



# CropLife America 2025 Strategic Plan

## Vision

Our tools and technologies are recognized as essential to support healthy food, healthy people and a healthy planet.

## Mission

We help ensure growers and consumers have the technologies they need to protect crops, communities, and ecosystems from the threat of pests, weeds, and diseases in an environmentally sustainable way.

## Strategic Imperatives

1. Increase collaboration and deepen partnerships with our members, our farmers, our customers, our value chain, and our food and environmental stakeholders, and decision-makers.
2. Communicate in a proactive and consumer-oriented manner.
3. Ground our efforts in data and science to share knowledge and measure impact.

## Industry Perception

By 2025, increase trust and understanding of the benefits of pesticide products and technologies in protecting health and sustainability within defined focus areas by 10-percent among key stakeholders.

### Objectives:

- ✔ Define a new common and positive narrative for the industry that is grounded in consumer perspectives. Directly connect the messages and effort to our related sustainability data, messages and initiatives.
- ✔ Strengthen relationships with current and new partners such as food, retail, public health, sustainability and environmental organizations that will work cooperatively toward mutually beneficial goals.
- ✔ By 2021, launch a coordinated, harmonized effort with our allies to communicate the new narrative consistently to national, state and local influencers through creation and distribution of a 'narrative toolkit.'

## Environmental Sustainability

Continually improve our environmental outcomes through voluntary conservation measures and innovative technologies.

### Objectives:

- ✔ Utilize the UN Sustainable Development Goals and stakeholder input as a foundation to define key environmental goals and outcomes that enhance farmer sustainability.
- ✔ Increase the level of voluntary stewardship activity by securing commitment from CLA members to take at least one action to meet industry environmental sustainability goals.
- ✔ Launch an integrated communications and outreach campaign to promote and share this information – and our collective progress – with our industry allies, partners, and decision-makers. Integrate into our industry perception messaging and outreach.

## Regulatory Integrity

Preserve the statutory commitment to a transparent and reliable federal risk-based pesticide regulatory process and market policies that help ensure farmer and consumer access to needed tools and technologies.

### Objectives:

- By 2025, work in partnership with our affiliates and allies to develop solutions that reinforce a risk-based assessment system at the global, national, state, and local level.
- Work cooperatively with CLA members, Congress, EPA, state regulators, and key stakeholders to meet statutory timelines governing product decisions.
- Develop and seek to implement changes in federal and state policies that enhance regulatory and legal certainty.
- Identify, prioritize and develop solutions to address tariff and non-tariff trade barriers that restrict market access or impact product manufacturing input costs.

## Organizational Excellence

The goals outlined in this plan reflect a significant effort to achieve focus and enhance the effectiveness of our organization. Informed by extensive research across our internal and external stakeholder audiences and through a structured planning process, we worked collaboratively to prioritize the most high-impact activities so we can ensure we are providing the most value to our members, our industry and society at large.

In order to best serve the plan above, we will continue to evolve our organizational structure and model so that our resources are best directed to these key priorities over the next 5 years.

### Objectives:

1. Broaden and diversify our membership to ensure more integrated solutions to common challenges.
2. Evaluate our organizational efficiency and align resources with the key elements of our strategic plan.
3. Conduct a strategic evaluation of our committee structure to streamline efforts and maximize efficiency and outcomes.
4. Enhance the measurability of our goals, objectives and activities.
5. Ensure our programs and messaging are aligned with our vision, mission and goals.
6. Evaluate revenue model to ensure the resources needed to deliver results.
7. Build an organizational culture that respects input from all members and staff; encourages collaboration and creativity; and celebrates all contributions toward success of the industry and the organization.