

CHALLENGES SUSTAINABILITY BENEFIT ENVIRONMENT PRODUCTS
POSSIBILITY FARMING PROGRESS & INNOVATION COMMUNICATION
TRANSLATION CHOICES REGULATION RESEARCH INTERPRETATION
DISCOURSE DEBATE TECHNOLOGY DIALOGUE RESOURCE OPINION
COMPREHENSION FOOD SECURITY OPINIONS TOGETHER KNOWLEDGE

2011 ANNUAL REPORT

CONSUMER POLICY ENERGY FIBER HEALTH FARMLAND ENERGY
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FOOD CROPLIFE AMERICA 2011 ANNUAL REPORT AGRICULTURE PEOPLE
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Dear CLA Members and Allies

Agriculture represents many things in the minds of today's consumers. Farming is the job and livelihood of a small few. To most, agriculture simply means food on the plate. For many here in America and around the globe, simple food availability can be the difference between eating and going to bed hungry. Yet for all of us, agriculture is a necessity. Now, more than ever, farmers and the crop protection industry must find innovative solutions to address the world's rising food demand. Today's agricultural solutions must be utilized to meet that demand while ensuring sufficient resources remain available for future generations.

From the earliest stages of agricultural development, innovation and its resulting application of new technologies and farming practices have been constant themes in advancing agricultural productivity. The agricultural industry has undergone many transformations to adapt to a changing world and continues to respond with productivity gains every year. Data show that the crop protection industry plays an essential role in this accomplishment:

Agricultural production in the U.S. has increased by an average of 5 percent each year since 1990, thanks in part to the use of innovative new tools and practices;

While the global population has steadily risen, the area of land devoted to food production has remained virtually constant, with 40 percent of land in the U.S. devoted to farming in some form;

U.S. farmers provide 18 percent of the world's food supply on only 10 percent of the world's farmland.

However, there exists a growing divide in popular public opinion as to how today's farmers should achieve these advances. While everyone eats food, few people will ever step foot on a farm, or witness the value of crop inputs, so it is not surprising they would know little about food production. The end result: growing mistrust, the creation of poor policy and a stifled investment in our future.

CroLife America (CLA) is working to strengthen the relationships between consumer and grower, Capitol Hill and the farmland, and agriculture's past and its future accomplishments. A lack of understanding and miscommunication have created needless tension, increased regulation on industry from federal agencies, and an atmosphere of uncertainty of how farming and global food production should work in the future. CLA serves as the voice for the crop protection industry and with invaluable Board leadership, broad member input, and knowledgeable staff, helps to ensure science-based regulatory policies for a productive future. The indispensable leadership of our Board of Directors and members provides a solid framework to achieve the goal of advancing modern agriculture and demonstrating the contributions of our industry.

We all understand the critical importance of our mission. Our efforts will facilitate a future with food for all while preserving the integrity of our environment. "Growing tomorrow" is not only an idea; this phrase encompasses what CLA members do every day. Modern agriculture is a proven success and it will provide promise for the future of food, fiber and renewable fuels. Through the collective work of our board leaders, member companies, CLA staff, and our many allied agricultural organizations, we can help "grow tomorrow" for future generations.

Sincerely,

Bill Buckner

*Chairman of the Board of Directors,
CroLife America
President and CEO, Bayer CropScience*



Jay Vroom

*President and CEO
CroLife America*





Natural.
Conventional.
Organic.
Big agriculture.

What do these terms
mean to you?



A Growing Disconnect

These are all words regularly used to describe agriculture, yet there are myriad definitions for each term. Still, everyone agrees there is a growing need to increase crop production and keep pace with the expanding world population. With the population estimated to reach nine billion by the year 2050¹ there is a rising sense of urgency to develop techniques that promise a steady rate of crop growth while conserving our natural resources for future generations. Modern agriculture is the most promising answer to the question of how to feed a hungry world.

Modern agricultural techniques rely on the most innovative and cutting-edge science in order to maintain a careful balance of farm inputs that optimize crop production while lessening detrimental impacts on the environment. Techniques such as conservation tillage, integrated pest management and crop rotation focus on precision and sustainability without sacrificing crop yields. America's farmers regularly utilize these practices to protect human, animal and environmental health.

Croplife America (CLA) is working to bridge the divide between the farm, the consumers that rely on their products and Capitol Hill. More than 90 percent of the world's farmers already utilize modern growing techniques to produce food, fiber and renewable fuels while minimizing their environmental impact. It is our goal to educate those outside of the agricultural community about the benefits of modern agriculture, how these practices will enhance crop growth and help conserve our environmental resources.

