

DEAR CROPLIFE AMERICA MEMBERS AND ALLIES

As CropLife America (CLA) celebrates the 80th anniversary of the association, we recognize that much can change in just one year, but during the past eight decades it's clear that the changes made in agriculture have impacted each person on the planet – all 7 billion. Farming continues to transform itself at a rapid degree: each year many new technologies make agriculture more precise, efficient and effective. From the Green Revolution to the new millennium, the world has seen advancements in agriculture and crop protection, allowing farmers and ranchers to produce more nutritious food for every community. This “**great progression,**” both at home and around the globe, has led to improved health, reduced hunger and increased economic development.

Over the years, advancements made in crop protection formulations and technologies have provided numerous benefits, from growing quality crops in harsh weather conditions to streamlining farm techniques on the field that reduce physical labor and save time. In addition to the development of safer and more effective inputs and tools, agricultural policy, research and public perception have evolved due to increased transparency, collaboration and new communications platforms. One key to agriculture's success is the ability of the industry to adapt to the emergence of new issues, such as renewed commitments to pollinator health, stewardship and biodiversity. All pose unique challenges and opportunities, and the industry has risen to meet them head-on. To adjust to changing markets and stakeholder concerns, programs and policies such as the Pesticide Registration Improvement Act (PRIA), water and soil conservation practices, and endangered species protection continue to evolve, and none of these changes would be possible without key relationships with policymakers, regulators and a wide array of stakeholders.

This report celebrates the **great progression of modern agriculture** as well as the important work CLA has done during our 80 years as an association to advance modern agricultural solutions. With the hard work and dedication of CLA's members, leadership and staff, our industry will continue to anticipate challenges and create solutions so America's farmers and ranchers can grow nutritious food and preserve natural resources for future generations. While we look back 80 years to reflect on how far agriculture has come, let's also imagine the possibilities of what the next 80 years hold.



John Chrosniak

Chairman | CLA
Board of Directors
DuPont Crop Protection



Jay Vroom

President | CEO
CropLife America





SPOTLIGHT ON PROGRESSION
CONSERVATION
IN AGRICULTURE

During the last 80 years, modern agricultural tools and techniques, including crop protection products, have evolved to help improve the quality of natural resources such as water and soil. One of farming's most vital practices, conservation tillage, provides measureable benefits for both the farmer and the environment. From harvesting to planting, conservation tillage leaves substantial amounts of crop residue on the soil surface; reduces soil erosion from wind and water; increases water retention; reduces soil degradation, water and chemical runoff; and reduces the carbon footprint of agriculture.

Herbicides also provide many conservation benefits. Farmers who use herbicides increase crop yields by 20 percent or more without increasing tillage, thereby reducing erosion by up to 90 percent. With the combined use of conservation tillage and herbicides, farmers and ranchers have drastically reduced the amount of energy used to grow our nation's food: agriculture accounted for 5 percent of energy used in 1970 and today only accounts for 1 percent of national energy use.





SPOTLIGHT ON PROGRESSION PRECISION AGRICULTURE

The rapid development of technology during the past eight decades has permanently changed the way we farm. Equipment and inputs have become safer and more effective, and with the advent of precision agriculture, more accurate. Today, precision agriculture involves satellite imagery, smartphone technology and seed treatments; with these tools, farmers are able to collect data and make informed decisions that not only produce more crops with fewer resources, but help crops grow in harsh weather conditions. When combined responsibly with other crop protection products, seed treatments make it possible for farmers and ranchers to grow healthier, more resilient crops and provide consumers more healthy and nutritious food choices. Seed treatments involve significantly less active ingredient exposure than topical or granular applications, making them one of the most precise methods of crop protection.

A valuable report, “The Role of Precision Seed Protection in Modern Crop Production,” is slated to be published soon by CropLife Foundation (CLF). This report examines research from case studies conducted through the U.S. and outlines the benefits of using crop protection products for sustainable crop production. The report touches upon a variety of specific benefits of seed treatments including modern precision equipment, reduced environmental impacts and healthier, more uniform crops.

