



**CROPLIFE AMERICA**  
**CLASS OF 2016** **ANNUAL** **REPORT** ||

# MOST VALUABLE CLA MEMBERS

Vive Crop Protection

Critical Path Services LLC

Farmer, Lumpe + McClelland

Waterborne Environmental, Inc

BASF Corporation

XS, Inc

Bergeson + Campbell PC

Five Americas, Inc.

Phillips McDougall

ARENT FOX LLP

Nossaman LLP

Dow AgroSciences LLC

Asmark Institute

Technology Sciences

WinField

BMO Harris Bank

Group Inc

TriEst Ag Group, Inc

Barnes + Thornburg LLP

ADAMA Agriculture Solutions Ltd

Dr. Pepper Snapple Group

Donald & Pitzer

CHARLESTON/ORWIG INC

Precision Laboratories, Inc

Squire Patton Rogys LLP

Baker Hostetler

Smithers Viscient, LLC

Wilbur-Ellis Company

Gilley Austin LLP

Beveridge + Diamond

Bader Rutter + Associates

McCormick + Company Inc

Cool Planet

Novozymes BioAg Inc

DREXEL CHEMICAL COMPANY

Arysta LifeScience

Citrus Products, Inc

DuPont Crop Protection

context+network

Bayer

Albaugh, Inc

American Spice trade Association

Step toe & Johnson LLP

ARCADIS U.S., INC.

THE Coca-Cola Company

Compliance Services International

The Samuel Roberts Noble Foundation, Inc

American Beverage Association

FMC Corporation

nestlé USA

Jonas Company

AMVAC Chemical Corporation

ILLINOIS CORN GROWERS Association.

Tea Association of the USA, Inc

Stone Environmental Inc



## A Cheer From the Top

Friends and colleagues,

Let's hear three cheers for U.S. agriculture! This year, CropLife America (CLA) celebrates the progress today's agriculture and the crop protection industry has made. From more precise and effective products, to using varied farm techniques to protect and revitalize natural resources, CLA is proud to give a good old college cheer for all people involved in agriculture.

For so long we have spoken about how we do what we do: how the industry develops new crop protection solutions, how farmers use pesticides to fight crop threats, how the U.S. regulatory process works, and more. Now we want to talk about *why* we do what we do. From preventing food loss to alleviating food insecurity, pesticides help farmers protect crops from pests, disease and decay while optimizing yield and minimizing inputs. The responsible use of these products allows more food to make it off the field and onto more plates across the country and around the world. We believe this is something to be proud of...but it doesn't stop there.

Today's farmers are embracing conservation techniques, such as no-till, Prairie STRIPS and cover crops, to help conserve the world's vital resources. Crop protection products play a key role in conservation, including decreasing the need for tillage, thereby helping to reduce fossil fuel use by 558 million gallons per year. Pesticides also contribute to U.S. farmers' ability to produce four times as much corn and wheat as they did in the early 1900s without clearing additional forest or wetlands.

Tomorrow's agriculture professionals have countless opportunities in U.S. farming and ranching and a multitude of agribusiness careers. In fact, the U.S. Department of Agriculture (USDA) estimates that between 2015 and 2020, we can expect to see an average of 57,900 openings annually for graduates with bachelor's degrees or higher in food, agriculture, renewable natural resources and the environment. This represents approximately 60,000 chances for innovation, discovery and advancements within American farming. With odds like those, we're betting on continuous improvements in today's agriculture, and we're happy to support the next generation of farmers, ranchers and agriculturalists.

CropLife America's (CLA) #AgLoudAgProud message celebrates and unites those who support U.S. farmers and ranchers, today's agricultural methods and future generations of ag leaders. As the voice of the industry that discovers, manufactures, formulates and distributes crop protection products and biotech solutions, we're proud of the strides the agriculture industry has made to grow healthy food, invest in a sustainable environment, and support today's and tomorrow's growers. Thank you for showing you're "Ag Loud Ag Proud" every day!