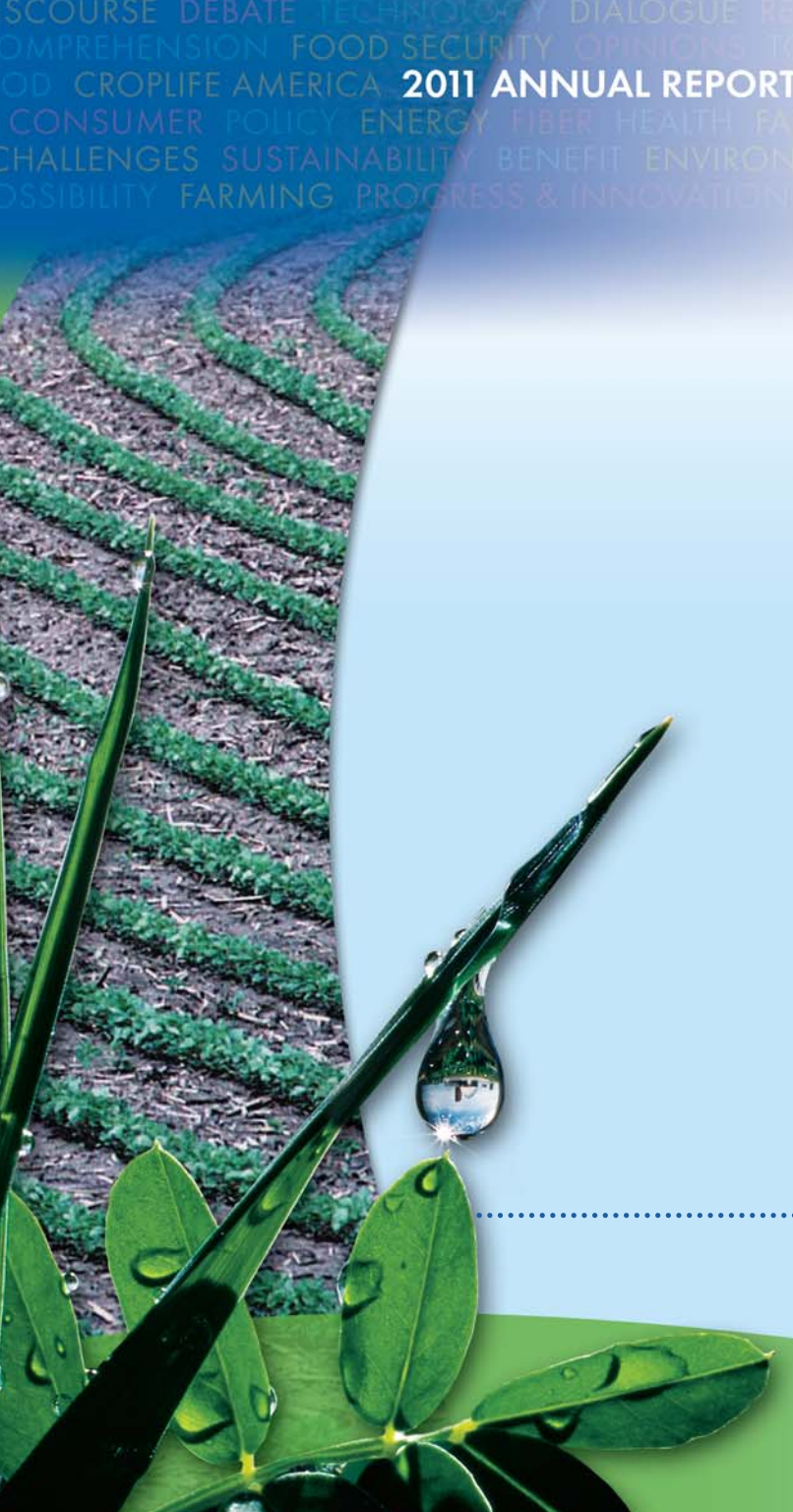
While the majority of the public has never visited a working farm, there are widely held misconceptions about the way a farm operates and grows America's food. CLA uses an array of educational tools, such as the Tell Me More program and web videos, as well as informative conferences like the National Policy Conference, to help engage the public in an ongoing discussion about the issues surrounding agriculture today. However, educating the public about modern agriculture is only one step. CLA works with our members to reach policymakers on Capitol Hill, providing vital information that helps shape key policy decisions that allow our country's farmers the opportunity to use the safest products and most innovative practices to bring more food to more tables.

The responsible use of crop protection products, used in conjunction with other modern agricultural techniques, will help to ensure the stability of not only the future of agriculture for our country, but the entire world. Education and open discussion on the various methods of crop production will spur both the public's and regulatory agencies' understanding of how our food is produced and the benefits of modern agricultural techniques. Working together with our members to bridge the communication gaps between farmers and consumers, and industry and regulators, we can help forge a sustainable future in agriculture, today.

¹ <http://esa.un.org/unpd/wpp/index.htm>



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CropLife America and its Members: Cultivating Solutions

CropLife America plays a crucial role in modern agriculture, providing a voice to America's farmers and the crop protection industry, and working to reach the regulators who shape agricultural policy. CLA provides a foundation of current, science-driven facts to help legislators make informed decisions that allow America's farmers to grow our country's food.

CLA has invested in widespread outreach to thought leaders, regulators and members to facilitate the open sharing of ideas, bringing the needs of those working within agriculture to the forefront of the conversation. With collaborative engagement from policymakers, scientific communities and industry, every relevant voice is heard to help farmers achieve their goals by using the safest products and the most practical techniques available.

Within CLA's everyday activities, ranging from daily dialogue with government agencies to media and communications outreach, the organization is helping to provide growers with solutions as they face a global food crisis. The professional staff fuses communications, government relations, scientific and legal expertise to represent the crop protection industry and U.S. farmers. In advancing modern agriculture and communicating its many contributions to the public and legislators, CLA advocates for a future of growth.

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Communications & Administration



“As agriculture continues to evolve, the Communications staff at Croplife America works to provide for our members, the Hill and consumers, relevant messages that highlight the many economic, environmental and societal benefits that our industry’s products provide farmers and ranchers. This year we continued to host a number of conferences and launched a new communications campaign designed to engage key stakeholders in conversations around the many benefits that crop protection products provide in supporting modern agricultural practices.”

Bill Kuckuck, executive vice president & chief operating officer

CLA’s second annual National Policy Conference continued to break down barriers between farmers, consumers and regulators and incorporated a full range of social networking applications, including a streaming Twitter feed and a live event webcast of the event.

Staff continued to build upon Tell Me More, an educational program highlighting the benefits of the crop protection industry, created especially for employees of CLA member companies. Tell Me More aims to educate employees about the crop protection industry and modern agriculture to enhance worker pride and knowledge, and to increase comfort in speaking about the industry and issues surrounding it. The program has a multi-faceted approach, with items such as posters, pamphlets and a monthly newsletter to help engage CLA members. CLA also launched the Tell Me More Member Company Challenge to increase the number of modern agriculture ambassadors at member companies.

CLA continues to develop relationships with third-party spokespeople from a number of disciplines who offer varying points of view on the most important issues to speak on behalf of modern agriculture.

New materials and content also continue to be recognized. The CLA website, www.croplifeamerica.org, was recognized by the American Society of Association Executives as the Gold Circle Winner for Best Association Website. The award recognized the website’s new look and design, comprehensive content and creativity. CLA was also recognized for a popular animated video showcasing the benefits of modern agriculture, which was the recipient of the Golden Agricultural Relations Council Award in 2011.