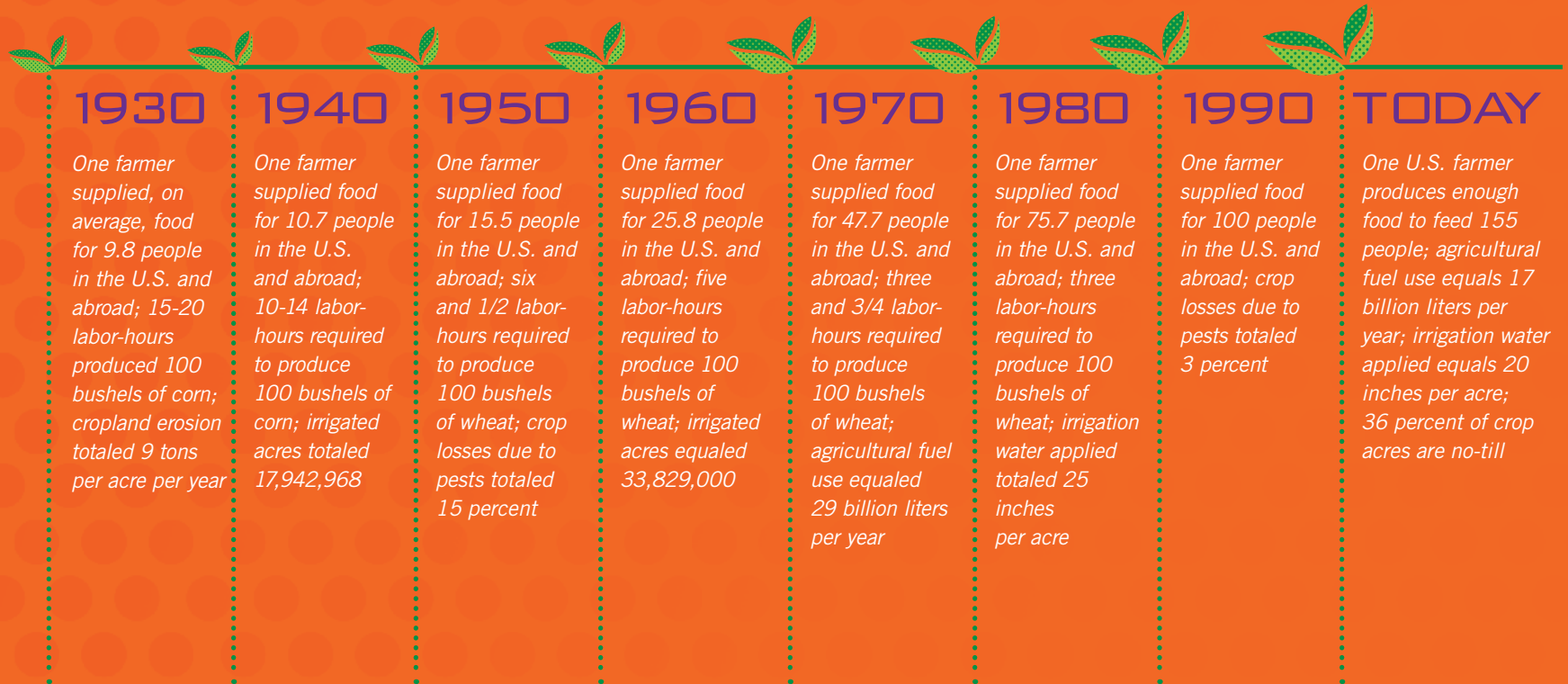
GPS-based irrigation systems and variable-rate application maps ensure responsible water management, which is particularly beneficial for farmers grappling with drought conditions. In the age of smartphones, even farmers are turning to “apps” that allow them to track weather patterns, monitor pesticide application data and manage their fields remotely.





SPOTLIGHT ON PROGRESSION
FARMING THROUGH
THE YEARS

The changes made in agriculture impact more than farmers and ranchers – they affect everyone. Innovations in crop protection products and equipment enable farmers to feed more people on less land; in fact, one farmer today produces enough food to feed 145 more people than 80 years ago. Advanced growing techniques and tools, from seed treatment technologies to GPS field mapping, allow U.S. farmers to grow more resilient crops that can withstand harsh climate conditions and provide consumers with more nutritious food choices. The continued evolution of modern agriculture promises exciting things for the future of food, fiber and renewable fuel.