Sincerely,

Jay Vroom  
CropLife America  
President & CEO

Diane Allemang  
FMC Corporation  
Chairwoman of the Board

# Clubs & Teams

## Administration

CLA's Administration team is an invaluable asset to the organization and supports each department in order to reach CLA's overarching objectives. They work in tandem with other departments to provide meaningful support that is necessary to not only help our members but to continuously improve the operations at CLA for future success.

## Communications

Whether it's through CLA's website, a news release, innovative graphics or a selfie, the Communications team helps tell the story of today's agriculture. Communications provides members, staff, allies and the general public with the relevant messages that highlight the many economic, environmental and societal benefits that our members' products provide.

## Government Affairs

With each visit to Capitol Hill and each collaborative effort forged with state and regional allies, CLA's Government Affairs department brings members' issues and today's agricultural messages before key policymakers. As the country faces a new administration this coming year, CLA's dedicated Government Affairs team continues to work toward pesticide policy based on solid science to further the future of American agriculture.

## Legal

The Legal department seeks to protect the crop protection industry's ability to conduct business by: intervening in lawsuits brought by opponents of the pesticide industry; filing amicus briefs to express the industry's voice; submitting petitions and comments to federal agencies; and providing legal guidance to our regulatory representatives as well as other teams, committees and departments within CLA. All of these actions help ensure that U.S. farmers and ranchers have access to the tools they need to grow food for communities across the country.

## Science and Regulatory Affairs

CLA's Science and Regulatory Affairs team promotes sound science as the driver of agricultural innovation, product stewardship and the unbiased foundation of regulatory decision-making. By submitting comments and working alongside members, the Science and Regulatory Affairs department ensures that policymakers hear members' perspectives, facilitating the creation of comprehensive, science-based pesticide policies.





Engaged members yield a stronger, more diverse organization and CLA offers many opportunities for members to become involved. CLA's issue management teams and committees include our Endangered Species Issues Management Team (ESIMT), Pollinator Issues Management Team (PIMT), and Communications Outreach Committee (COC), among others, all of which get strategic guidance from our engaged Board of Directors. Our member volunteers give the industry a unified voice on top-tier issues at the national, local and international levels.

### Board of Directors

The CLA Board of Directors guides the overall activities of the organization and provides leadership on emerging industry issues. The Board directs the association and its affairs; adopts policies to guide the activities of the association; and is responsible for the receipt, proper custody and expenditure of the association's funds as well as the care of its property.

### Clean Water Issues Management Team

The CWIMT develops and implements CLA's strategy on the Clean Water Act (CWA) and other water quality regulations, legislation and policy impacting crop protection products.



### Communications Outreach Committee

The COC is comprised of CLA members and allies who provide invaluable input to CLA communications staff, helping guide CLA's communications strategies and materials to improve the public's understanding of agriculture and the benefits of pesticides. *(Photo taken January 2016 in Virginia.)*

### Endangered Species Issues Management Team

The ESIMT pursues a long-term strategy for resolving Endangered Species Act (ESA) issues ensuring a workable, scientific and risk-based regulatory paradigm for endangered species evaluations. The ESIMT also sets, manages, and implements CLA policy on endangered species issues, including developing scientific and legal approaches to endangered species risk assessment under registration and registration review.

# Clubs & Teams

## Environmental Risk Assessment Committee

The ERAC provides effective technical expertise and advocacy for the assessment of environmental exposure, including topics such as environmental modeling and monitoring and ecological effects, to develop a science-based understanding of environmental risk. The ERAC works to ensure that crop protection technologies are appropriately represented and that environmental risk assessment studies are conducted and interpreted based on sound science.

## Executive Committee

The Executive Committee is composed of Board officers and some Board members. The committee meets between meetings of the full Board, exercising many of the powers of the Board of Directors and giving more frequent feedback. *(Photo taken June 2016 in Chicago, IL..)*



## Federal Affairs Committee

The FAC promotes crop protection industry interests before the U.S. Congress, the Administration and federal agencies.

## Food and Beverage Committee

CLA members from the food and beverage industries come together to address issues regarding the national and international regulation of pesticide residues in foods and to support innovation in crop protection.

