

Annual Report 2003



China

Korea

Japan

Pakistan

Bangladesh

Taiwan

India

Thailand

Philippines

Sri Lanka

Malaysia

Indonesia

Australia

New Zealand

BASF



Bayer CropScience



Dow AgroSciences



MONSANTO
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syngenta

2003, the year in review:



CropLife's activities were no doubt curtailed by the SARS crisis, but the progress in Q3-4 more than compensated; rapid progress was made.

PierreLouis Dupont, **President**, on a pivotal year

Amendments to laws governing agrochemicals and biotechnology, along with the SARS crisis, had significant impact on the plant science industry across the Asia/Pacific region in 2003.

Regulatory amendments in Japan and India had significant ramifications for minor uses and agrochemical availability. Lightning product withdrawals were imposed in Cambodia and Thailand, challenging all concerned.

The amount of regulatory change and the pace at which such occurred was a cause for concern. Many of the changes were made without industry consultation, yet industry will bear the burden, having to prepare and evaluate new data to comply with all the requirements.

Changes to the China agrochemical industry continued in 2003, phase outs continued and registration changes for certain ai's became more restrictive. There was significant decline in overall insecticide sales but an increase in sales of newer OPs and alternative insecticide groups. Across the region, governments took action on fake and substandard products, moves supported by our industry. Work on

harmonising pesticide regulations in Asia restarted in 2003, a move similarly welcomed.

In crop biotechnology, the commercialisation of GM products progressed further in the Philippines, and in India, farmers had their first year of growing commercial GM crops. In Australia, federal approval of the commercial cultivation of GM crops was countered by various state governments imposing bans on this very activity. In New Zealand, the country's two-year moratorium on new GMO field trials expired. Elsewhere in 2003, labeling schemes were introduced in Taiwan and Thailand.

The SARS crisis curtailed industry travel, yet CropLife sustained its activities, particularly in Stewardship and Biotechnology. The appointment of George Fuller as new Executive Director added impetus to all projects, and the sterling work of the Office Bearers, Co-ordinating Council, Project Teams and Secretariat should be applauded. It was an honour and pleasure to serve as President, and I envision continued success in 2004.

At a glance: CropLife Asia

CropLife Asia is the Bangkok-based trade association that represents the plant science industry in Asia Pacific. CropLife Asia's membership consists of 14 National Association members and six multinational companies.



CropLife Asia is governed by a Co-ordinating Council, members of whom are elected from the full membership at large. The Office Bearers, elected from the corporate membership, provide close strategic and administrative guidance and management to the secretariat.

Co-ordinating Council:

Suresh Balsubramani - BASF
S. T. Tsay - DuPont
Claude Gauchat - Avcare, Australia
Dominique Dorison - CropLife Indonesia
Jean Broue - CropLife China
A.S. Indulkar - CropLife India
Yoshihiko Yamamoto - Japan Crop Protection Association

Office Bearers:

PierreLouis Dupont - Bayer CropScience
President
Allen Smith - Monsanto
Vice-President
Davor Pisk - Syngenta
Secretary
Kim Bohlander - Dow AgroSciences
Treasurer

Staff:

George B. Fuller - Executive Director
(replacing Timothy M. Oviatt - May 2003)
Alan J. Browning - Technical Director
Andrew D. Roberts - Communications Director
Phetdee Santadkornkarn - Executive Assistant
Rampai Narasertsrisk - Accountant
Sompratana Na Lampoon - Administrative Assistant

Project Team Reports: Policy Experts at Work

agrochemical **Regulatory Affairs**

Chairman: Mr. Ricky Ho - Bayer Cropscience

Provision of a MS Access database for registration records in Cambodia are a solid first step to building an efficient regulatory agency in the country

ASEAN Regulatory Harmonisation Initiative
In August 2003, CropLife Asia assisted Malaysia's Ministry of Agriculture, Pesticide Regulation Division and the Asia-Pacific Regional Office of FAO with the organisation of a Workshop on Regulatory harmonisation in ASEAN countries. The workshop followed up on commitments made in 2001 to harmonise regulatory requirements in a step-wise fashion over several years. Priority was given to harmonise submission formats, data requirements, safety aspects of labels, guidelines for biopesticides, and definitions with respect to IPR. All topics were covered in some detail with input from CropLife Asia's position papers. The ASEAN National Agencies have applied for a FAO Technical Co-operation Project (TCP), to assist the implementation of regulatory harmonisation. CropLife Asia is lobbying for representation on the management of the TCP.