CLA SOLUTIONS IN MODERN FARMING





CLA SOLUTIONS IN MODERN FARMING

REAUTHORIZING THE PESTICIDE REGISTRATION IMPROVEMENT ACT

“ The Pesticide Registration Improvement Act (PRIA) helps ensure a predictable and timely registration process for new crop protection products, and with the reauthorization of PRIA, the crop protection industry will continue to operate with an effective and reliable registration process. With key input and leadership from CropLife America, the collective efforts and contributions of the PRIA Coalition helped policymakers come together to support this priority industry issue. ”

Phil Klein

Consumer Specialty Products Association

“ The passage of PRIA III is a significant industry achievement and highlights the ability of stakeholders to work together toward improved processes that maintain a high level of protection for public health and the environment. PRIA provides predictability to the pesticide registration process, and this bolsters our ability to continue to market crop protection tools and bring new products to the marketplace. Our country’s farmers and ranchers depend on the development of innovative and sustainable tools created by CLA members, and with the passage of PRIA III, the predictability and effectiveness of the pesticide registration process remains intact. ”

Beau Greenwood

*Executive Vice President
Government Relations & Public Affairs
CropLife America*



A considerable amount of time, research and resources are involved in the U.S. Environmental Protection Agency's (EPA) crop protection product registration process, and the Pesticide Registration Improvement Act (PRIA) adds a reassuring level of predictability and certainty for pesticide registrants. PRIA establishes maintenance and registration fees for EPA's activities, and sets firm timelines for the Agency to make regulatory decisions to ensure the efficient implementation of pesticide rules and regulations.

Prior to the expiration of PRIA II in September 2012, CLA successfully led the PRIA Coalition to support the passage of PRIA III. Comprised of seven trade associations, the Coalition represented crop

protection registrants and worked closely with environmental, labor and commodity groups to urge Congress to reauthorize PRIA. The successful passage of PRIA III highlights the ability of stakeholders with diverse interests and viewpoints to work together to reach common goals. This collaboration was crucial in the passage of PRIA III, which supports EPA's high level of protection for public health and the environment, as well as a predictable registration process for registrants. PRIA III's enactment means that EPA continues to receive stable funding; the crop protection industry is guaranteed a predictable timeline for pesticide registration; and EPA's rigorous registration review process ensures registered pesticides are safe for consumers.

CLA SOLUTIONS IN MODERN FARMING

ENDANGERED SPECIES ACT & BIODIVERSITY

“The court’s decision to dismiss the *Center for Biological Diversity and Pesticide Action Network North America v. Environmental Protection Agency* lawsuit had significant implications for the crop protection industry and American agriculture. Had the plaintiffs prevailed, more than 380 registered pesticides in the U.S. could have been subjected to court-ordered use restrictions not based on sound science. Working with CropLife America as a co-intervenor on the lawsuit has been tremendously valuable to ensure a united industry voice with registrants and end-users working together. Together, we re-affirmed our government’s pesticide registration process under FIFRA as well as the work of EPA in protecting threatened and endangered species.”

Heather Hansen

Washington Friends of Farms & Forests

“The dismissal of the plaintiffs’ initial complaint in the ‘Mega’ suit was an extreme example of how little these types of activist lawsuits do to further the work of the Endangered Species Act. The industry is eager for an opportunity to work collaboratively with EPA and the Services outside of courtrooms to develop solutions to protect wildlife species and their habitats.”

Rachel Lattimore

Senior Vice President & General Counsel
CropLife America

The Endangered Species Act (ESA), administered by the U.S. Fish and Wildlife Service and the National Marine Fisheries Service (“the Services”), protects and recovers threatened species and their habitats. Environmental reviews conducted by EPA and the Services are vital to the protection of endangered species as they determine whether a pesticide will negatively affect a listed species. However, a lack of communication and coordination between EPA and the Services impedes the completion of endangered species reviews for pesticides under the ESA. EPA and the Services disagree on fundamental legal and science policy matters related to their respective obligations under the statute, and these disagreements have led to an unworkable consultation process that compromises the ESA’s integrity.

The ESA’s broken consultation process between EPA and the Services has led to lawsuits that place added burden on regulatory agencies, the industry and the economy without solving problems related to endangered species preservation. CLA remains actively engaged in critical ESA litigation and provides a voice for the crop protection industry across these legal challenges.

- ***The Center for Biological Diversity and Pesticide Action Network North America v. Environmental Protection Agency (EPA):***

The “Mega” suit was filed in January 2011 and alleged that EPA failed to follow proper ESA procedure in registering certain

crop protection chemicals. This lawsuit had the potential to affect the existing and long-standing registration of more than 380 chemicals. In a significant victory, the U.S. District Court of Northern California granted motions brought by both CLA and the EPA to dismiss the lawsuit in April 2013, with the option for plaintiffs to file an amended complaint. Plaintiffs have since filed an amended complaint that addresses a smaller yet significant number of claims.