The Administration team at CLA also plays a key role in ensuring a successful and efficient operation that represents the interests and needs of our members. As the staff and leadership have made great progress in telling the story of modern agriculture during the past year, the Administration department remains engaged every step of the way. They work in tandem with the other departments to provide the meaningful support that is necessary to not only help our members, but to continuously improve the operations at CLA for a future of success.

Government Relations

"With each visit to Capitol Hill and each collaborative effort forged with state and regional allies, Croplife America's Government Affairs department brings our members' issues and modern agriculture messages before key policymakers. While imminent legislative threats have been greatly diminished in the 112th Congress, our key issues remain vulnerable to regulatory action taken by the current Administration. With the next major rewrite of farm policy and the reauthorization of PRIA (Pesticide Registration Improvement Act) just beyond the horizon, CLA government relations is building momentum at the right time on behalf of our members and the crop protection industry. Throughout 2011, CLA's team has already worked closely with and led our allied coalitions in support of modern agriculture and advocacy at the state and federal level."



Beau Greenwood, executive vice president,
government relations & public affairs

Achievements include:

CLA was instrumental in rallying support for H.R. 872, "Reducing Regulatory Burdens Act of 2011." The Republican-led U.S. House of Representatives passed the legislation in March, which clarifies in both the Clean Water Act (CWA) and the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) that CWA National Pollutant Discharge Elimination System (NPDES) permits are not required for certain aquatic pesticide applications. The overwhelming **bipartisan** vote and demonstration of support for legislatively overturning the 6th Circuit ruling in *National Cotton Council v. EPA* has resonated loudly with the Senate, where the Agriculture Committee reported the bill on June 21. CLA Government Relations continues to build support in preparation for Senate floor consideration this fall.

The consistent work of CLA's members, staff and allies have steadily raised awareness to the problems impeding the progress of the Endangered Species Act (ESA), primarily the broken consultation process between EPA and the "Services." The House Agriculture and Natural Resources Committees held a joint hearing to examine the intersection of ESA and FIFRA in May. This renewed congressional commitment to engage the executive branch provides a promise of finding a solution to the problems surrounding ESA consultations and pesticide registrations through ongoing oversight and congressional engagement. Amendments added to FY'12 appropriations of ESA bills in July would expand the National Academy of Sciences' review of ESA and suspend implementation of existing biological opinions until process improvements are put in place.

In addition to addressing a broad array of state legislative and regulatory issues, the CLA State Affairs Committee and state/regional allies remain active in marshalling grassroots support on many of these federal issues. The states have a major stake in both the ESA and NPDES initiatives, among other issues, and continue to provide an important voice of the direct impact of these issues on crop protection product users at the grassroots level in support of responsible federal policy.



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Legal

"CropLife America's Legal team intervenes in lawsuits brought by opponents of the crop protection industry, files *amicus* (or "friend of the court") briefs in other suits to express industry's voice, and submits petitions with federal agencies. These actions are all in part to help ensure that our members can continue to provide the tools and resources needed for American farmers and ranchers to safely and affordably grow our nation's food supply."



Doug Nelson, executive vice president, general counsel & secretary

Accomplishments include:

Filing an *amicus* brief in the case of *Reckitt v. EPA*, supporting the proposition that EPA cannot cancel a product's registration and deny a registrant's due process rights by circumventing FIFRA's formal cancellation procedures. CLA's *amicus* brief was repeatedly cited by the court in emphasizing congressional intent that FIFRA include a formal cancellation process and that federal agencies may not disregard FIFRA in the regulation of pesticides. By turning the spotlight on this issue and other attempts to preempt congressionally mandated protections, CLA ensures its members can count on a reliable and fair review process of the innovative crop protection products necessary for modern agriculture.

CLA was granted intervenor status in the *Center for Biological Diversity and Pesticide Action Network North America v. Environmental Protection Agency* case. The suit could restrict the use of pesticides nation-wide by claiming that EPA violated the



Endangered Species Act (ESA) in registering over 300 individual active ingredients. CLA, and our allies, is working to ensure that no settlement results in unnecessary product use restrictions.

CLA filed a petition with the U.S. Fish & Wildlife Service and National Marine Fisheries Service to request improvements be made to their ESA consultation process with EPA in order to help guarantee that ESA consultations are rooted in the best available science, sound policy and stakeholder collaboration. These steps are essential to making consultations work to ensure the availability of crop protection and pest control products across the country.

CLA was also instrumental in engaging other organizations to become involved with this matter, bolstering support of this vital member issue.



We successfully filed a motion to intervene in the *NCAP et al v. EPA* lawsuit in which plaintiffs requested the court set aside EPA's authorization of any use of several pesticides until the agency put in place "permanent measures" to protect the salmon and its habitat from potential harm; another attempt to obtain judicially-enforced product restrictions.

CLA also successfully assisted the government in obtaining a six-month stay in the 6th Circuit Court's mandate to finalize the NPDES permit program for pesticide applications to, over or near U.S. waters. This action was imperative in providing EPA more time to develop and issue the state pesticide permit program and reduce the burden for American farmers and other applicators who might otherwise fall victim to costly lawsuits and litigation as result of unanswered questions pertaining to agricultural applications subject to the court ruling.

Science and Regulatory Affairs

"The crop protection industry is dedicated to providing safe and sustainable products to forge a food secure future. Croplife America's Science and Regulatory Affairs department promotes sound science as the driver of agricultural innovation, product stewardship and the unbiased foundation of regulatory decision-making. Late in 2009, the Administration released a new strategy based on a previous Executive Order that acknowledged that scientific integrity is essential to effective governance. This initiative highlighted the industry's responsibility for diligence in influencing all issues based on scientific content and messaging. To this end the department has renewed oversight of research and education within EPA and USDA in alliance with scientific societies, in an effort to ensure the crop protection industry's voice is heard."



