for a judicial review of the PMRA decision to grant a three-year phase-out upon cancellation of the active ingredient in Canada. CropLife Canada applied for, and was granted, intervenor status on the review. CropLife Canada will provide context about the broader implications of demanding immediate registration withdrawal as part of this decision, including the negative effect such a ruling would have on innovation and investment in Canada. Ecojustice has also applied for a judicial review of the PMRA decision to not revoke the MRLs as part of the cancellation decision. While this was originally included with the first judicial review, Ecojustice later agreed to not move forward with this request, largely in part to the CropLife Canada information put forward as part of our intervenor request.

Advocating for streamlined pesticide regulatory processes

After many years of advocacy efforts, the PMRA published new guidance to reflect amendments to the PCPA incident report (IR) regulations that came into force January 2022.

The streamlined updated guidance represents a positive example of PMRA-industry collaboration to reduce unnecessary regulatory burden on both parties.

CropLife Canada and the PMRA are continuing to discuss different approaches to communicate label amendments through the value chain. Work continues to seek improvements to the cancellation and amendment policy overall, with CropLife Canada submitting discussion papers, letters and participating in meetings with the PMRA to advocate for a reasonable and predictable business environment related to the implementation of the policy.



Government outreach

The 2021-2022 year saw a successful return to in-person lobby days with government. In total, CropLife Canada held 15 meetings with various elected officials and government representatives, along with meetings coordinated with member companies, discussing key priorities such as the

PMRA's Transformation Agenda and the government's work on updating policy guidance for plant breeding innovations. CropLife Canada also participated in the Chamber of Commerce Hill Day, and worked with stakeholder groups on messaging for their respective lobby activities.

Government submissions on key priorities

CropLife Canada regularly responds to government consultations and provides input related to the regulatory process. In total eight submissions were made to various government departments:

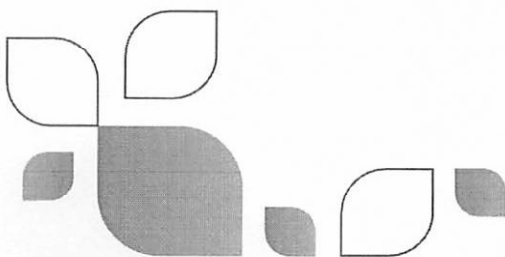
- One submission to the CFIA on the guidance for determining whether a plant is subject to Part V of the Seeds Regulations
- One submission to Environment and Climate Change Canada on recycled content for certain plastic manufactured items
- One submission to Agriculture and Agri-Food Canada on Canada's National Pathways document

Five submissions to the PMRA on the following topics:

- The formation of the Science Advisory Committee on pest control products
- The implementation of the cancellation and amendment policy
- Novel executive summary requirements
- Proposed PMRA standardized label template
- Dynamic statement of product specification

Testifying to government as industry experts

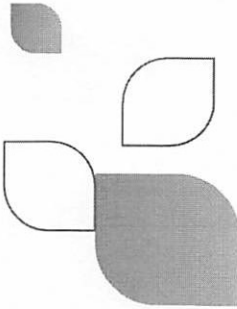
CropLife Canada staff are recognized as industry experts and were called to testify to the Senate Standing Committee on Agriculture and Forestry on Bill S-6, and the House of Commons Standing Committee on Agriculture and Agri-Food on the Environmental Contribution of Agriculture and Soil Health. In all appearances, CropLife Canada was able to stress to parliamentarians the critical role played by innovation, and the importance of regulatory modernization and safeguarding the principle of science-based regulation.



International advocacy

CropLife Canada continues to provide leadership on international issues of relevance for the Canadian agricultural sector. Over the year, we served as the industry lead for the organization of the Trilateral Working Group on Pesticides, working in close partnerships with Canadian, American and Mexican registrants and grower groups to advocate for more cooperation and alignment in pesticide regulation between North American countries.