## FQPA Issues Management Team

This group's leading issue is the 10x safety factor implementation evolution under the Food Quality Protection Act (FQPA). Their focus includes the use of epidemiologic study outcomes, the characterization of uncertainty, and the impacts of FQPA changes on pesticide registrations and registration reviews.





## Clubs & Teams



### Human Health Risk Assessment Committee

The HHRAC leads the discussion on data requirements and risk assessment methods for evaluating the risks of pesticides to human health in support of pesticide product registration. *(Photo taken July 2016 at the CLA offices in Washington, D.C.)*

### Inerts Steering Committee

The ISC focuses on product formulation, inert ingredients and related regulations.

### Law Committee

The Law Committee identifies, considers and counsels on legal issues of interest to the membership arising out of current and proposed federal and state laws and regulations, and advises on CLA's participation in legal challenges relating to industry's ability to do business.

### Local Issues Strategy Team

The LIST identifies crop protection issues at the state and local levels and promotes industry perspectives, including opposition to proposed action that undermines state preemptive authority. It is under the purview of CLA's State Affairs Committee.



### Pollinator Issues Management Team

The PIMT ensures the right of the crop protection industry to conduct business while sustaining pollinator health; develops and implements CLA strategy for pollinator protection issues; tracks relevant research; and interacts with other organizations on relevant topics (e.g., the U.S. Environmental Protection Agency (EPA), the U.S. Department of Agriculture (USDA), the National Association of State Departments of Agriculture (NASDA) and beekeeping organizations). *(Photo taken July 2016 at the CLA offices in Washington, D.C.)*

## Clubs & Teams

### Registration Committee

The RC focuses on the pesticide registration process, including timelines, fees, data requirements, submissions and tracking submissions. *(Photo taken June 2016 at the CLA offices in Washington, D.C.)*



### Spray Drift Issues Management Team

The SDIMT provides scientific and policy guidance related to spray drift issues to support product registration and minimize unnecessary label restrictions. The team addresses EPA's drift policies and works to ensure that policies are workable and scientifically-based. The team also oversees public databases that serve as critical tools for regulators and the scientific community.

### State Affairs Committee

The SAC promotes state legislation and regulation best representing industry interests in cooperation with state and regional agribusiness associations.

### Stewardship and Sustainability Committee

Members of the CLA Stewardship and Sustainability Committee work collaboratively to help promote the responsible and ethical management of crop protection products from discovery and development through distribution, use, recycling and the final disposal of empty containers. They also help lead all significant discussions involving sustainability in agriculture where the use of pesticides is debated.

### Strategic Oversight Council

The SOC enhances the efficiency and effectiveness of CLA by providing leadership, strategic direction and prioritization to standing committees, working groups and task forces; ensuring the alignment of association activities with the priorities adopted by the Board of Directors; and fostering results-oriented, multi-disciplinary approaches to the management of issues.

From writing comments for federal agencies to providing communications materials, CLA represents its members in many ways. What are some top priority activities and issues our teams currently work on?

## FIFRA Sufficiency

**The Issue:** The Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) is the federal statute that sets the bar for establishing risk-based requirements for pesticide use and approval, and its regulations and guidance are regularly updated to ensure that evolving health and safety concerns are addressed. The approval and use of a pesticide product in the U.S. is governed by FIFRA and the Food Quality Protection Act (FQPA). The EPA Office of Pesticide Programs and the congressional committees of jurisdiction (the House and Senate Agriculture Committees), respectively, regulate and provide oversight of the sound science, transparency and stakeholder engagement of FIFRA's risk-based approach to pesticide approvals.

In recent years, the relative primacy of FIFRA over pesticide use requirements has been eroded, in large part, by activist litigation that has made overly precautionary aspects of the Endangered Species Act (ESA), the Clean Water Act (CWA) and other environmental statutes more dominant factors in determining pesticide use requirements. Despite FIFRA's rigorous, risk-based scientific review, some activists would prefer a policy shift in the U.S. to a less scientific, precaution-based system that would severely limit the availability and use of important crop protection materials that are critical to American agriculture.

