

# CropLife

## ASIA



## 2001 ANNUAL REPORT FROM CROPLIFE ASIA

*formerly the Asia-Pacific Crop Protection Association (APCPA)*

### PRESIDENT'S REPORT

An Annual Report represents a natural time for recognition of progress made and reflection on the many things that still need to be done. The CropLife Asia Annual Report 2001 summarises the progress made and the Industry position on the many complex issues that confront us in our daily activities in the Asia-Pacific.

Those of us who work in the industry in the region experience first-hand and can scrutinize the benefits that the industry brings to society at large. We support farmers and growers in helping them solve their problems to produce sufficient food of the right quality for the still rapidly expanding Global population. In the region we daily face issues such as Safe Use and Integrated Pest Management (IPM). In the wider market place, poor quality "counterfeit" materials are commonly available and present additional challenges to industry decision-makers. It is for these matters as well as for general communication that the Industry Association acts to gain consensus and common ground amongst its members in the pursuit of resolving these and other problems for the common good.

With renewed resolve I thank the staff of CropLife Asia for their efforts and support over the past year and encourage all members to maintain the high standards of quality, behaviour and sense of worthwhile purpose that has been our trademark to date.

That we need to communicate and listen better than in the past is apparent in a rapidly changing world and we look forward to the new emphasis given to these aspects as we move into a new era and change of name to CropLife Asia, an important part of CropLife International.

This Annual Report represents a small part of those efforts.



**Don Taylor**  
President

### EXECUTIVE DIRECTOR'S REPORT

APCPA's priorities, programmes and policies moved in a transitional direction over the past 12 months, as the focus and commitments of the regional and global plant science industries have both broadened and sought alignment with the "new federation" **CropLife International**. The transition is evident in the activities described elsewhere in this report, and clearly reflects the industry's fundamental "pillars of change":

- The positioning of **crop biotechnology** along with agro-chemistry and biology as elements of our issue management activities;
- **All** of our activities have become **more communications-oriented**;
- Support for **sustainable agriculture**, including Safe Use and Integrated Pest Management, has been enhanced;
- The impact of **industry issues** such as globalisation, industry consolidation, food safety and risk perception upon society and the role of **corporate responsibility** are elements of regular dialogue;
- Plant Science Industry's **expertise in international regulatory issues** of agro-chemicals is being further developed.

This report also represents the "final word" from the Asia-Pacific Crop Protection Association. We now reflect our alignment with industry's transition with our new corporate identity, **CropLife Asia**, effective March 2002.

As one segment of a global organisation, CropLife Asia's role is to develop and support regional policies that are in line with industry's global positions - and achieving such goals in collaboration with allied associations and international forums whenever possible. Our Asia-Pacific industry's transition during 2001 clearly reflects that desire and efforts in developing a working relationship with a broad array of partners and stakeholders in order to improve not only our effectiveness, but also our resource base.



**Tim Oviatt**  
Executive Director

# PROJECT TEAM REPORTS

## Regulatory Affairs Project Team

The Regulatory Affairs Project Team (RAPT) was organised in 2001 and broadened in scope from previously existing Intellectual Property Rights (IPR) and Regulatory Harmonisation (RH) working groups. The RAPT's focus and accomplishments can be sorted into five main areas.

### ASEAN Regulatory Harmonisation Initiative

Based upon a 'stimulation of interest' in a harmonisation effort among ASEAN regulators, CropLife Asia helped initiate a harmonisation network with the German technical aid organisation GTZ, Thailand's Ministry of Agriculture, Division of Toxic Substances and the Asia-Pacific Regional Office of FAO. The network, supported by the regulators' interest, organised and jointly sponsored a three-day workshop on the topic with representatives from seven ASEAN countries.

The workshop was welcomed by the participating national delegations, which committed to a stepwise plan to harmonise their regulatory requirements over several years. First priority was given to harmonise submission formats, data requirements, safety aspects of labels, guidelines for biopesticides, and their definitions with respect to IPR. Teams set up on each topic are to develop and report back with options at the group's second session set for September 2002.

The National Agencies agreed to draft and support an application for a FAO Technical Co-operation Project, which would provide a significant level of funding to assist the implementation phase at the national level over the next several years. Countries like Cambodia, with less developed control systems, could gain considerable assistance from the FAO support. The outlook for harmonisation progress is promising, although implementation of changes at the national level is expected to be slow due to the need to amend national regulations and avoid additional costs to agencies and to industry.

### Assistance to the Cambodian Government

A CropLife Asia delegation travelled to Cambodia to meet with the key regulators, and other local parties regarding the country's draft regulations on crop protection products.

Several routes of assistance have been proposed. CropLife Asia will assist Cambodia in implementing a system that enables its regulators to organise and keep track of the products they are registering. The registration procedures being developed will receive industry's support. An increase in products passing through this official route should assist in reducing the current level of unauthorised products in the marketplace. Additional industry support options have been requested by Cambodia that will provide several programme areas of attention, particularly in Safe Use.