Dr. Barbara Glenn, *vice president, science & regulatory affairs*

Successes include:

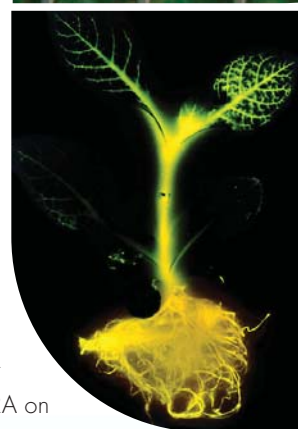
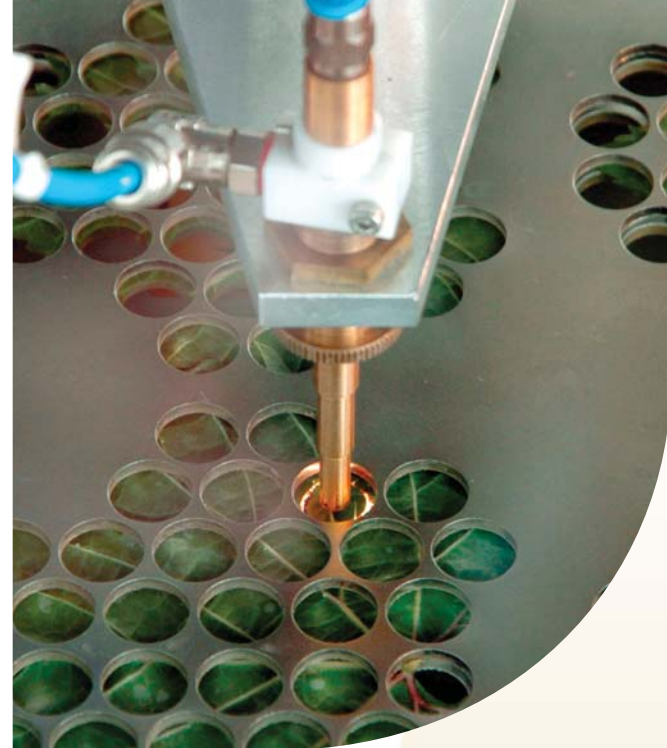
The Science and Regulatory Affairs department engaged in the management of science issues in the media through an active campaign with the Communications department, including the inaugural Science Forum. The CLA Science Forum created a unique venue to engage in dialogue on a scientific issue, with diverse opinions present, and to achieve consensus with an inclusive group of experts. A consensus paper on the need to ground quality of science in transparency of the data will be the end product and will be published.

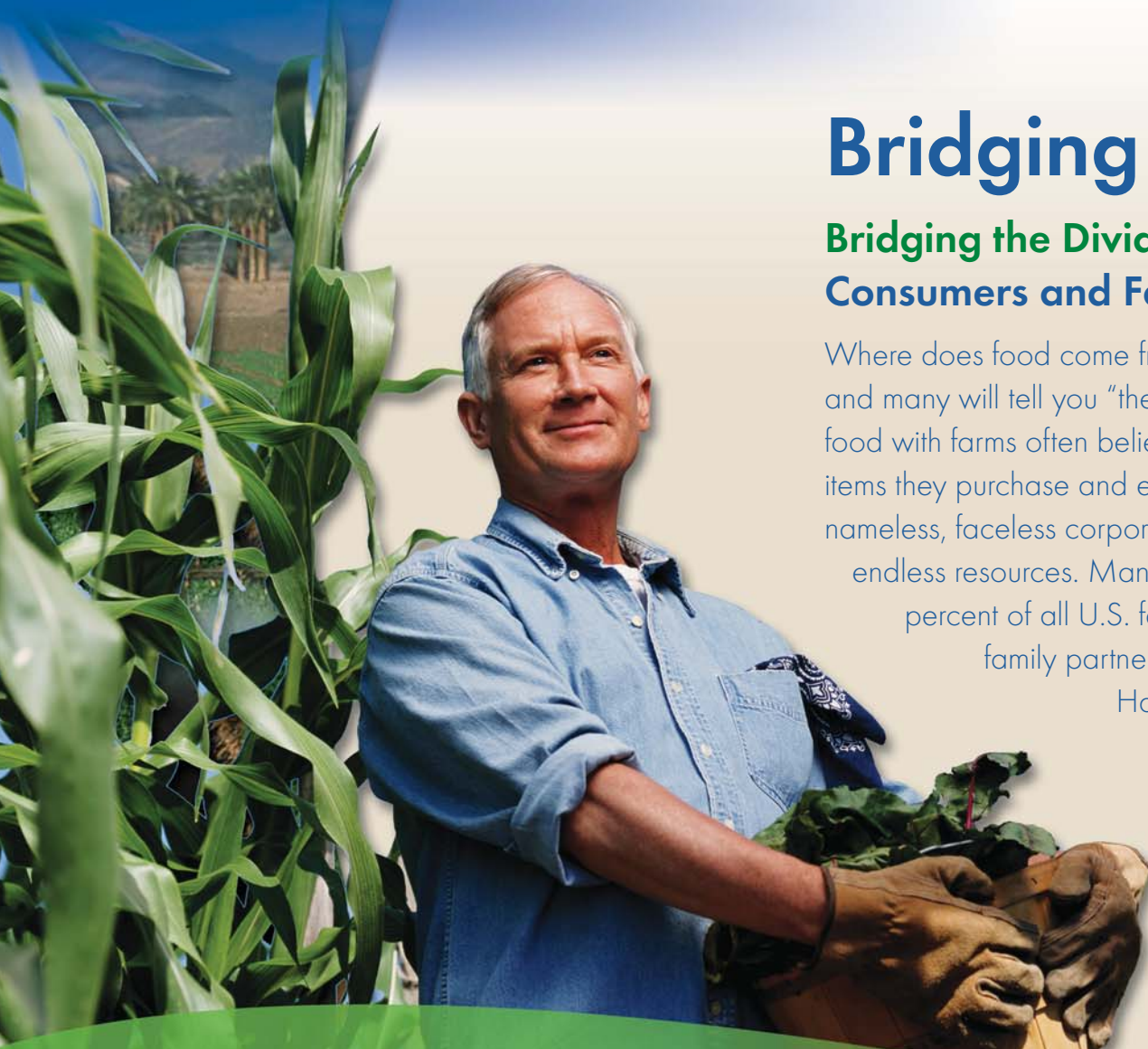
The 2011 CLA/RISE Spring Conference focused on scientific issues of integrity, transparency and research among government agency, academic and industry experts. The event successfully provided a "one-stop shop" in 18 breakout sessions, with nearly 200 attendees present to hear the latest information on a wide range of regulatory and science issues.