On trade issues, CropLife Canada continued to engage with officials from Agriculture and Agri-Food Canada and Global Affairs Canada, advocating for the government to address market access irritants affecting agricultural trade. We have been working with the government on implementing a strategy to address issues with Mexico's move away from science-based decisions on both pesticides and biotechnology. We have also continued our efforts, working in close partnership with the government, the Canada Grains Council and CropLife International, to maintain access to the European market for Canadian agriculture exports.



There are a number of international committees and collaborations in which CropLife Canada participates. Staff were involved in work on NAFTA/CUSMA, the OECD, the UN Convention on Biological Diversity, Canada-European Union (EU) biotech dialogue, the UN Food Systems Summit, and the Global Low-Level Presence Initiative (GLI), among others.



These engagements are important as international regulations can impact the availability of technology in Canada, and misalignments can result in trade barriers for key commodities.

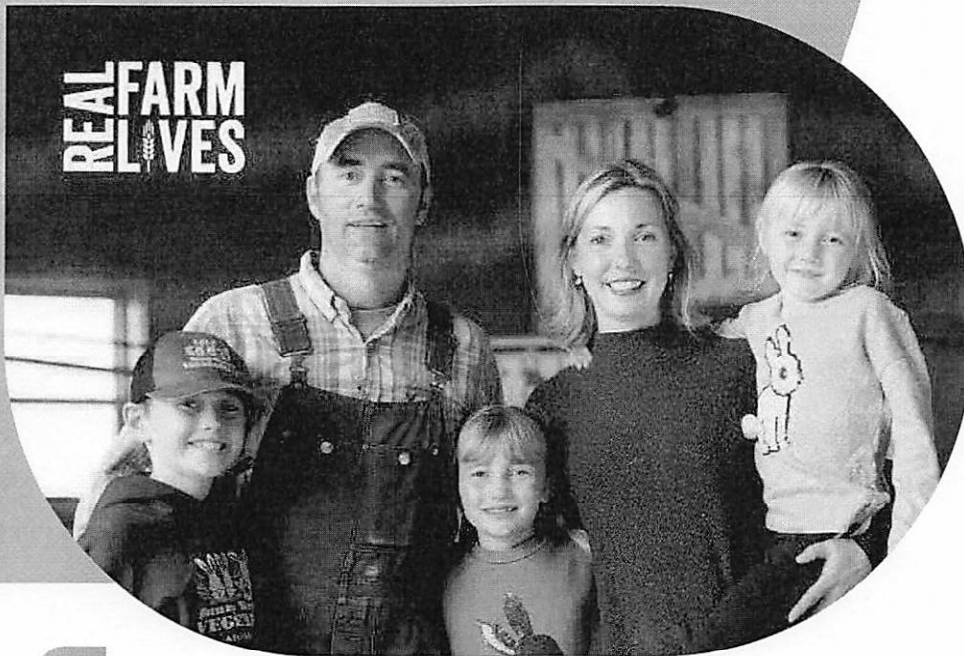
Provincial advocacy efforts

CropLife Canada staff were actively engaged in advocacy efforts to address regulatory activities in provinces across the country. There were some concerning developments in Quebec such as the Montreal urban pesticide ban and the adoption of Bill 102, a law to modernize the pesticide act. However, CropLife Canada continues to strengthen its partnership with Réseau végétal Québec, including collaborating on a strategy to provide industry input on the ongoing implementation of Quebec's Sustainable Agriculture Strategy and engaging with the Ministry of Environment and Fight Against Climate Change to respond to the priorities outlined in Bill 102.

Other provincial successes include the collaboration with stakeholders in Manitoba to introduce amendments to Manitoba's Cosmetic Pesticide Legislation. In 2014, the previous government had passed legislation arbitrarily banning the use of many urban pesticides by homeowners, municipalities and landscape professionals. CropLife Canada has worked since that time to build a coalition of agriculture, municipalities, and the landscape sector to speak with a unified voice to government on the need for science-based regulation and a level playing field on urban pesticides. In the spring of 2022, the coalition was successful in seeing legislation introduced that will achieve those goals.