- ***Dow AgroSciences et al. v. National Marine Fisheries Service (NMFS) et al.:***

Filed in February 2012, this lawsuit challenged the validity of NMFS's biological opinion (BiOp) for organophosphates. CLA filed an amicus brief with the court to support the plaintiff's arguments that NMFS used outdated and erroneous toxicity data and studies, and relied on outdated and incorrect exposure data. In February 2013, the 4th U.S. Circuit Court of Appeals ruled to vacate the first BiOp submitted by NMFS in the lawsuit, concluding that NMFS was "arbitrary and capricious" in its development of the BiOp and that it was not the product of reasoned decision-making.

- ***Center for Biological Diversity v. Environmental Protection Agency (EPA) and U.S. Fish and Wildlife Service (FWS):***

The plaintiffs alleged that FWS and EPA violated the ESA and Administrative Procedure Act (APA) by failing to consult on the potential effects of 64 pesticides on the California red-legged frog and the frog's habitat. In March 2012, CLA

obtained full intervention status with the intention of opposing any court settlement that would impose product restrictions without evidence of actual harm, and filed a motion to dismiss the case. CLA is waiting further action on the lawsuit.

The National Academy of Sciences (NAS) report, "Assessing Risks to Endangered and Threatened Species from Pesticides," released in April 2013, supports the belief that the ESA consultation process needs improvement. The independent report finds that federal regulatory agencies should use a common approach to evaluate risks to threatened and endangered species. The report also urges the Services to work more effectively with EPA as the Agency conducts its environmental review to create a more streamlined review process, drawing on the expertise of all agencies involved in ESA consultations.

From myriad lawsuits to the NAS report, it is clear that the current ESA system is broken and in need of repair. CLA continues to work with regulators, the scientific community and industry to address the NAS recommendations, mend the ESA and encourage a more efficient process for pesticide review and regulation while protecting wildlife.



CLA SOLUTIONS IN MODERN FARMING

POLLINATOR PROTECTION

Farmers know what is needed to grow healthy crops: the right equipment and inputs; healthy soil; sunlight; and, oftentimes, pollinators. Honey bees are among thousands of pollinator insect species that help create full harvests of crops like apples, almonds, blueberries and melons, and estimates show that pollinators directly impact 35 percent of the world's agriculture. However, pollinators, specifically honey bees, face multiple, complex challenges. In a nationwide survey conducted by the U.S. Department of Agriculture (USDA), beekeepers reported a 31 percent loss in managed honey bee colonies during the 2012/2013 winter.

CLA recognizes the importance of bees to a healthy agricultural system, and works with beekeepers, growers, researchers and regulators to understand honey bee health and determine how to move forward on bee health issues. The CLA Pollinator Issue Management Team (PIMT) works closely with USDA and EPA to address the specific regulatory aspects of the diverse factors affecting honey bee health. CLA supports a strong scientific basis for risk assessment to evaluate the safety of pesticides for bees, and has made significant contributions to EPA's science-based review of a new North American Framework for risk assessment that was reported on by EPA's Scientific Advisory Panel. CLA continues to work closely with the Agency and recommends that pesticide research should consider the risk assessment framework that further enhances our commitment to protecting bees.



“ Almonds are highly dependent on honey bees and other pollinators; in fact, the value of almond crops represents \$3 billion of the \$20 billion in U.S. crop value dependent on pollinators. Many fruits and vegetables that enhance consumer health rely on pollination services, and the ability of beekeepers, scientists, regulatory agencies and industry stakeholders to come together to understand pollinator health is key to U.S. agriculture. CropLife America has been a key voice in this issue and communicates the importance of every factor that may influence bee health in order to find a solution for honey bees and other pollinators. ”

Gabriele Ludwig

Almond Board of California

“ Working closely with academia, regulators, applicators, growers and beekeepers, the crop protection industry is expanding the understanding of honey bee health and developing solutions to benefit pollinators. CropLife America is dedicated to analyzing the impacts of pesticides on honey bee colonies through continued research into field-relevant pesticide exposures, improvement of pollinator habitats, educational outreach programs and best management practices. ”

Barb Glenn

Senior Vice President
Science & Regulatory Affairs
CropLife America

A result of the strong industry, stakeholder and regulator collaboration was the USDA and EPA publication, “Report on the National Stakeholders Conference on Honey Bee Health.” Based on stakeholder input, the report focuses on research priorities and offers additional confirmation based on current knowledge that numerous factors influence the health of honey bees:

- The parasitic Varroa mite is recognized as the major factor underlying colony loss in the U.S. and other countries;
- Nutrition has a major impact on individual bee and colony health, and nutrition problems can make bees more susceptible to harm from diseases and parasites;
- There is a need for informed and coordinated communication between growers and beekeepers as well as effective collaboration between stakeholders on practices to protect bees from pesticides;
- U.S. honey bee colonies need increased genetic diversity in order to improve thermoregulation, disease resistance and worker productivity;
- Additional research is needed on realistic field-relevant pesticide exposure to bees.