**The Action:** FIFRA is the foundation upon which pesticide regulation rests and its competency has been proven time and time again. Nevertheless, the growing list of agency actions beyond FIFRA's risk-based traditional regulatory parameters demonstrates a policy shift towards a more hazard-based approach to regulation that will have a significant impact on the availability and use of crop protection materials for American agriculture. Pesticides help farmers gain more control over their crops, guarding them from the harmful effects of weeds, insects and disease and allowing crops to flourish in difficult weather conditions. Innovation in crop protection technology has helped farmers and ranchers keep pace with the food, fiber and fuel demands of a growing world population and an unnecessarily restrictive regulatory framework could limit U.S. farmers' ability to grow sufficient food.

Throughout 2016, CLA has continued to advocate for FIFRA's risk-based regulation of the pesticide industry and believes that FIFRA allows for the simultaneous protection of human health and the environment and also the predictable registration of pesticides. Working as a grassroots initiative, CLA staff and members have also concentrated outreach efforts to key policymakers in an effort to take politics out of pesticide regulation and call for a reliable science-based process that allows products to be brought to market for safe and effective use by growers. CLA's FIFRA-sufficiency actions have informed other CLA public outreach campaigns which ask that science, not activist agendas, guide pesticide regulation to ensure our country's farmers and ranchers have the tools they need to grow healthy food, fiber and fuel.



# CLA Curriculum

## Pollinators

**The Issue:** From bees to butterflies to birds, pollinators come in many shapes, sizes and species. In recent years, concern has arisen about the health of pollinators, specifically honey bees and Monarch butterflies. Most scientists agree that honey bee health is impacted by numerous factors including the loss of habitat, pests (such as the Varroa mite), disease, and the misuse of pesticides. Yet, some have suggested that pesticide product bans or prescriptive label prohibitions should be imposed on all insecticides to minimize exposure to bees. For many reasons, this is not feasible: agricultural growing conditions and the need for site-specific and timely pesticide application varies greatly across the country, depending on the crop and locality. A one-size-fits-all label requirement will not fit for all situations.

## #AgLoudAgProud

**The Issue:** Today's consumers are hungry for information about their food, and American farmers and ranchers want to fill that void. To help bridge the gap between consumers and the farm, a growing number of farmers are reaching out to consumers in new ways, including through farm tours and visits, social media and blogging.

As part of the collective effort to promote a positive image of agriculture in the U.S., CLA's #AgLoudAgProud initiative encourages those who work in, study and support today's agricultural methods to show their pride in modern agriculture and all the advancements the crop protection industry has made. From growing crops in harsh weather conditions to streamlining farm technologies on the field that reduce physical labor and time, the advancements made in crop protection solutions provide numerous benefits. CLA believes there is a lot to be proud of!

**The Action:** The crop protection industry and CLA support a variety of steps to maintain and improve pollinator health. These steps include the development of appropriate pesticide label instructions; the identification and promotion of best management practices for crop protection and beehive management; the integrated management of bee diseases and pests; practical and focused research on pesticides and pollinators; science-based risk-management strategies to reduce impacts on pollinators; stewardship of those strategies; and the monitoring and diagnosis of colony health.

**The Action:** From why farmers use pesticides to how new crop protection technology is registered for use, CLA wants those who work in and study agriculture to talk about what they do and why they do it. CLA's #AgLoudAgProud initiative is designed to unite those who support U.S. farmers and ranchers, today's agricultural methods and future generations of ag leaders through snapping selfies tagged #AgLoudAgProud. Through this campaign, we are creating meaningful messages and images that show the strength and diversity of American farming.



## Clean Water Act

**The Issue:** The CWA is the principal federal law in the U.S. governing water pollution. When Congress first enacted it in 1972 to protect navigable waters, the law included a definition of the “navigable” rivers, lakes, streams, coastal areas, wetlands and other water bodies that Congress intended to subject to the Act’s regulations. Recently, EPA’s Waters of the United States (WOTUS) Rule has attempted to expand regulatory authority under the CWA to other types of land features and waters — such as puddles, ponds, ditches, and ephemerals — giving EPA the power to dictate land-use decisions and farming practices in or near them. EPA claims that the WOTUS Rule clarifies the scope of the CWA; however, the rule is a broad expansion of the CWA beyond its original intent and only serves to muddy the waters. EPA finalized the WOTUS Rule on May 27, 2015 and, depending upon the results of multiple legal challenges, may subject U.S. farmers to federal permit requirements and place unnecessary limits on farming practices and other land uses.