CropLife Canada was also able collaborate with New Brunswick partners on advocacy efforts that resulted in a report confirming the importance of science-based regulation on glyphosate use, and its importance for sustainable productivity in agriculture and forestry.





ENHANCE THE IMAGE AND REPUTATION OF THE PLANT SCIENCE INDUSTRY

Connecting Canadians with farmers and their food

Success continued to grow with the online docu-series, Real Farm Lives, which gives Canadians a look inside the daily lives of farm families from across the country. Efforts to extend the reach and impact of Season 2 resulted in an additional 2.5 million video views and more than 130,000 website visits with videos also airing on broadcast television through BNN and Global.

CropLife Canada embarked on a third season of the popular series with support from the Canadian Centre for Food Integrity. Season 3 received financial support from Agriculture and Agri-Food Canada through the AgriCompetitiveness program.

Season 3 featured the McKenna family from Newton, PEI, with content focusing on vegetable crop production and sustainability. Through a paid media campaign Season 3 videos received more than 22 million impressions through to the end of June and more than 437,000 video views in English and French.

To launch season 3, CropLife Canada partnered with PEI Federation of Agriculture and Farm and Food Care PEI to welcome 14 food influencers to the province for an exclusive video screening and farm tours, including a visit to the McKenna family farm.

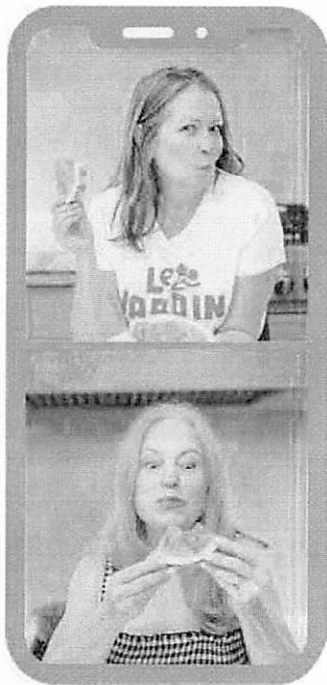
Partnering on public trust efforts

CropLife Canada engages with partners across the public trust space to maximize impact and help amplify positive messages about the safety and benefits of plant science innovations. These partnerships included:

- Collaborating with Canadian Food Focus on their direct-to-consumer education efforts on agriculture
- Partnering with Farm and Food Care groups on influencer tours and webinars
- Supporting Agriculture in the Classroom Canada as a foundational partner
- Expanding our relationship with the Canadian Centre for Food Integrity as a supporting partner on their public trust research and as a member

Influencer engagement

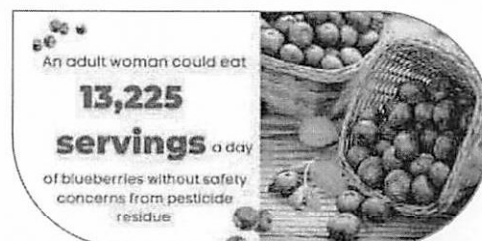
Dietitians and food influencers are important partners for CropLife Canada as trusted conduits to consumers on the topic of food. In the summer of 2021, we presented to a group of 20 dietitians, chefs and educators who participated in the Farm and Food Care Saskatchewan food influencer tour. For the GrowCanada conference, we collaborated with Canola Eat Well to have a group of 25 food influencers participate virtually in the sessions. We also partnered with Spark Nutrition Communications to offer four Instagram Lives targeted at the dietitian community on topics related to plant science innovations.



In preparation and response to the annual Dirty Dozen report, CropLife Canada worked with registered dietitian Sue Mah on a [blog](#) post about the Dirty Dozen which went out to a large food influencer audience. CropLife Canada's Pierre Petelle also authored a [blog](#) post dispelling misinformation about the Dirty Dozen that was distributed to dietitians and other key stakeholders. We ran a paid social media campaign to promote fact-based information about pesticide residues on food to support our Dirty Dozen outreach efforts, which delivered more

than 1.2 million impressions and more than 121,000 video views.