In early 2012, CLA and the American Seed Trade Association (ASTA) began aggregating

seed treatment research and safety information from universities, seed companies, international seed associations and others in response to growing concerns about the effect of seed treatment dust on pollinators. The result of this collaborative effort was the 2013 release of “The Guide to Seed Treatment Stewardship,” a comprehensive resource addressing the safe handling, transport, storage, planting and disposal of treated seeds. The guide helps growers and those that treat seeds adopt better stewardship practices to protect pollinators, the environment and applicators, and serves as a reference for companies to improve their own processes. Featured in more than a dozen news articles and highlighted on various social media platforms, “The Guide to Seed Treatment Stewardship” represents collaboration among stakeholders to provide farmers with critical information and up-to-date guidelines for responsibly managing treated seed.

CLA has partnered with *America’s Heartland*, a PBS television program that features profiles of farming and ranching families and explores trends in food production to help educate



consumers about pollinator health. *America’s Heartland* will feature segments addressing the importance of pollinator health and the challenges that they may face. *America’s Heartland* will also develop a web page with essential resources on the scientific literature surrounding bee health, including information from CLA, USDA, EPA, and the Native Pollinators in Agriculture project.

CLA supports research into combating parasites and disease, investment in increased honey bee habitats and ongoing stewardship for the safe and effective use of crop protection products to protect pollinators. Science-based strategies, educational outreach and communications initiatives will help address the diverse factors in honey bee health and are made possible through continued collaboration among the crop protection industry, beekeepers, farmers and regulators.

“ Proper stewardship and care of crop protection products is a guiding principle for our industry, and this begins with the proper recycling and safe disposal of pesticide containers. By coordinating our efforts and programs, CropLife Foundation is helping the crop protection industry set clear stewardship goals on this front. The StewardshipFirst initiative supports programs that have meaningful impact on the health of consumers and the environment, and will help tell the industry’s story of ongoing container recycling efforts. ”

Ron Perkins

Ag Container Recycling Council

“ Stewardship goes beyond the ethical management of crop protection products; by protecting the environment and public health, the proper stewardship of crop inputs supports sustainable agriculture. The responsible use of crop protection products is an industry priority, and the StewardshipFirst program will highlight that commitment. CropLife Foundation is excited to tell how the crop protection industry and farmers are continuously working to be better stewards of the environment. ”

Sarah McLallen

*Executive Director
CropLife Foundation*

CLA SOLUTIONS IN MODERN FARMING STEWARDSHIP FIRST

Farmers are the world’s first environmental stewards. With a diverse and productive ecological system, farmers not only grow healthy crops today but protect the land for the next generation of farmers. Modern agriculture has become increasingly efficient and employs practices to reduce carbon emissions, energy usage and irrigation water while supporting the production of more food for a growing population.

From product container recycling to precision agriculture, farmers across the country are focusing on good stewardship practices to optimize the use of natural resources and protect wildlife habitats. Tools such as drought- and disease-resistant seeds, innovative crop protection materials, drip irrigation, and conservation tillage systems allow farmers to grow sufficient food without increasing the amount of land used for farming.

- Improved conservation tillage practices reduce the amount of fossil fuels consumed by machinery and decrease carbon emissions released into the environment;
- Product container recycling has resulted in energy savings equal to 25,863,000 gallons of gasoline, and the equivalent of 29,970 households’ annual energy consumption; and
- Modern agriculture products and techniques result in annual savings of 337 million gallons of fuel that tilling would require, and prevent an estimated 356 billion pounds of disturbed soil from eroding into rivers and streams.

The crop protection industry supports the stewardship efforts made by farmers and ranchers today, and works to further the practice of responsible stewardship. CropLife Foundation (CLF), a research organization that promotes and advances sustainable agriculture and the environmentally sound use of crop protection products, is currently developing a voluntary stewardship initiative, StewardshipFirst. Scheduled to launch in 2014, the goal of StewardshipFirst is to advance the crop protection industry's responsible management of crop protection inputs with a focus on continuous improvement.