The EcoRoadmap was advanced in its first year of implementation, and continues to provide cutting-edge scientific answers to the key questions being asked by EPA and policymakers on Capitol Hill.

We directly engaged EPA on the Endocrine Disruptor Screening Program, including responses to technical questions, and are continuing to advocate for effective programmatic implementation.

The department defended the essential science-based, risk-benefit assessment according to FIFRA on NPDES, spray drift, endangered species, and other issues, and critically evaluated the Administration's plans for regulatory review with specific emphasis on the EPA and USDA regulations.





Bridging the Divides

Bridging the Divide: Consumers and Farmers

Where does food come from? Ask any American consumer and many will tell you “the grocery store.” Those who link food with farms often believe that fruits, vegetables and other items they purchase and eat are grown by “Big Ag,” nameless, faceless corporations with deep pockets and endless resources. Many Americans fail to realize that 98 percent of all U.S. farms are owned by individuals, family partnerships or family corporations.

Hardly mega corporations, these family-owned businesses operate on low profit margins, and the bottom lines are often based the whim of weather, disease or insects that can swiftly decimate entire crops and livelihoods.



“... two generations ago almost everyone had a connection to the farm, whether it was an aunt, an uncle, a grandfather, there was that interconnectivity. I think the biggest thing we really need to do is get consumers and farmers reconnected ...”

– Fred Yoder, farmer, 2011 National Policy Conference

Today’s farmers employ a wide range of technologies and advancements – from GPS-navigated equipment and satellite imagery, to the latest crop protection products. America’s 210,000 full-time farmers aren’t just growing food, they’re a huge economic engine, helping create nearly 21 million U.S. jobs in a variety of markets and generating hundreds of billions of dollars in fiscal activity each year. Through targeted communications, CroLife America helps build the communication between farmers and consumers that is critical to helping meet both groups’ needs. Only then will it be clear to all that food may be *bought* at the grocery store, but it comes from the farm and from the hard work of all those who make it their mission to help grow it.

Growing a Better Understanding

Consumers expect more from farmers than ever before; cheap food, safe food, tasty food, local food, slow food, healthy food, fresh food, food that’s good for the planet and strawberries in December. Farmers strive to meet a host of consumer demands, yet often find the tools and techniques they use to meet those very needs under fire, unfairly categorized as unsustainable, not environmentally conscious or unsafe. With more than 90 percent of today’s farmers employing modern agricultural techniques that simultaneously protect natural resources and allow for high crop yields, it’s clear consumer and farmer aren’t seeing the same picture. What is being lost in translation, and how does one remedy the growing disconnect between consumers and the food producers who feed them?

CroLife America endeavors to educate on the many benefits of crop protection products to the public, in-

cluding member employees, media and policymakers, via several communications vehicles, such as CLA’s award-winning website, materials, conferences and other events.

One such event is **CLA’s National Policy Conference** (NPC). This highly successful event brings together leading third-party, independent experts in the fields of agriculture, food safety and security and on all sides of the debate, to offer diverse perspectives and frank discussion on all issues facing modern agriculture. This year’s NPC focused on deciphering the discourse of modern agriculture and targeting the messages getting lost amid the avalanche of information available to consumers and policymakers alike. Participants discussed agricultural production needs, distribution challenges and opportunities for innovation and the roles all must play in the upcoming 2012 Farm Bill.



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For farmers, when the land is your livelihood and legacy, every day is Earth Day.



Modern agricultural practices, including the use of crop protection products, enable farmers to meet the three goals of sustainability: conserve and protect natural resources, meet the food and fuel needs of a growing population, and be financially viable for both growers and consumers. Innovative products and other modern agricultural practices, like the use of herbicides, have given rise to trends like conservation tillage, a farming process which helps prevent land loss erosion of nearly 3.6 billion pounds of soil a year.* These sustainable practices mean future generations of growers can expand their production and continue to supply the world with sufficient food while also serving as environmental stewards.

Want to Know More? Check out how innovative crop protection products benefit the foods and products we use every day at www.CropLifeAmerica.org or contact us for brochures and other tools available through our Tell Me More campaign to better understand and communicate the benefits of modern agriculture.

*U.S. Agriculture Department's National Resource Conservation Service



1154 12th Street, NW, Suite 400, Washington, DC 20005 | P. 202.294.1583 | F. 202.443.0474 | www.croplifeamerica.org

Created as a forum for open discussion, the NPC engages all relevant stakeholders to decipher the discourse and ensure that key decisions on investment, policies and solutions are implemented effectively, advancing modern agriculture now and for the future.

CLA also identified an opportunity for member employee education following a survey which revealed that many viewed crop protection as vital to production of the world's food supply but did not fully understand or recognize the role of the products they themselves help bring to market. Many employees indicated that they were more likely to speak up for their jobs and their industry if given benefits statements, support materials and other messages to use when engaging individuals or groups. As a result, CLA created useful communications tools so member employees would feel confident explaining their work, and the industry on the



Talking about Modern Agriculture and Why It Matters

whole, to friends and strangers alike. This program, named **Tell Me More**, highlighted the day-to-day benefits of modern agriculture tools and crop protection products with brochures, talking points, posters and a monthly newsletter.

Members are encouraged to use the materials to build their own in-house programs and

participation was energized via the **Tell Me More Member Company Challenge**, with member companies tracking their presentations and use of materials.