During Nutrition Month in March, CropLife Canada mailed a Helping Canada Grow fact sheet to more than 5,000 registered dietitians in Canada. Additionally, we offered a webinar for dietitians to learn more about Helping Canada Grow. Through a paid Twitter campaign targeting dietitians and food influencers we were also able to deliver 723,000 impressions and 473,700 video views of Helping Canada Grow content.



Talking about the benefits of urban pesticides

CropLife Canada implemented a communications plan to help Canadians better understand the important role pesticides play in protecting beneficial urban green spaces. Eight articles were distributed to media outlets across the country in both English and French. The articles were picked up by 188 outlets and had more than 13 million impressions.



For the second year, CropLife Canada sponsored Farm and Food Care Ontario's (FFCO) Garden in a box program, which gave us an opportunity to share information about the role of pesticides in vegetable gardens with a group of more than 550 engaged gardeners in Ontario.

CropLife Canada was also a promotional partner for the 2022 Year of the Garden. The initiative provided us the opportunity to share messages on the benefits and importance of urban pesticides through weekly social media posts and ads on the Year of the Garden website.

We sponsored a Facebook Live event with gardening influencer Frankie Flowers where he talked about the role of pesticides in home gardening and highlighted the safety of all pesticides sold in stores across Canada. The video has been viewed more than 8,700 times.

CropLife Canada implemented a paid promotion on Twitter and Google search ads to amplify the messages of the importance of well-maintained green spaces and the role of pesticides in their maintenance. The campaign delivered more than 760,000 impressions and generated more than 4,000 clicks to the urban pesticides landing page on our website.

Helping Canada Grow

The Helping Canada Grow website was launched in 2021 to communicate the findings of the latest report on the Value of Plant Science Innovations to Canadians. CropLife Canada has done extensive outreach to policy makers, elected officials, members and stakeholder partners to share this information. Three paid social promotions resulted in over 1.4 million video views.



Nature Nurtured

Nature Nurtured, which highlights the benefits and safety of gene editing, has been an incredibly successful communications initiative. The site received high commendation in the Best Public Outreach Programme category at IHS Markit's Crop Science Awards 2021 and won first place in the "crisis communications, issues management, government relations" category at Best of CAMA. Between July 2021 and June 2022, Nature Nurtured's social media outreach (Twitter and LinkedIn) earned 95,600 impressions with an engagement rate of 3.1% and a total of 1,389 new followers.



Social media activity

The CropLife Canada social media accounts continue to be an excellent way to share positive information with key audiences. Our Twitter account has 10,853 followers and LinkedIn has over 4,200 followers. The LinkedIn community is very active with an engagement rate of 60.6% to the content posted.

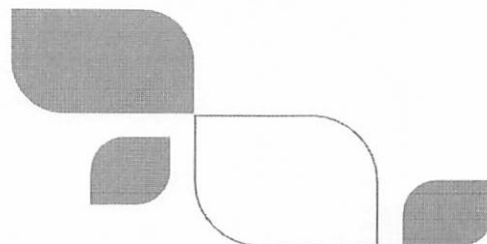
Thought leadership

CropLife Canada regularly posts **blogs** on important industry topics in order to demonstrate thought leadership. In 2021-2022, six blog posts were published on topics such as Maximum Residue Limits, the Dirty Dozen and industry-generated data.

In the news

CropLife Canada continues to be a trusted source of science-based information related to plant science innovations for the media. This past year we responded to more than 30 media requests on topics including the PMRA's Transformation Agenda, MRLs, supply chain challenges, glyphosate safety, plant breeding innovations and Bill 102 in Quebec.

To capitalize on the reach of mainstream media, CropLife Canada brought together 14 national stakeholders to place an article in the National Post's Future of Food special feature. The article highlighted the need to prioritize agriculture and food production in Canada in the face of the global food security crisis.