CLF's StewardshipFirst initiative is designed to support programs that will have a meaningful impact on public or environmental health and maximize the use of industry resources. In addition to participation in StewardshipFirst activities, the direct support of external stewardship programs are also recognized efforts under CLF's initiative. Involvement in StewardshipFirst includes the active participation in crop

protection industry stewardship efforts and educational outreach for regulators and key stakeholders.

Advancements in technology and environmental awareness have improved modern farming and continue to shape the future direction of agriculture. Farmers and ranchers understand that a healthy environment is the first component in the successful production of food, fiber and renewable fuel. The use of modern agriculture technologies and tools helps farmers grow sufficient food and conserve resources for the farmers of today and tomorrow.

CROPLIFE STEWARDSHIPFIRST



CLA SOLUTIONS IN MODERN FARMING

BRINGING OPEN DIALOGUE TO THE TABLE

“Today’s consumer wants to know more about how their food is grown, and U.S. farmers and ranchers must be willing to share their stories about what they do to provide healthy choices for everyone. Our voice is crucial. If farmers and ranchers don’t speak up about modern food production, someone else will. As the voice of the crop protection industry, CropLife America helps educate the public, policy makers and key stakeholders with a well-rounded and inclusive discussion about the benefits of modern agriculture.”

Bob Stallman

U.S. Farmers & Ranchers Alliance

“With a continued expansion into new communications outlets, CropLife America is reaching a broader audience and advancing open communication about modern agriculture. We pair CLA’s innovative conferences, videos, website content, and member outreach program *Tell Me More*, with new social media platforms in order to engage in a two-way dialogue. All of these components help to communicate the key message: farmers and ranchers who responsibly utilize modern farming practices can safely and sustainably produce nutritious foods for communities across the country.”

Mary Emma Young

Director, Communications & Marketing

CropLife America

American consumers have a renewed interest in farming and many questions about how food gets from the field to their plate. Through interactive conferences, member and consumer educational tools and social media platforms, CLA is helping to answer these questions and shedding some light on the advantages of modern agriculture beyond “safe, affordable and abundant food production.”

CLA’s fourth annual National Policy Conference (NPC) presented a unique opportunity to foster honest dialogue about farming featuring panelists with diverse perspectives. This year’s conference, *Throwing Caution to the Wind? Charting the Course of Global Agricultural Policy*, examined U.S. farm policy against the backdrop of a fractured global regulatory system. Frederick Kaufman, author of *Bet the Farm: How Food Stopped Being Food*, and Paul Roberts, author of *The End of Food*, shared findings from their in-depth investigations into the American food system and commented on how food is constantly altered by technology, international trade and modern production methods. Throughout the day, panelists tackled relevant topics facing the agricultural industry such as food insecurity and obesity; harmonized trade and industry expansion; and divergent international agricultural policies.

Progression is tied to scientific innovation, and CLA understands the importance of this message for regulators and consumers. As in previous years, CLA and RISE (Responsible Industry for a Sound Environment)® partnered for the annual Spring Conference, a multi-day event for the crop protection and specialty pesticide industries to address significant regulatory and policy issues in pest management. Themed *Communicate & Collaborate*, the 2013 Spring Conference brought together attendees and speakers from academia, the regulatory community, research and industry to participate in panel sessions highlighting issues like the Endangered Species Act, pollinator health, resource conservation and biodiversity.

CLA's *Tell Me More* program conveys facts about crop protection products and modern agriculture through monthly newsletters, blog entries, fact sheets and posters in an effort to enhance pride and knowledge within the crop protection industry. Another unique component of the *Tell Me More* program is the Masters in Modern Agriculture (MMA) honorary degree. The MMA program encourages participants from CLA member companies and allied organi-



zations to speak up about agriculture issues. To date, 72 graduates across nine organizations have received their MMAs, and CLA continues to receive meaningful testimonials from passionate “advocates.”

CLA and its members believe in honest discussions about crop protection and are finding new ways to not only communicate information about modern agriculture, but bring new perspectives to the table. Modern agriculture is continually shaped by consumer opinion, farmers’ needs and industry research, and through effective collaboration and communication, all voices can be heard.