New FAO scheme for establishing detailed specifications for technical materials of CPPs

The Project Team is using many avenues to encourage National Agencies to adopt the new FAO/WHO specifications, and to use the FAO/WHO scientific criteria to assist in the determination of chemical equivalence between original and 'me too' technicals. CropLife Asia ran a half-day information session, facilitated supportive papers to be presented at the IUPAC pesticides Conference in Seoul in October, and before an audience of regulators and industry representatives in Jakarta.

Assistance to the Cambodian Government

CropLife Asia continued to assist the Cambodia authorities in their efforts to set up an effective registration system for crop protection products. CropLife Asia, in association with the Cambodian Agricultural Research and Development Institute (CARDI) organised two, 2-day, training courses in Phnom Penh in mid-2003 to train provincial extension staff of the National Registration Agency (BAMS) on a broad range of pesticide related topics.

Improved Understanding of Residue Issues

CropLife Asia is continuing to emphasise residue issues as critical to the use and management of crop protection products and is pressing for closer industry involvement with the ASEAN Expert Working Group on the Harmonisation of Residue MRLs.

Support to National Associations on IPR

Stronger links with the regulatory teams in the National Associations was a high priority for 2003. One important area for collaboration was the promotion of data protection/data exclusivity. The team provided technical advice to a Thai working group drafting new regulations for the Thai Trade Secret Act, to include a level of data protection in the new legislation.

agrochemical **Stewardship**

Chairman: Mr. Vasant L. Patil - Dow AgroSciences

A road map for IPM in Asia was developed and adopted by the Stewardship Project Team, recognising the role of IPM as part of safe and responsible agrochemical use

The Stewardship Project Team once again looked to support safe & responsible use projects of the National Association members across the region. In 2003, the team supported projects that emphasised behavioural change of farmers, yet at the same time were practical and accessible. Transfer of knowledge and changes in farmer attitudes were one thing, but long-term changes in behaviour leading to inherently safer and more efficient pesticide use did not necessarily follow. Much time was devoted to how projects should be designed, the proper targeting of farmer practices, development of key messages, and independent audit of training programs. Motivation of farmers to change practices, through small group, teacher-led training courses were favoured by the team. Partnerships with local agencies and education across the broader farmer community were also encouraged.

Safe Use Regional Meeting 2003

The 2003 Regional Safe Use Co-ordinators Meeting was held in Kuala Lumpur, hosted by CropLife Malaysia. Approximately half of the workshop was devoted to pesticide application technology. It was clear that the link between spray equipment choice and maintenance were important factors in efficiency of application, and operator safety. Given the revisions to the FAO Code of Conduct (calling for greater involvement of manufacturers of auxiliary equipment) it was felt timely for National Associations to liaise with application equipment manufacturers to ensure better availability of nozzles and related equipment. The workshop also agreed on the need to better disseminate the clear economic and social benefits of proper nozzle selection and maintenance. During the communications discussion, the issues of message scale, legibility of messages, and the so-called multi-tasking attention deficit (MAD) were explored. A move towards short multimedia animation without the overuse of text (which might not be read) was approved. A session on PPE made recommendations on appropriate protective clothing for various crops.

Cambodia

Stewardship support for Cambodia continued, and four training programmes for farm workers in collaboration with local authorities were carried out.

IPM Road Map for Asia

With the assistance of CropLife International, a Road Map for IPM in Asia was developed and accepted. The road map will be implemented in 2004.

Biotechnology

Chairman: Dr. Eric Johnson, Monsanto

Alliance building with new and existing partners was an important activity in 2003; one that will continue through 2004.