BE WORLD LEADERS IN LIFECYCLE STEWARDSHIP OF PLANT SCIENCE INNOVATION

Communicating best practices for managing resistance

Manage Resistance Now, an industry-led initiative to communicate best management practices for managing resistance, saw extraordinary growth with the launching of the partnership initiative. We were successful in obtaining four partner organizations including the Canola Council of Canada, the Prairie Oat Growers Association, Sask Wheat, and the Manitoba Crop Alliance. Two new factsheets were developed: one on Herbicide Resistance Kochia and another on corn rootworm. The Kochia factsheet was the first publication developed through the partner initiative and generated record-breaking engagement including 1,000 new users to the website, and 121,000 twitter impressions (a 62,000% increase). The partners provided key technical support and funding for the development of the kochia factsheet, and their assistance with promotion was instrumental in the successful distribution of the resource.

Two additional factsheets have been developed and awaiting publication: Economic Gains from Resistance Management: Kochia case study and Managing Herbicide-Resistant Wild Oats in partnership with the Resistant Wild Oat Action Committee.



Cleanfarms: by the numbers - 2021



- 6,245,000 pesticide and fertilizer jugs (23 litres and smaller) collected for recycling
- 71,000 non-deposit totes and drums collected for recycling
- 64% of grain bags returned in Saskatchewan
- 473,000 kg of empty agricultural seed, pesticide and fertilizer bags collected in Eastern Canada
- 201,000 kg of unwanted pesticides and 5,550 kg of obsolete farm animal medications collected and transported by a licensed waste hauler to specialized disposal facilities
- 71% increase in the amount of plastic film, twine, netting, and tubing collected for recycling (311,000 kg)

Final approval of protected agriculture stewardship standards

The final Protected Agriculture Stewardship Standards (PAS), including auditor guidance, compliance assistance manual and water assessment guide were published in March 2022. The PAS program was developed to support label compliance and mitigate risks associated with the use of crop protection tools in protected agriculture environments. Drafted by a multi-stakeholder committee committed to continuous improvement, the program focuses on health, safety and environmental excellence. In June 2022, a number of auditors were trained to deliver the program and grower outreach and information sessions are planned for the remainder of 2022.

As of June 30, 2022:

Agrichemical Warehousing Standards Association (AWSA) certified facilities: 1,285		Accredited Seed Treatment Operations: 517
Manufacturing Code of Practice Certified Formulation Facilities: 8		

Best practices for launching plant breeding innovations in Canada

CropLife Canada and Seeds Canada jointly developed and published a set of best practices for launching plant breeding innovations in Canada. This document was developed in close consultation with the Canadian value chain to address increasing needs for transparency as well as the need for commitment and consistency in communication.

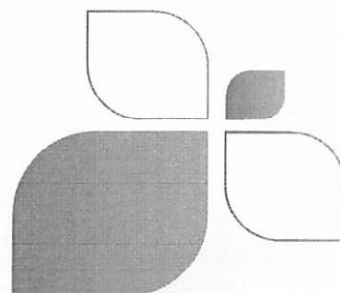
Best practices for introducing seeds containing generic novel traits to the Canadian market

A joint Seeds Canada and CropLife Canada working group have been collaborating for several years to characterize and identify needs to support a fair and responsible market for selling generic seed traits. This work culminated in the development of a set of best practices which have been shared with the value chain for further input and discussion.



Varietal transparency

Our members remain committed to providing transparency of plant products developed with traditional genetic engineering methods and new methods such as gene editing. As such we provided a strong commitment to the government and value chain that our members will participate in the Health Canada transparency initiative for all plant products developed with gene editing. In addition, our members have committed to providing this transparency at the varietal level, through an industry led database in partnership with Seeds Canada. This ensures anyone can access this information and supports market awareness.