Complicating this issue for pesticide stakeholders, National Pollutant Discharge Elimination System (NPDES) permits are required for the application of aquatic pesticide applications over or to WOTUS defined areas. The NPDES permits contain dozens of recordkeeping and performance requirements, not only posing a significant burden on operators but creating legal jeopardy due to the potential for CWA citizen suits for mistakes or missed deadlines. The Clean Water Rule expands the federal jurisdiction of what is determined to be a “water of the U.S.,” thereby substantially increasing the number and type of applications subject to permit coverage and liability.

**The Action:** Congress is well overdue to fix the double regulation of pesticides under the NPDES pesticide general permit (PGP). In the House, H.R. 897, the Reducing Regulatory Burdens Act, recently passed out of the Committee on Agriculture, and companion legislation in the Senate, S. 1500, has also passed out of the Committee on Environment and Public Works. Both bills would clarify that federal law does not require this redundant permit for already regulated pesticide applications. The same bipartisan legislation passed the full House in both the 112th and 113th Congress.

CLA also supports the passage of legislation to correct EPA’s and the courts’ overstep of congressional authority. In the House, H.R. 1732, the Regulatory Integrity Protection Act of 2015, would require EPA to withdraw the flawed WOTUS Rule and develop a new proposed rule after engaging in meaningful stakeholder consultation. In the Senate, S. 1140, the Federal Water Quality Protection Act, establishes principles to guide the agencies’ action on a WOTUS rule so that the final result reflects the statutory limits created by Congress and ensures the proper administrative procedures are followed. CLA continues to perform targeted outreach on the Hill to represent the perspectives of U.S. farmers and the crop protection industry.



## Extracurricular Activities

### The Talk

CLA strives to educate consumers about the role that pesticides play in most forms of agriculture. Through focus groups, conferences and outreach efforts, however, we discovered there is no typical consumer. Every person, regardless of where and how he or she shops for food, has his or her own priorities and opinions about farming and food. From different farming methods to the definition of "local" food, we must take into account a myriad of viewpoints. CLA's The Talk campaign communicates on a humorous and more personal level the reasons why pesticides are used, how they're used and the benefits of these products. Through a series of short videos, an accompanying website and other promotional materials, CLA aims to reach a variety of audiences to speak about pesticide safety and advocate for the responsible use of crop protection products, regardless of the farming method. Have you had The Talk yet?



### Food Loss

Global food loss is staggering: a third of the food produced for human consumption is lost or wasted. On top of that, even more potential food would be lost without proper crop protection strategies. Crop disease, weeds, pests, mold, inefficient processing and transport, insufficient packaging, and over-purchasing by consumers all contribute to food loss and its negative consequences. CLA and its members support the responsible use of pesticide technology by both organic and conventional growers as a way to decrease pre-harvest loss and improve the heartiness of fruits and vegetables to increase the shelf-life of food. Through preventing pests and disease from damaging produce, the crop protection industry can do its part to help produce make it all the way from the farm to the plate.



## Growers in the U.S.

Can you imagine a world without watermelon? Fresh corn? *Ice cream*? We can't either. While everyone loves food and all that agriculture provides, few people understand what farmers actually do and how our food is grown. CLA's Growers Across the U.S. campaign emphasizes the diversity of farm methods used in the U.S. and the care that farmers and ranchers take when using tools like pesticides.