These communications outreach efforts to "bridge the divide" between farmer and consumer, employee and industry alike, position CLA as a communications leader, positively shifting perceptions of modern agriculture practices and advocating the important contributions our member companies make to modern agriculture every day.

DID YOU KNOW? Less than 2 percent of the U.S. population lives or works on a farm.

Bridging the Divide: Industry and Regulators

"I think there's lots of ways that could be tweaked to make (the regulatory system) better. And better doesn't necessarily mean more stringent but better targeted to the science and the risks that are out there."

– Greg Jaffe, Center For Science in the Public Interest, 2011 National Policy Conference

It is only in cooperation with regulators that necessary crop protection tools make it from the lab to the field and into farmers' hands. Federal regulations determined by Congress, as well as the U.S. Department of Agriculture (USDA) and Food and Drug Administration (FDA), impact nearly every aspect of modern agriculture. But



WHY

Why Crop Protection Matters to Farmers, the U.S. & the World.

Crop protection products are essential to modern agriculture as weeds, insects, and soil erode. Without the use of plant medicines, insecticides, herbicides and fungicides... food production would decline, leading to higher food prices and less money to sell grains, wheat and more. Crop protection products enable American farms to feed food production and profitable, keeping food and other staples affordable for consumers at home... expanding U.S. food exports abroad and ultimately helping farmers bring 100-million people off suffering from malnutrition. Innovative crop protection tools allow U.S. farmers to provide 10 percent of the world's food supply on only 10 percent of the world's farmland. Their growing scientific advancements in the development of crop protection products have enabled modern farmers to produce twice as much food compared to just two decades ago, using less water, land and energy in the process.




2011 NATIONAL POLICY CONFERENCE

LOST IN TRANSLATION? DECIPHERING THE DISCOURSE OF MODERN AGRICULTURE

MAY 12, 2011
THE NEWSEUM
555 PENNSYLVANIA AVENUE
WASHINGTON, DC



without a clear understanding from regulators of the inputs farmers need to grow the nation's food and the science behind the development of these products and methods, agricultural progress risks being impeded. In representing the crop protection industry, CropLife America recognizes the vital role farmers have, not only supplying food to feed a growing population but to invigorate our domestic economy and increase trade revenue. CLA members understand all of what being a farmer entails and what they need to get the job done; armed with this information, CLA is able to advocate for sound legislation and policy rooted in science.

Planting the Seeds for Prudent Policy

The future of agriculture rests on the ability of policymakers, regulators and the industry to work together to forge solutions to current problems as well as anticipate future ones while fostering an environment of innovation. This involves the close collaboration between a cross-cutting section of stakeholders to ensure that all viewpoints are weighed in key decisions that promise to impact modern agriculture. The capacity to provide food for all is within our grasp, but it is CropLife America's ability to foster understanding between industry, policymakers and regulators that will determine the ability to do so swiftly and safely. CLA provides a platform for this important dialogue via its Annual Legislative Rally and Spring Conference.

The **CLA/RISE (Responsible Industry for a Sound Environment) Spring Conference** is an opportunity for professionals involved in the development and regulation of crop protection products to hear the latest insight on the key policies shaping the industry. The event brings together experts and decision makers in the crop protection industry, government agencies and regulatory bodies. Attendees have the opportunity to engage in up-close forums and discussions with top agency figures; learn from expert resources in the scientific community and academia; analyze and discuss the rigorous science-based regulations that help ensure the safety of crop protection products; and network with an audience of more than 150

attendees in the science, health, government affairs and regulatory fields. This year's conference offered insight and expertise on Clean Water Act NPDES permitting, the Endangered Species Act, the Endocrine Disruptor Screening Program and PRIA implementation, among other topics affecting crop protection. By creating an opportunity for panelists and audience members to participate in engaging and forward-thinking discussions, CLA ensures the industry's voice is heard by the individuals and agencies that implement the regulations.

CLA's Legislative Rally provides another occasion for the industry to discuss current and emerging priority legislative issues impacting crop protection and modern agriculture with those who affect them. CLA's senior leadership, government affairs staff and member companies meet with their U.S. senators and representatives, as well as other top policymakers, to communicate CLA's mission, the critical role of the crop protection industry and its many contributions. As American agriculture rises to the challenge of ever-increasing demand, CLA ensures its member companies' voices are heard by members of Congress whose votes affect the legislation and policy that guide the industry, underscoring to U.S. lawmakers and regulatory officials the importance of protecting the essential role of agriculture in maintaining a strong economy as they make the policy decisions that will affect the future of our nation's crop production.

.....
DID YOU KNOW? Fifteen federal agencies collectively administer at least 30 food related laws, with USDA responsible for the safety of meat, poultry, processed egg products, and catfish and FDA responsible for virtually all other food, including seafood.

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Bridging the Divide: Past and Future

“... if we want to have a planet with biodiversity, with ecosystem services and feed 10 billion people, we need to produce as much food in the next 40 years as we have in the last 8,000.”