CLA OPERATIONAL OVERVIEW

MEMBER ENGAGEMENT & GOVERNANCE

Membership engagement is one of CLA's most important activities, and in 2013 CLA broke membership records. Regular meetings of CLA's committees, issue management teams, Strategic Oversight Council and board of directors allow CLA's members, leadership and staff to evaluate the association's direction and adequately plan for the future. CLA's resources are responsibly managed by the Investment Committee, who approves and implements investment policies, monitors compliance and directly reports to the board of directors. During the past two years, the Committee has developed an Investment Policy Statement while managing the organization's reserves to provide financial security and growth.

“CropLife America's Administration team is critical to the organization's success. The CLA board of directors and Strategic Oversight Council work closely with CLA leadership and the administrative team to find effective, efficient and innovative ways to enhance the association's daily operations and thereby assist CLA and its members in achieving our primary objectives. ”

Diane Allemang

Cheminova, Inc.

“CropLife America's leadership and staff effectively work together to grow the association's membership and find new, responsible ways to invest member dues. This year, CLA broke membership records and continues to grow the association's member base, and CLA's Investment Committee has sensibly managed the association's funds to provide financial security and growth. ”

Laisha Dismuke

Senior Director

Administration & Human Resources

CropLife America



ISSUES ALLOCATION

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 2013.



- 21%** Endangered Species Act
- 18%** Modern Agriculture Communications
- 10%** Member Services
- 8%** Pollinator Health
- 7%** Water
- 6%** Human Health
- 6%** Stewardship
- 5%** Environmental Assessment
- 4%** Spray Drift
- 3%** Pesticide Registration Improvement Act
- 12%** *Other*



CLA OPERATIONAL OVERVIEW

CROP PROTECTION MARKET OVERVIEW

During 2012, the global market for crop protection products (excluding sales of herbicide tolerant and insect resistant seed) is estimated to have increased by 6.4 percent to reach \$47.360 million, according to the results of a market survey of the crop protection sector conducted by market research firm Phillips McDougall. Sales of herbicide tolerant (HT) and insect resistant (IR) seed into the crop production sector increased significantly in 2012, and overall the value of the agricultural biotechnology market, which is currently based on HT and IR seed, is estimated to have grown by 17.9 percent in 2012 to reach \$18.495 million. As a result of the increase in both the value of the conventional crop protection market and input trait sector, the value of the overall crop science sector in 2012 is estimated to have increased by 9.4 percent to \$65.855 million.

In 2012, the value of the herbicides sector rose by approximately 6.4 percent primarily due to increased glyphosate pricing and volume growth in developing markets, while sales of both insecticides and fungicides recorded improved sales, by 7.5 percent and 5.2 percent respectively, driven by new product acceptance and growth in both developed and developing markets. Sales of agro chemicals used in non-crop situations rose by 1.3 percent to \$6.372 million, aided by stable glyphosate prices in non-crop situations and improved economies in developed markets. The value of the biotech seed market rose by 17.9 percent to \$18.495 million, driven by value enhancement due to the increased adoption of stacked trait varieties as well as increased uptake in Latin America and Asia.

In the next five years, it is expected that fungicides will continue to lead market growth. These products are key to delivering the crop yield and quality improvement that the market is demanding.



ARE YOU BEING SOCIAL?

During the past year, CLA increased engagement on social media platforms to reach people interested in talking about modern agriculture. As a result of these efforts, CLA increased its Twitter followers by more than 58 percent and more than 83 percent of tweets were retweeted. This means that Twitter users are taking notice of CLA and messaging focused on modern agriculture. Each time CLA is retweeted, more Twitter users are exposed to messages that increase the visibility of issues such as pollinator health and modern farming practices.

CLA also conducted a Social Media Boot Camp in early 2013 to provide CLA members and allies with resources and social media training so they may be better equipped to disseminate balanced modern agriculture messages through social media outlets. From creating a Twitter account to composing a tweet, participants learned the basics of Twitter in an interactive environment. CLA encourages members to learn more about social media and how to use Twitter and Facebook to talk about the benefits of modern agriculture.

Join the conversation and follow CLA on Twitter ([@CropLifeAmerica](https://twitter.com/CropLifeAmerica)), Facebook (www.facebook.com/CropLifeAmerica.org) and YouTube (<http://www.youtube.com/croplifeamerica>).



/CropLifeAmerica



/CropLifeAmerica.org



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AFFILIATE ORGANIZATIONS

CropLife Foundation

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, promotes product stewardship through certification and training programs and funds 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®) is the national trade association representing manufacturers, formulators, distributors and other industry leaders involved with specialty pesticide and fertilizer products. Learn more at www.debugthemyths.com and www.pestfacts.org. RISE and CropLife America share a strong partnership and common objective to advocate for our members on behalf of the equitable and science-based regulation of pesticides, and provide 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

The Ag Container Recycling Council (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

Based in Washington, D.C., AgGateway is a non-profit consortium of businesses serving the agriculture industry. The consortium

helps member companies improve their profitability and productivity by educating, promoting and expanding participation in eBusiness in agriculture and agriculture related businesses.