## Build a Healthy Grocery Cart

Acme Grocer	
15238 Bacon Ranch Way Baltimore Maryland 21202	
ST-MD: 11089984 (410) 867-5309	
2016-02-25 1N424534: 9338300	
Terminal: 9338300	
PRODUCE INV# (5)	
AVOCADOS 939645 \$4.25 (2)	\$8.50
ALMONDS 473779 \$6.00	
OLIVES 722736 \$3.00	
BROCCOLI 284965 \$2.50	
BLUEBERRIES 735690 \$5.25 (2)	\$10.50
GARLIC 884176 \$3.75	
SWEET POTATOES 731836 \$6.75	
CARROTS 920573 \$4.25	
SPINACH 938427 \$5.25	
SUBTOTAL	\$54.75
TAX 1 7.000%	\$3.83
TOTAL	\$58.58
DEBIT TENDED	\$58.58
CHANGE DUE	\$0.00
EFT DEBIT PAY FROM PRIMARY	
ACCOUNT:	5254
SL 58 TOTAL PURCHASE	
REF # 131000195280	
NETWORK ID: 0071 APPR CODE 297664	
TC# 0432 2121 1542 2401 9590	

Let's face it – fad diets come and go (Cabbage Soup Diet, anyone?), but vitamin-rich fruit and vegetables are forever. Fruit and vegetable consumption has been linked to many health benefits, including:

- reduced risk of cancer, diabetes, and heart disease;
- lower cholesterol;
- and an essential source of vitamins and minerals.

With the responsible use of today's crop protection tools, farmers are able to grow healthy produce year-round. Make some room in your grocery cart!

Fibers high in monounsaturated fats can improve blood cholesterol levels, which may decrease your risk of heart disease.<sup>1</sup> Monounsaturated fats provide nutrients to help develop and maintain your body's cells, ward off heart disease and stroke, and reduce cholesterol levels.

Antioxidants are chemicals that interact with and neutralize free radicals in your body, reducing the risk of damage. Your body makes some of the antioxidants it uses to neutralize free radicals, but we also rely on antioxidants from food to prevent or delay some types of cell damage.<sup>2</sup> Broccoli, blueberries and garlic are rich sources of antioxidants which may lower risks of certain diseases.

Whether it's fresh, frozen or canned, produce in all forms is a healthy choice chock-full of vitamins and nutrients! Sweet potatoes, carrots and spinach are rich in vitamins, such as beta carotene (important for vision, the immune system, and reproduction); Vitamin C (improves the absorption of iron from plant-based foods and helps the immune system work properly to protect the body from disease<sup>3</sup>); and Vitamin E (boosts the immune system to fight off invading bacteria and viruses<sup>4</sup>).

<sup>1</sup><http://www.eatright.org/resource/food/nutrition/dietary-guidelines-and-myplate/choose-healthy-fats>  
<sup>2</sup><http://www.cancer.gov/about-cancer/causes-prevention/risk/diet/antioxidants-fact-sheet>  
<sup>3</sup><https://ods.od.nih.gov/factsheets/VitaminC-Consumer/>  
<sup>4</sup><https://ods.od.nih.gov/factsheets/VitaminE-Consumer/>



## Nutrition

Eating fruits and vegetables to maintain a healthy lifestyle is an obvious choice, but the work it takes to grow the crops we rely on year-round is not as apparent. With the responsible use of today's agricultural tools, such as pesticides, farmers are able to grow the healthy crops you need to lead a healthy life. CLA's nutrition materials highlight the role that pesticides play in growing enough fruits and vegetables to keep up with demand. CLA believes that understanding the benefits of eating produce goes hand-in-hand with understanding how crop protection ensures a steady supply of nutritious food.

## Extra Credit

### CropLife Foundation

CropLife Foundation advances and promotes sustainable agriculture and the environmentally sound use of crop protection products and bio-engineered agriculture. The Foundation, along with its global partners, is committed to reducing food loss and waste beginning at the farm level along with expanding the scope of innovative precision agriculture with its Precision Prairie project.

CropLife Foundation also houses the Crop Protection Benefits Research Institute (CPBRI), a non-advocacy research organization focused on highlighting the many ways pest management and responsible pesticide use contributes to public health and the increased production of nutritious food.