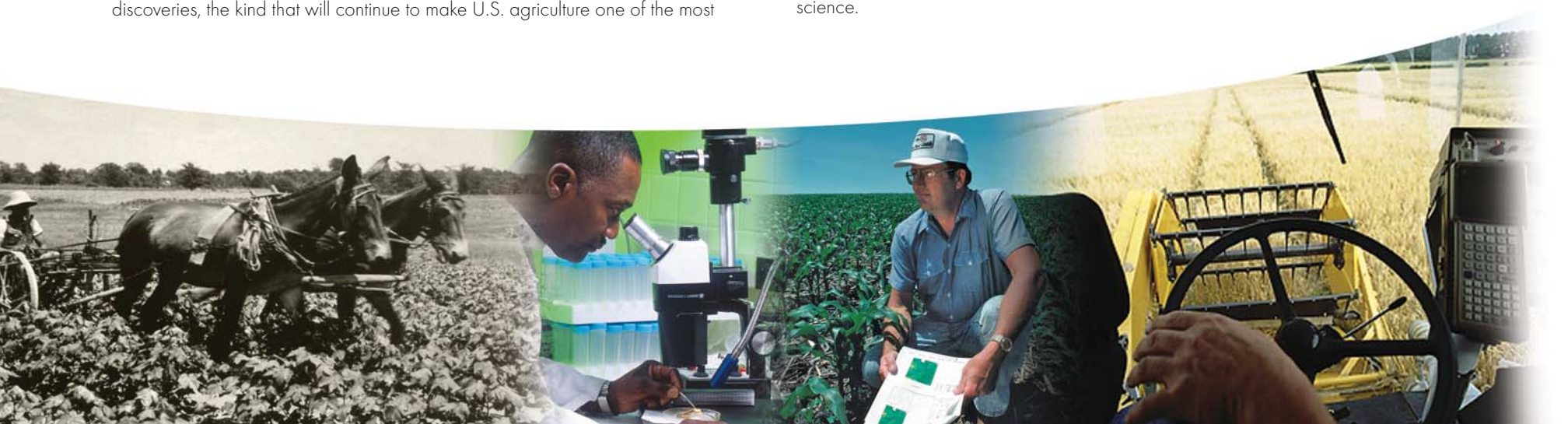
**– Dr. Jason Clay, World Wildlife Fund,
2011 National Policy Conference**

The world is facing an urgent need for agricultural innovation, which will be crucial to meeting global demands. Farmers will require new tools, techniques and technologies to meet burgeoning demand while using the same amount of land, water and other natural resources. Modern agricultural practices provide growers with a means to increase production on working lands while preserving other land for wildlife. These technologies also contribute to innovative farming techniques such as conservation tillage which reduces soil erosion, labor and fuel consumption. New discoveries, the kind that will continue to make U.S. agriculture one of the most

productive and advanced in the world, can only be made through data, research and the best available science.

Despite the great contributions of modern agriculture practices, tools and technologies, there remains a threat of a deviation away from a sound, science-based regulatory system. CLA is working hard to help inform policymakers and regulators of the dangers of moving away from science and towards a hazard-based analysis that potentially obstructs farmers from growing more food necessary toward feeding a hungry world, one that could result in added cost, time and liability. Modern agricultural practices are scientifically sound and rigorously tested, environmentally sustainable and, most importantly, used responsibly.

Tackling the enormous task of supplying food to U.S. and overseas markets will rely on the use of well-established scientific processes in evaluating scientific and technological information as a basis for decisions across all federal agencies. Ultimately, this ensures the safest products possible through the continued use of practical science.



Farming the Future

At the intersection of all the agencies and regulations that affect America's agriculture and farmers is science. The crop protection industry relies on science not only to create the innovative products that modern agriculture relies on, but also to ensure their efficacy and safety for use. Without it, farmers can no more rely on the solutions of today than CroLife America members can create the ones for tomorrow. But who decides what science is best and how?

CLA addressed this question with its first annual **Science Forum**, which goal was to judge the quality of scientific work in chemical evaluation. The Science Forum's mission was to identify different views on an expert panel and asked them about the quality of scientific work in chemical evaluations on how to ensure high-quality data and, ideally, reach a consensus that advances both scientific quality and benefits modern agriculture and the tools and ecosystems that support it. In this unique forum, panelists examined the similarities and differences between regulatory and research science, the strengths and limitations of chemical testing data from industry, academics and government labs, and strove to identify criteria for judging practices and data overall.

Crop protection products have advanced considerably from their initial adoption, and that innovation continues as the companies that pioneer these solutions invest more than \$250 million in research and development on average for each new compound brought to market. Crop research and



sound science are vital to helping provide the world with 70 percent more food and fiber required just 40 years from now. It is only through the vested research interests and funding of both the public and private sectors that solutions will be found to the unique challenges facing modern agriculture. Through its Science Forum, CLA encourages continued examination of pest management and crop protection technology founded on sound, science-based research and looks forward to future forums forging a consensus among the scientific community.

.....
DID YOU KNOW? In the next 50 years the global population will consume twice as much food as has ever been consumed since agriculture began 10,000 years ago. Ninety percent of required production increases are projected to come from augmenting yields and cropping intensity, only 10 percent by expanding arable land.



Appendix

Issues Allocation – Half Year 2011

Croplife America’s strategic plan of issue priorities allows the association to plan and monitor where CLA resources are allocated and determine priority issues on a monthly basis. Tracking these topics, and the time spent on each, helps identify emerging issues as well as prevent “mission creep.” The following chart demonstrates the major issues CLA staff dedicated time to managing as part of its business plan during the first half of 2011.

Crop Protection Market Overview

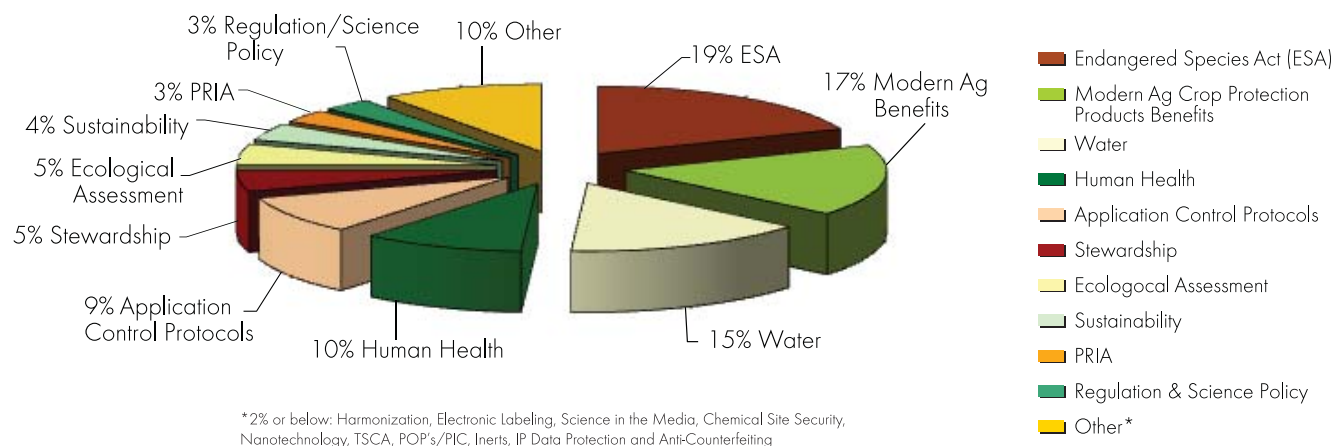
In 2010, the world market for crop protection products (excluding sales of herbicide tolerant and insect resistant seed) is estimated to have increased by 1.2 percent to reach \$38,315 million, according to data from market research firm Phillips McDougall. Stronger prices were driven by increasing demand in developing markets and short term improvement resulting from weather-affected 2010 production. Other factors affecting the crop protection market were weather-related conditions, rising demand for crop commodities and improving crop prices throughout the year.

