

ANNUAL REPORT 2014



PROTECTING CROPS PROTECTING LIFE



Healthy crops are critical to all types of farming. Crop diagnostics, a whole systems approach to scouting fields and assessing crop health, are part of a modern agricultural process that helps farmers troubleshoot crop threats, develop a treatment plan and monitor crops for recovery. As part of a “hands-on” prescriptive agriculture approach, crop diagnostics assist farmers in accurately diagnosing and managing agricultural crop issues. Farmers perform crop diagnostics by using a variety of methods, including precision agriculture tools and techniques, seed treatments, integrated pest management and a wide range of crop protection products. Using techniques that utilize the latest technology, farmers can collect the data they need to pinpoint specific areas of concern in their fields.



DEAR CROPLIFE AMERICA MEMBERS AND ALLIES



Vern Hawkins



Jay Vroom

We all know that a diet rich in fruits and vegetables, regular exercise and routine visits to the doctor contribute to a healthy life. But what does it take to maintain healthy crops? Crop diagnostics help farmers accurately identify crop issues and manage the health of our nation's food, fiber and renewable fuels. Prescriptive agriculture methods, such as integrated pest management, aerial application and regular scouting, effectively assist farmers and ranchers in controlling crop threats. Crop protection products play an important role in the diagnostics driven process and integrate with the many tools farmers employ to ensure healthy food is available year-round. Similar to visiting a doctor for a diagnosis and treatment regime, farmers, or crop doctors, use crop protection products as remedies to nurture crops.

This report examines how CropLife America (CLA) and its members work to ensure crop diagnostic tools, in combination with crop protection products, are developed and distributed for our country's farmers and ranchers. As the voice of the industry that develops, manufactures, formulates and distributes crop protection products, CLA works directly with regulatory agencies to improve processes that maintain a high level of protection for public health and the environment. The work of CLA's members and staff, under the leadership of CLA's Board, creates new solutions that U.S. farmers and ranchers need to counter myriad dangers that threaten crops. From crop diagnostics to prescriptive agriculture, our nation's farmers and ranchers work to provide families across the country with the nutritious food required to lead a healthy life.

Vern Hawkins

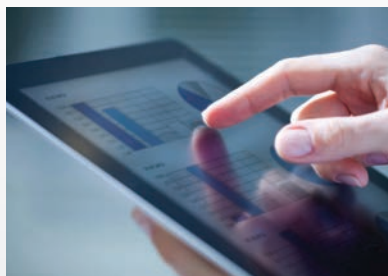
Chairman, CLA Board of Directors
Syngenta Crop Protection

Jay Vroom

President and CEO
CropLife America

NUTRITION AND HUMAN HEALTH

Health organizations, scientists and doctors advise consumers to eat a balanced diet with a focus on fresh fruits and vegetables to enjoy a healthy and long life. In fact, a recent study¹ found that eating up to seven servings of fruits and vegetables a day can reduce the risk of premature death by 42 percent. CLA is the voice of an industry that helps farmers grow the crops that keep grocery store shelves and farmers markets stocked with a wide assortment of nutritious food and produce while reducing strain on our natural resources. Through legislative and regulatory advocacy, legal support and communications outreach, CLA ensures common sense policies and regulations are put in place that enhance the U.S. agricultural system. A major component of CLA's activities and goals includes providing interested audiences with facts and information about modern agricultural practices through toolkits, posters, news releases, videos and more. Whether it's online or in person, those passionate about agriculture can confidently and accurately discuss the benefits of crop protection with others.



CLA's **Tell Me More initiative** uses posters, infographics and blog posts to disseminate key talking points and facts about modern agriculture and crop protection.



The innovative photo campaign, **Modern Agriculture Matters**, encourages families, friends and co-workers to show their support for modern farming partners and the work of the crop protection industry.



CLA's conferences facilitate critical dialogues around food, nutrition, modern agriculture, science and regulation, with a focus on diverse viewpoints, to ensure a balanced and inclusive dialogue.

To learn more about how CLA advances the intersection of human health and modern agriculture, visit www.croplifeamerica.org/2014AnnualReport.