MAXIMIZE IMPACT AND MEMBER VALUE

Grow Canada 2021

After the cancellation of GrowCanada in 2020 due to COVID-19, the GrowCanada partners were thrilled to host this flagship conference again in 2021. The 2021 GrowCanada conference took place from November 30 – December 2 in Calgary and was also available for virtual attendance. The conference had over 250 in-person attendees and approximately 160 virtual attendees. There were diverse and thought-provoking speakers around the theme of Reconnect and Grow.

Spring Dialogue Days 2022

CropLife Canada's Spring Dialogue Days took place from May 3-5 at the Westin Ottawa hotel. The event saw record-breaking attendance with 185 people attending in person, and more than 50 additional participants tuning in virtually. The event provided opportunities for members and stakeholders to interact and engage with policy makers, elected officials and other key stakeholders.



The Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food, provided remarks at the evening reception. Other speakers included the Honourable Anne McLellan, co-chair for the Coalition for a Better Future, Lisa Kimmel, chair and CEO of Edelman Canada who presented the 2022 Edelman Trust Barometer data, associate deputy ministers from Agriculture and Agri-Food Canada and Health Canada, as well as David Coletto from Abacus Data.



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:

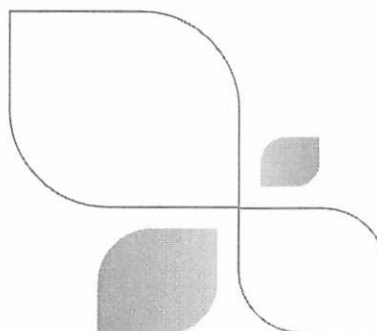
- **Stuart Smyth**, University of Saskatchewan, recipient of the Grassroots Award. This award is in recognition of an exemplary effort in the mobilization of stakeholder partners to the benefit of the plant science industry
- **Barry Friesen**, Cleanfarms, recipient of the C.B. Davreux Stewardshipfirst™ Award. This award recognizes long-standing dedication and commitment to stewardship in Canada's plant science industry
- **Anna Shulkin**, Syngenta Canada, recipient of the Chairman's Award. This award is in recognition of outstanding contributions to the plant science industry



Welcome new members!

CropLife Canada welcomed four new members in 2021-2022:

- AMVAC Canada ULC
- INARI
- Yield 10 Bioscience Inc
- ISK Biosciences Corporation





BROADEN AND ENHANCE COALITIONS AND ALLIANCES

Partnering for progress

Partnership permeates almost every aspect of the work we do as an association on behalf of our members. Working together with our allies throughout the industry is critical to achieving success as we advocate for science-based regulatory approaches for plant science innovations, promote sustainability and communicate fact-based information about modern agriculture. In addition to the specific collaborations described throughout the report, here is a list of some of our other key partnerships:

- Membership with the Canada Grains Council
- Collaboration with Ducks Unlimited Canada
- Membership in the Coalition for a Better Future
- Membership in the Chamber of Commerce's FoodLink coalition
- Ongoing sustainability partnership with the National Index on Agri-Food Performance
- Partnership with the Soil Conservation Council of Canada
- Membership to the Canadian Association for Plant Biotech
- Membership with the Program in Food Safety and Regulatory Affairs at the University of Toronto

2021 – 2022 BOARD OF DIRECTORS

Suzanne Beattie Premier Tech Home & Garden

Boyd Bergstrom Nufarm Agriculture Inc.

Scott Bolton United Farmers of Alberta Co-operative Limited

Darren Dillenbeck FMC Canada

Al Driver Bayer CropScience Inc.

Bryce Eger Corteva Agriscience

David Hansen CANTERRA SEEDS

Bruce Harrison Nutrien Ag Solutions (Canada) Inc.