During 2010, the value of the herbicides sector decreased by 1.2 percent primarily due to lower glyphosate prices and a weak market in Europe, however both insecti-

cides and fungicides recorded improved sales, by 6.1 percent and 1.9 percent respectively, driven by growth in developing markets. Furthermore \$12,060 million is attributable to the sale of seed of crops genetically manipulated to express input traits, herbicide tolerance or insect resistance, the uptake of which has a direct impact on the market for conventional agrochemical products.

Over the next five years it is expected that herbicides will lead market growth, and new insecticide products should sustain a positive market. The fungicide sector is expected to grow modestly with increases generated from new product introductions and a further expansion in developing markets and the seed treatment sector.

Issues Allocation Half Year 2011



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Affiliate Organizations

CropLife Foundation

The CropLife Foundation (CLF or the Foundation) is a not-for-profit organization, which actively conducts educational outreach programs advancing sustainable agriculture and the environmentally sound use of crop protection products, promoting product stewardship through certification and training programs and funding scientific research into modern agricultural practices. By working with industry, farmers, private and public researchers, and educators, the foundation aims to identify both the problems as well as the appropriate solutions toward establishing a sustainable, environmentally sound, and economical global agriculture. CLF's non-advocacy research organization, the Crop Protection Research Institute (CPRI), informs the public discussion surrounding pest management policy through a focus on the economic analysis of agricultural pests, pest management, and pesticide use and regulation in the U.S.

RISE

RISE (Responsible Industry for a Sound Environment), since 1991 a principal partner of CropLife America, is the national not-for-profit trade association representing producers and suppliers of specialty pesticides and fertilizers. RISE and CropLife America's strong partnership and common objective to advocate for our members on behalf of the equitable and science based regulation of pesticides, provides a strong, unified voice for our members and the pesticide industry.

CropLife International

CLA is a leading association member of our global federation, CropLife International (CLI). CLI represents the plant science industry via regional and national associations in 91 countries. This vital network allows us to reach out to stakeholders, develop dialogue and form partnerships across borders, creating physical and virtual synergies that allow for international advocacy on policies essential to U.S. agriculture and farm exports and benefiting our industry, customers, and consumers alike.

Ag Container Recycling Council (ACRC)

The ACRC is a non-profit organization that safely collects and recycles plastic crop protection product containers. The ACRC is fully funded by member companies and affiliates that formulate, produce, package and distribute crop protection and other pesticide products.

AgGateway

AgGateway is a consortium of businesses serving the agriculture industry formed for its members companies to share information electronically in the agricultural and food supply chains. It helps member companies efficiently address current and future challenges in traceability, increasing government regulation and aids member companies in achieving supply chain cost savings.

CropLife America State and Regional Partners

CropLife America also includes a number of state and regional partners in its network, counting more than 40 state and regional associations and organizations among its allies in promoting and advancing modern agriculture.

CropLife America Board of Directors (as of June 30, 2011)

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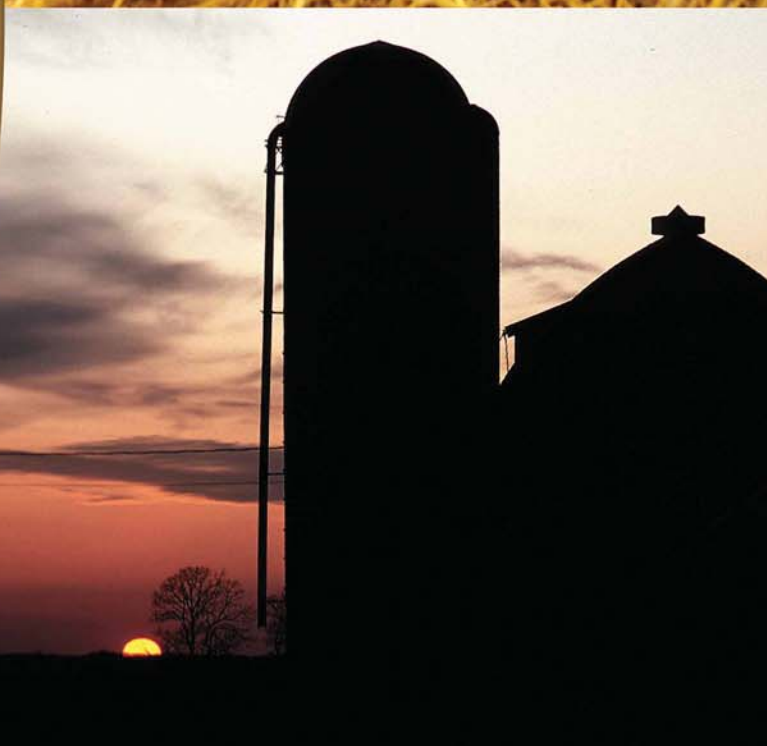
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CropLife America Members (as of August 2011)

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1156 15th Street N.W., Suite 400
Washington, D.C. 20005
(202) 296-1585
www.croplifeamerica.org