### Donor Testimonials

*"I have been a longtime supporter of CropLife America and the Foundation. Both organizations do a tremendous job advocating for the crop protection industry. In particular, the Foundation has played a key role in providing data demonstrating the clear and important benefits of crop protection to people, crops and the environment. When CropLife America started the individual membership program, I was eager to join and help support the great work the Foundation does supporting agriculture and crop protection, and it was so easy to join! If you haven't already joined, please do so today and support our industry."*

**Cindy Baker Smith**, ag relations director  
Gowan Company

*"The work of the Foundation is important to helping inform the public and government agencies about issues critical to both the pesticide industry and American agriculture. Many policy debates suffer from a lack of in-depth analysis of controversial or complex issues, often technical in nature. Foundation projects help inform the debate, bringing needed information to the public and policy makers – critical audiences for agriculture now and in the future."*

**Jim Aidala**, senior government consultant  
Bergeson & Campbell, P.C.

*"We at Monsanto support the CropLife Foundation's vision to meet the increasing demand for a safe and abundant food supply. We share the Foundation's commitment to sustainable agriculture and believe a continued collaborative approach is essential to meeting our world's needs."*

**Lisa Safarian**, North America lead  
Monsanto Company

## Ally and Coalition Support

CLA collaborates with state and regional partners, agricultural organizations and coalitions to emphasize the importance of crop protection in today's agriculture. Working with other organizations, CLA is able to strengthen the industry's collective voice to gain visibility on Capitol Hill and garner new perspectives on issues impacting American agriculture. Organizations include:

**American Alliance for Innovation  
Coalition to Advance Precision Agriculture  
Conservation Technology Information Center  
Council of Chemical Association Executives  
National Association of Manufacturers**

**National Endangered Species Act Reform Coalition  
National FFA Foundation  
National Wheat Foundation  
Pesticide Policy Coalition**



## CropLife America's Political Action Committee

CropLife America's Political Action Committee (CLPAC) is a voluntary, non-profit, unincorporated committee operating as a separate segregated fund of CropLife America. It is the only political action committee dedicated exclusively to fostering the interests of the crop protection industry, and since its founding, the CLPAC has given contributions to candidates across the country. With the generous support of our contributors, the CLPAC has been able to foster new relationships with congressional offices and strengthen our friendships with our allies on Capitol Hill. The CLPAC is non-partisan and is not affiliated with any other political action committee or person. Fundraising is through two major events, the spring Contribution Program and the CropLife America Annual Meeting held annually in September. All contributions must be made in accordance with federal law,

including the prohibitions against corporate or foreign national contributions. No individual may give more than \$5,000 to CLPAC during one calendar year.



Superlatives (July 2015-August 2016)



# Most likely to spread benefits messages

48 News Releases

## Most ag spirit

1,210,300 Impressions

2,411 Link Clicks

1,842 Retweets

1,504 Likes

154 Replies

1,419 Followers Gained

644 Additional Likes

35,198 Post Total



Superlatives (July 2015-August 2016)