¹ Oyinlola Oyeboode, Vanessa Gordon-Dseagu, Alice Walker, Jennifer S Mindell. **Fruit and vegetable consumption and all-cause, cancer and CVD mortality: analysis of Health Survey for England data.** *J Epidemiol Community Health*, 31 March 2014 DOI: 10.1136/jech-2013-203500







PUBLIC HEALTH

Pesticides play an important role in protecting our communities and ensuring a healthier future generation. The industry collaborates closely with the U.S. Environmental Protection Agency (EPA) and other federal and state regulatory bodies to test potential new products and uses to help protect vulnerable populations, local communities and each other. The pesticide industry is one of the most heavily-regulated industries in the U.S. From initial discovery of an active ingredient to the proper disposal of a pesticide container, the industry and regulatory agencies oversee the complete life cycle of every product on the market. CLA and its members support sound regulation and oversight as a key part of their ongoing commitment to developing and marketing safe and effective products.



CLA works collaboratively with federal agencies such as the EPA and the U.S. Department of Agriculture (USDA) to ensure that regulations are scientifically sound, protective of public health and the environment as well as remaining effective tools to fight pests and crop disease.



Working with CropLife Foundation, CLA advocates for clear and consistent stewardship standards to protect pesticide applicators, consumers and farmers. CropLife Foundation's StewardshipFirst™ is an important component to ensure responsible management of a pesticide's life cycle.

To learn more about how CLA and the crop protection industry advance the protection of public health, visit www.croplifeamerica.org/2014AnnualReport.



ENVIRONMENTAL HEALTH

Farmers and ranchers are more than “crop doctors”—they also protect land and natural resources. Modern agricultural tools, including crop protection products, enable farmers to conserve and protect our water, air and soil resources, and grow the food, fiber and fuel Americans need to survive. Practices like conservation tillage and cover crops, and tools like herbicides are used by farmers to reduce soil erosion, decrease water use and shrink agriculture’s carbon footprint. CLA and its members encourage modern agriculture practices, tools and regulations that increase biodiversity and protect wildlife.



The crop protection industry recognizes the importance of bees to a healthy agricultural system and works with beekeepers, farmers, scientists and regulators to better understand pollinator health and develop solutions.



CLA remains actively engaged in Endangered Species Act (ESA) program activities to provide a voice for the crop protection industry, and to ensure a more efficient process is established to protect wildlife.

To learn more about how CLA advocates for environmental health and biodiversity, visit www.croplifeamerica.org/2014AnnualReport.

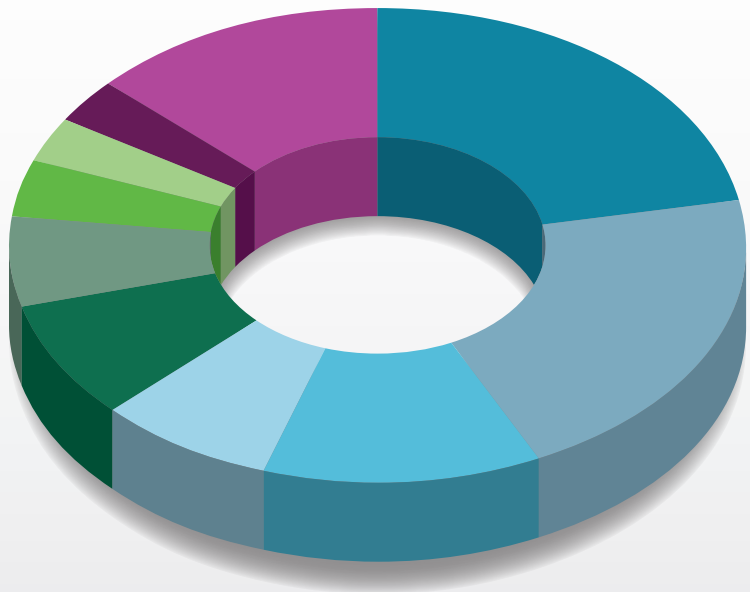


CLA OPERATIONAL OVERVIEW

CLA's strategic plan and the resulting prioritization of issues allow the association to plan and monitor where CLA resources are allocated for the benefit of our members. Tracking these priorities and the time spent on each also helps identify emerging challenges. The following chart depicts the major issues CLA dedicated resources to managing as part of its business plan during the first half of 2014.

CLA ISSUES ALLOCATION

Modern Agriculture Communications	22%
Endangered Species Act	21%
Pollinator Health	12%
Human Health Risk Assessment	8%
Water	8%
Stewardship	6%
Spray Drift	4%
Pesticide Registration Improvement Act	3%
Environmental Risk Assessment	3%
Other	13%



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®) 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.

BOARD OF DIRECTORS

as of July 10, 2014

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*Chairman of the Board,
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as of July 10, 2014

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For an in-depth analysis of CLA's 2014 activities, visit
www.croplifeamerica.org/2014AnnualReport.