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.



CLA OPERATIONAL OVERVIEW

BOARD OF DIRECTORS

(AS OF SEPTEMBER 22, 2013)



Vern Hawkins
Syngenta Crop Protection
(Chairman of the Board)

Diane Allemang
Cheminova, Inc.

Jeffrey Allison
United Phosphorus, Inc.

Jim Blome
Bayer CropScience

Andrew Bodane
Sipcam Agro USA

Jeffrey Bunting
GROWMARK, Inc.

David Cassidy
Tessenderlo Kerley, Inc.

Donald Chew
PBI/Gordon Corporation

William Culpepper
SePRO Corporation

Ken Elsbury
Chemtura Corporation

Steve Gullickson
MGK

James Hay
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Stanton Howell
Dow AgroSciences LLC

Gregory Johnson
Fine Americas, Inc.

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Helena Chemical Company

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Lisa Safarian

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Drexel Chemical Company

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Crop Production Services, Inc.

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Arysta LifeScience

Mike Vande Logt

WinField

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Wilbur-Ellis Company

Rob Williams

Makhteshim Agan
of North America, Inc.

Eric Wintemute

AMVAC Chemical Corporation

Jim Wissmiller

Tenkoz, Inc.

Jay Vroom

CropLife America
(ex officio)



CLA OPERATIONAL OVERVIEW

MEMBERS

(AS OF AUGUST 8, 2013)



K-I Chemical USA Inc.

Kincannon & Reed

LANDIS International, Inc.

Latham & Watkins LLP

LSR Associates

Makhteshim Agan of North America, Inc.

Marrone Bio Innovations, Inc.

McKenna Long & Aldridge LLP

Mendel Biotechnology, Inc.

MGK

Mitsui & Co. (U.S.A), Inc.

Monsanto Company

Nichino America, Inc.

Nisso America Inc.

Novozymes

Nufarm Americas, Inc.

PBI/Gordon Corporation

Precision Laboratories, LLC

RiceCo LLC

Schertz Aerial Service, Inc.

Schirm USA, Inc.

The Scotts Miracle-Gro Company

SePRO Corporation

Sidley Austin LLP

SipcamAdvan

Smithers Viscient, LLC

Squire Sanders

Step toe & Johnson LLP

Stone Environmental, Inc.

Sullivan & Worcester LLP

Syngenta Crop Protection

Technology Sciences Group Inc.

Tenkoz, Inc.

Tessengerlo Kerley, Inc.

The Canyon Group, LLC

The Coca-Cola Company

The Samuel Roberts Noble Foundation, Inc.

Tide International USA, Inc.

TriEst Ag Group, Inc.

United Phosphorus, Inc.

Valent U.S.A. Corporation

Vance Publishing Corporation

Vive Crop Protection

Waterborne Environmental, Inc.

Whiteford, Taylor & Preston, LLP

Wilbur-Ellis Company

Wiley Rein LLP

WinField

XS, Inc.





1930s

- 1930:** 10 tillage trips made per acre
- 1933:** The Agricultural Insecticide and Fungicide Association forms (CLA's original name)
- 1933:** Agricultural Adjustment Act
- 1934:** Worst drought in U.S. history (Dust Bowl)
- 1936:** Soil Conservation and Domestic Allotment Act passed
- 1938:** Food, Drug and Cosmetic Act passed



1940s

- 1941:** First daily nutrition guide published
- 1943:** Aerosol container for dispensing insecticides patented
- 1947:** Federal Insecticide, Fungicide, and Rodenticide Act passed
- 1949:** Association changes name to National Agricultural Chemicals Association and headquarters move to Washington, D.C.



1950s

- 1950:** Crop losses due to pests total 15 percent
- 1953:** Agricultural Research Service created
- 1954:** Number of tractors on farms exceeded the number of horses and mules for the first time



1960s

- 1962:** *Silent Spring* published
- 1964:** First field test of automated irrigation system performed
- 1965:** Food and Agriculture Act of 1965 passed
- 1966:** First monitoring program established to determine effects of typical agricultural pesticide use
- 1968:** EPA approves registration of one of the first seed treatment fungicides