## Most likely to speak out for growers

23 Public Comments Submitted to Regulatory Agencies



## Most attractive

22 Infographics

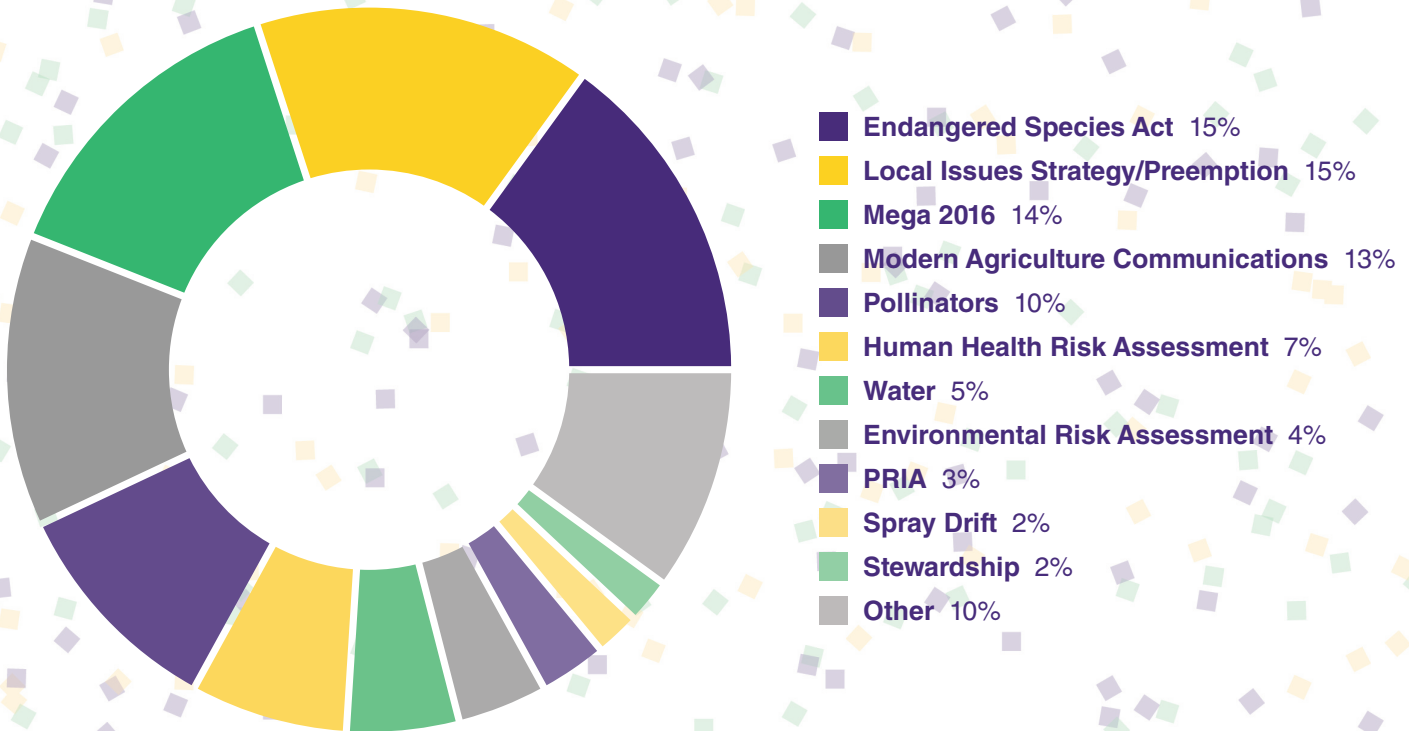


## Swatters handed out

2,500

# Operational Overview

CLAs strategic plan and the resulting prioritization of issues allows 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 to which CLA dedicated resources to managing as part of its business plan during the first half of 2016.



Pepsi Co

MOST VALUABLE CLA MEMBERS

DirectAg Source, LLC

Valent USA Corporation  
Scotts Miracle-Gro Company

ABC Laboratories Inc.

Danisco US LLP

AgriCapital

Tide International USA, Inc  
Mitsui & Co. (USA) Inc.

GROWMARK, INC

Faegre Baker Daniels LLP

John Deere

tenkoz, Inc

Crop Data Management Systems, Inc.

Exponent Inc.

Kadant Grantek, Inc  
K-I Chemical USA Inc

MONSANTO COMPANY

ISK Biosciences Corporation

CROWELL & MORING

Nisso America Inc

Wilky Rein LLP

LANDIS International, Inc

Cincannon & Reed

Douglas Products

i Concept

SePro Corporation

NewLeaf Symbiotics

AgriMarketing Magazine

Helena Chemical Company

Symcor Crop Protection

AgriTherity

Helm Agro US Inc

Nichino America, Inc

Bioconforma

Lanza Inc

FBI/Gordon Corporation

Crop Protection Services, Inc

Nufarm Americas, Inc

AGDATA, L.P.

Tessenderlo Kerley, Inc

Sipcam Agro USA

Iteris, Inc

Greif, Inc CNI

United Phosphorus, Inc.

Marrone Bio Innovations Inc

Latham & Watkins

Form Group

ENVIGO

Rice Co. LLC

Willowood USA

Schertz Aerial Service, Inc

Agrian Inc.

MGK

GrifK Kymeter

Schirm USA, Inc

Isagro USA, Inc

Pinnacle Agriculture Holding, LLC

Intrinsic Environmental Sciences





**#AgLOUDAgPROUD**