CropLife Asia's Biotechnology Project Team's schedule and progress was hampered in Q1-2 2003 by the SARS crisis, but the team managed to keep in touch via conference call and prepare bids for project funding from the CropLife International Biotechnology Project Team, and the Biotechnology Outreach Program. Chairman, Mr. Brett Begemann, was promoted to a new assignment at corporate headquarters in the United States, so the team had a new Chairman, Monsanto's Dr. Eric Johnson, and also a new driving force in the secretariat following the arrival of new Executive Director, Dr. George Fuller.

Reference Guide for Biosafety Frameworks

In May, CropLife International launched its Reference Guide to Biosafety frameworks, and CropLife Asia oversaw the roll-out of the guide across the Asia-Pacific region. A formal launch for the guide was carried out with a poster presentation at the BioThailand exhibition, and was followed up with launches in China, Korea, the Philippines, India, and a number of other countries visited by CropLife staff and project team members.

Alliance Building

An important part of 2003 activity was alliance building with like-minded organisations supporting biotechnology science in the region. The project team continued to support the work of ISAAA across Asia-Pacific, and its network of Biotechnology Information Centres (BIC) in particular. The team also continued its strong alliance with the Asian Food Information Council (AFIC) and support for its biotechnology consumer surveys, and development of strong local positive biotechnology messages. One new partnership for CropLife was with the National Food Processors Association Asia (NFPA-Asia) based in Bangkok. CropLife provided support and resource persons for a conference held in Bangkok by NFPA-Asia that was attended by 300 delegates.

Biotechnology Outreach Funding

The team invested significant planning resources in submitting project proposals to the 2004 Outreach program, and were successful in obtaining funding for the following projects:

1. Korea Industry Outreach Project,
2. Focus group studies in China, India, and the Philippines by the Asian Food Information Council (AFIC),
3. Preparation of a white paper on Insect Resistance Management (IRM) in smallholder agriculture,
4. Risk Communications training programme for future trainers and for key academics and government officials in the region, building on the locally powerful positive messages developed by AFIC,
5. Continued alliance building with like-minded organisations in the region.

2004 Planning

The team reviewed planned activities at the forthcoming 2004 COP/MOP Biosafety Protocol meeting in Kuala Lumpur. The team agreed to take a significant role in preparations for this key event as part of the Global Industry Coalition representing the interests of the biotechnology industry at the meeting.

Communications

In 2004, a newly formed Project Team will advance comms activities and represent the region at global CropLife level.

CropLife Asia's communications programme witnessed a shift in priority towards involvement in project team activities, providing particular support to both the biotechnology and stewardship project teams in their communications centred activities. Alignment of tools and other initiatives with the new CropLife vision, mission and values was completed. In addition, a Communications Position Paper was drafted and approved by the Co-ordinating Council.

aPScom Network

The development of a new partnership initiative (aPScom) functioned as a consultative forum for communications professionals across the region both inside and outside of the CropLife Membership. The network conferred closely on defending the reputation on the industry following the release of critical activist reports in Q1. Members from allied industries were invited to join the network later in the year.

agVIEW ASIA

CropLife Asia's monthly electronic newsletter, agVIEW ASIA, was well received by over 1000 selected recipients, and later in the year opened to public subscription. The newsletter served as the main news vehicle for CropLife, and was also used successfully as a crisis response tool.

AgroLinks & Website

Three editions of CropLife Asia's flagship journal, Agrolinks, were published in 2003. The layout and editorial of the magazine was revised to concentrate solely on agrochemicals and biotechnology, plus events from within the CropLife network. CropLife Asia's website was completely rebuilt to focus on the activities of CropLife's project teams, provide greater accessibility and search engine visibility through recoding and restructuring.

Communications Project Team

Late in the year, the Communications Project Team was formally conceived and members from CropLife's member companies recruited. The project team will be the focus for communications policy development, provide guidance and editorial support, and form positions for the region at the global communications committee level.