Trevor Heck 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

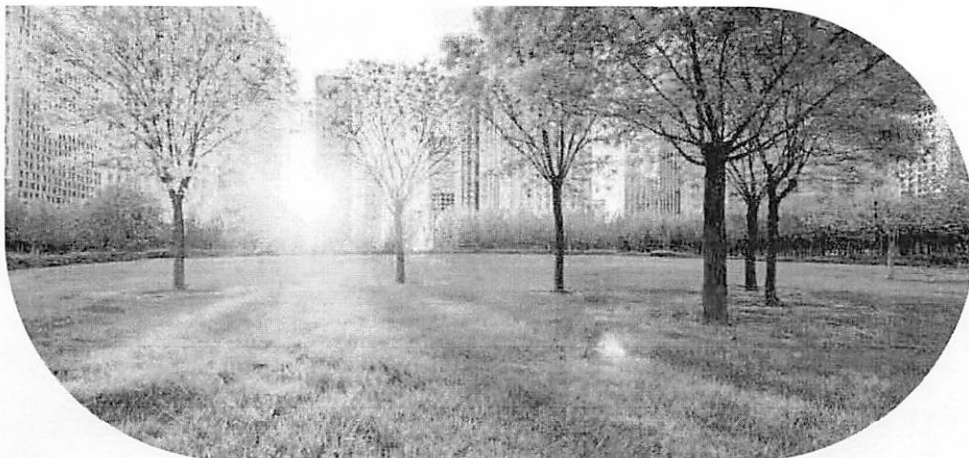
Trish Meyers Federated Co-operatives Limited

Russ Reich Richardson International Limited

Karen Stephenson Scotts Canada Limited

Jonathan Sweat BASF Canada

Cornie Thiessen ADAMA Agricultural Solutions Canada Ltd.



2021 – 2022

CROPLIFE CANADA STAFF

Pierre Petelle President & CEO

Dennis Prouse Vice-President, Government Affairs

Ian Affleck Vice-President, Plant Biotechnology

Émilie Bergeron Vice-President, Chemistry

Erin O'Hara Vice-President, Communications and Member Services

Terri Stewart Executive Director, Chemistry

Justine Taylor Director, Stewardship and Sustainability

Jennifer Hubert Executive Director, Plant Biotechnology

Darell M. Pack Director, Provincial Regulatory Affairs and Stakeholder Relations

Liz Lumsden Communications Manager

Meeta Chawla Communications Manager

Becky Parker Communications Manager

Danielle Soulard Manager, Chemistry

Luis Luque Senior Science and Regulatory Affairs Officer, Plant Biotechnology

José Jácome Science and Regulatory Affairs Officer, Chemistry

Silvana Waddington Finance and Procurement Clerk

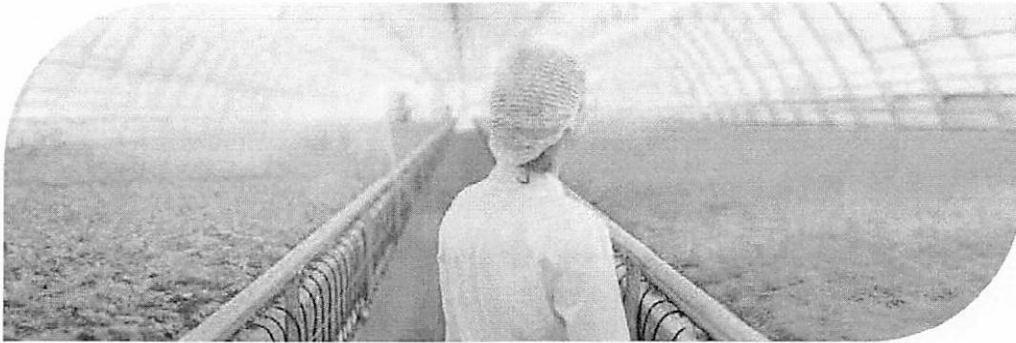
Charlene Wilson-MacLennan Executive Assistant and Office Administrator

Linda Burgstaller Receptionist and Administrative Assistant



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.



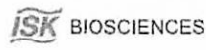
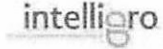
We do this through:

- 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 MEMBERS





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

www.croplife.ca