### Improved Understanding of Residue Issues in China

An international workshop on residue issues was jointly organised with the Crop Protection Association of China. ICAMA, the agency that administers registration activities in China, also collaborated in the event, which involved three overseas experts and several local speakers. The workshop, rated highly successful by the organisers, helped to raise the understanding of complex residue issues with the regulatory community. This improved knowledge should support the local authorities' ability to regulate residues with standard practices that are compatible with the CODEX and the main OECD countries. A similar workshop for the benefit of the ASEAN countries is planned for October 2002.

### New FAO Scheme for establishing detailed specifications for technical materials of CPPs

The Project Team reviewed this FAO initiative at length and agreed to encourage the use of the FAO criteria by national regulatory agencies to assist in the determination of chemical equivalence between original and 'me too' technicals. This position will be incorporated into the CropLife Asia position paper on data requirements that will be completed in mid-2002 and presented to the ASEAN harmonisation initiative.

### Linkage with Regulatory Committees in National Associations

Stronger links with the regulatory teams in the National Associations is a high priority for 2002. On-going efforts are planned to keep these groups abreast of regional issues, and informed of developments in regulatory science.

## Safe Use Project Team Report

The year 2001 saw an increase in both the number and the variety of Safe Use Projects (SUP) initiated by 10 of the member National Associations and partly funded by CropLife Asia. A mid-year update on the activities was reviewed at the 4<sup>th</sup> Annual Safe Use Conference held in Chiang Mai, Thailand, in September. The workshop placed an emphasis on methods of evaluating the results of the many different 'tools' used in the projects.

Celebrating its 10th year of activity, the **Thailand** SUP continued its work with the Royal Project and Worldview International Foundation amongst the hill tribes of Thailand's four north-western provinces. Thailand utilises village shows, radio, loudspeaker towers, children's painting competitions, wall news and in-field training to both teach and demonstrate safe use of crop protection products. Over the past decade, more than 750,000 farmers, dealers and medical personnel have received training under the SUP of Thailand.

In its first year of initiating a SUP, the Crop Protection Association of **China** linked up with the government's National Agricultural Technology Extension & Service Centre and started safe use on five demonstration farms. Government funding has allowed this

project to make rapid progress in its first year. The use of demonstration farms has also been used in **Taiwan**, where they were combined with local media awareness campaigns and a 'Safe Use' month on rural television.

Also in its early stages is the safe use work initiated in shallot farming communities in **Indonesia**, where a full-time staff member was appointed to expand the initial work to include more villages. Mass media, however, was the major tool used in **Bangladesh**, **The Philippines** and **Sri Lanka** where the safe use message is best disseminated through the use of TV and radio advertising, and link these messages in with printed literature that is distributed in targeted rural areas. The Philippines has also been very successful in its accreditation scheme for dealer warehousing.

The work continued in **Malaysia** with Safe Use training and trainer training taking place in Sarawak and Sabah. In **India** the safe use focus is on training rural doctors. In **Pakistan** the main effort has been through the distribution of protective clothing and the use of illustrated flip charts to teach the mainly illiterate farm work force.

As well as providing some of the monies for driving forward the Safe Use message, CropLife Asia also provided training tools for national associations, and reinforced this support at the Chiang Mai workshop. Additionally CropLife Asia purchased and distributed 5,000 pairs of PVC gloves to the SU projects in the region to give practical help and guidance for standards of protective clothing. A deeper look at the programmes in some member countries is published in the March 2002 issue of *Agrolinks*.

### Sustainable Agriculture Project Team Report

CropLife Asia's activities and support for **sustainable development** and **IPM** combined into a single Sustainable Agriculture Project Team (SAPT) in 2001, reflecting the industry's increased emphasis and priority on **biotechnology**. CropLife Asia's three-pronged strategy for promoting sustainable agriculture's components focuses on the scientific community, government agencies and institutions, and the effective education of the mass media.

A leading priority initiated in 2001 has been to develop working relationships with a broad range of organisations that share compatible interests and objectives in support of biotechnology. The SAPT continues to meet with a variety of stakeholder groups some of which focus solely on biotechnology, while most have a more comprehensive agenda. Efforts to expand this working 'alliance' will include a major regional public event in 2002 that will provide the stage for a wide spectrum of interests to speak with a single voice in the support of the advancement of biotechnology in the Asia-Pacific, along with other elements of sustainable development.

Position papers on both Crop Biotechnology and Integrated Pest Management were developed by the project team and widely distributed in the region. Advancing and publicising these positions in support of CropLife Asia's objectives, and in alignment with CropLife International's official positions, exercised the association's promotional strategy of reaching out to the scientific community, government and the media.

The establishment of Biotech Information Centres (BIC's) in the Asia-Pacific, that effectively share information on crop-biotechnology, remains a key program of the International Service for the Acquisition of Agri-biotech Applications (ISAAA) and represents a major partnership opportunity for CropLife Asia. BIC's in Malaysia, Thailand, Indonesia and the Philippines were initiated in 2001 with CropLife Asia support. The sponsorship of speakers and key participants to IPM and biotech workshops and other forums in the region are seen as good investments in support of CropLife Asia's objectives. The high profile biotech conference staged in Thailand, sponsored by the British Government and the OECD in July, included industry participation and attendance, as well as strategic assistance and participation in the preparatory stages.

Major IPM initiatives in Pakistan and India by the European Union and the World Bank respectively offer the regional and global industry a significant collaborative role and opportunity to demonstrate the returns of plant science technology. Additional support for IPM is evidenced by the investment being made in the four 'distance learning' IPM courses being developed in the **agLe@rn** Programme of the Regional Technology Centre.

### Communications Report

A successful communications workshop was held at the end of the Annual General Meeting in Kuala Lumpur in March, focusing on the need and skills to effectively communicate our messages.

In April, Georgina Cairns departed APCPA to head up the Asia-Pacific Food Information Centre, and Paul Cheesman was appointed Communications Director.

Four editions of APCPA's journal *Agrolinks* were published, one at the end of each quarter. Two editions, June and December, contained, as 'centre fold pull-outs', CropLife Asia's Position Papers on Crop Biotechnology and on Integrated Pest Management. It is planned that this method of initial distribution will be used for all future Position Papers, as it is with this Annual Report, in order to reach a wider audience. Readership of *Agrolinks* continued to grow throughout the year, and an additional 500 copies were taken up by participants attending a major biotechnology conference in Bangkok in July. A target has been set by CropLife Asia to double *Agrolinks'* readership to 10,000 subscribers by the end of 2003.

The website (now <[www.croplifeasia.org](http://www.croplifeasia.org)>) was totally revamped in August, with far more information readily available to the public and media about the work of CropLife Asia and the various programme areas such as IPM, Safe Use, Crop Biotechnology and regulatory harmonisation. The site additionally provides position papers, key articles from *Agrolinks* and other CropLife Asia documents in downloadable 'pdf' format. CropLife Asia members may also download minutes of council, office bearers and project team meetings in the members' section.

Looking to 2002, the new CropLife Asia website will feature a new Frequently Asked Questions (FAQ) section, *Agrolinks* is being augmented and a new subscriber campaign has been initiated.

## Regional Technology Centre: agLe@rn

The major new initiative of CropLife Asia in 2001 was the development of the Asia-Pacific Regional Technology Centre (APRTC). The APRTC's mandate is to provide educational opportunities for agricultural professionals in the region. The Centre was set up in response to an Industry identified need for more and improved training of individuals involved in developing and promoting modern sustainable agricultural technologies.

The expanded adoption of such technologies will benefit not only Industry, but also the diverse stakeholder groups with which Industry is involved. Farmers will realise reduced costs of production and greater profits and will be better able to protect themselves and the environment from potentially adverse effects of their crop production practices. National governments and advocacy groups should observe reduced health and environmental risks, and rural communities will achieve increased food and fibre production. Industry will benefit from a strengthened customer base and new opportunities for established and novel products, techniques and services. A more rational use of crop protection products will result in longer product life cycles through a reduced risk of development of pest resistance to chemical control.

The APRTC's approach is characterised by three main factors:

- A focus on promoting sustainable agriculture;
- Working in partnership with a range of multi-sectoral stakeholders; and
- The use of Internet-based e-learning to meet the continuing educational needs of agricultural professionals working in the Plant Sciences Industry as well as in the other major agricultural sectors - government, non-government and academia.

Agricultural professionals are targeted since these individuals are considered to be the logical leverage point for promoting change and disseminating information and knowledge to farmers. 'e-learning' is the preferred educational model given its global accessibility, and it accommodates students who are constrained by time.

After 12 months in the structural and developmental stages, the APRTC has its core staff and basic physical infrastructure in place, including its own domain name, an associated website, a robust dedicated Internet connection, minimal but sufficient hardware and software resources, and a solid and growing network of human resources involved in programming, course design, delivery, management and facilitation.

Under the Centre's 'agLe@rn Programme', three online courses have been developed and delivered to 80 participants logging on from 12 countries throughout the region and representing multiple agricultural sectors. These courses were:

- Digital Literacy for Agricultural Professionals
- English for Agricultural Professionals
- Safe and Effective Use of Crop Protection Products

Work was also started on four additional courses that are scheduled for delivery in 2002:

- Introduction to Integrated Pest Management (IPM)
- IPM for Rice
- IPM for Cotton
- IPM for Vegetables

CropLife Asia's governing body concluded that APRTC's mandate could be best accomplished if it was legally established as an independent entity. APRTC is now registered and recognised as a non-profit, 501(c)(3) corporation in the United States but remains closely connected with Industry through representation on its Board. In its effort to reach out to other stakeholders the APRTC has established ongoing and working relationships with several academic institutions in Asia and in the West as well as the major donor and development agencies active in the Asia-Pacific. A scholarship fund to support the participation of non-industry students in its agLe@rn courses has been established, and by 2004 the APRTC expects to be financially self-supporting.



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