



Outreach Report 2012-2013

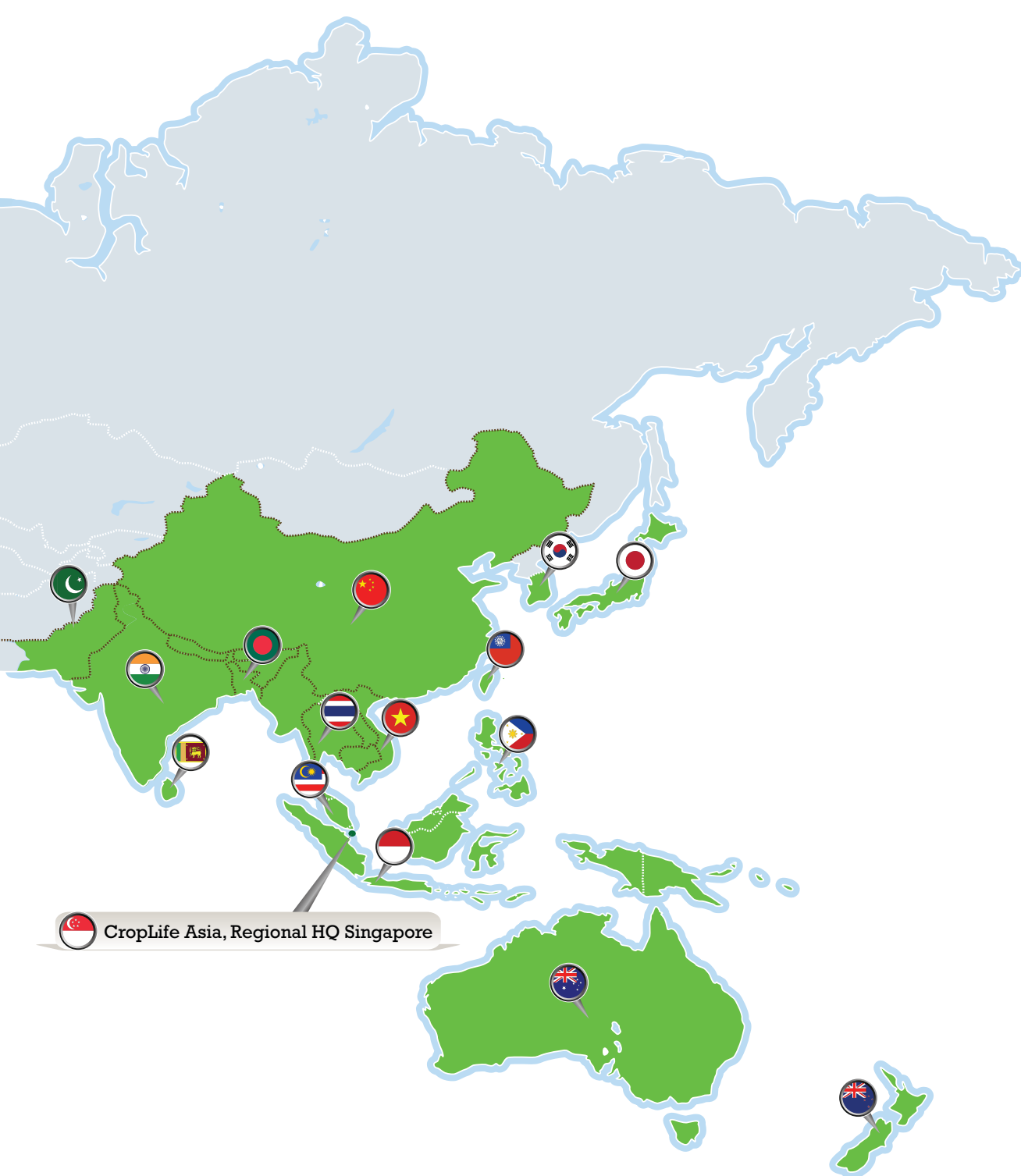
**Food Security:
Supporting
Farmers to
Feed Asia**



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CropLife Asia Member Associations

 CropLife Australia	 Japan Crop Protection Association	 CropLife Philippines
 Bangladesh Crop Protection Association	 Korea Crop Protection Association	 CropLife Sri Lanka
 CropLife China	 Malaysia CropLife & Public Health Association	 CropLife Taiwan
 CropLife India	 AGCARM (New Zealand)	 Thai Crop Protection Association
 CropLife Indonesia	 CropLife Pakistan	 CropLife Vietnam

CropLife Plant Biotech Network

 Council of Biotech Information (CBI) Japan
 Association of Biotechnology Led-Enterprises (ABLE-AG)

CropLife Asia

Member Companies



Associate Member Companies



The Organization

CropLife Asia is part of a global federation representing the plant science industry. On the industry's behalf, we address international and Asia developments in crop protection and agricultural biotechnology.

Our aim is to promote approaches that enhance sustainable agriculture in the interests of farmers, consumers and the environment. CropLife Asia, on behalf of its 10 member companies, aims to provide transparent information to its stakeholders and welcomes open dialogue with parties interested in the future of food and farming.

We are committed to supporting and advocating for the safe and responsible use of the industry's products in order to provide a secure, varied, healthy and affordable diet for consumers.

Based in Singapore, CropLife Asia is a regional unit of CropLife International, in which the latter leads a global federation representing the plant science industry in over 100 countries.

CropLife Asia directs and supports the work of 15 CropLife National Associations and the CropLife Plant Biotech Network across the Asia Pacific region.





Note from the President and Executive Director

Dear stakeholders,

The world continues to change at a rapid rate presenting both challenge and opportunity for the plant science industry. With significant population growth in the coming decades through to rapid urbanization, the Asia Pacific region looks and operates very differently compared to 50 years ago.

Despite the immense changes, agriculture continues to play an integral role in meeting these challenges head on. Through the plant science industry's diligent investment in research & technology, farmers now have access to advanced crop protection and biotechnology products that have transformed farming and which are helping to achieve the goal of feeding billions of people.

But the plant science industry cannot do it alone and so we continue our long history of collaborating with other stakeholders to find smart solutions. These alliances go beyond just agribusiness to the food sector, governments, extension services, academia and NGOs.

Through our collaborative efforts in 2012, CropLife Asia continues to grow as a leader in the region on crop protection and biotechnology issues. Our work, highlighted in this annual report, has helped enhance the reputation of the entire plant science industry through a variety of projects, stakeholder engagements and the delivery of the many facets of our modern agriculture messaging.

The report provides an important overview of how we are helping the plant science industry advance sustainable agriculture across the Asia Pacific.



Andrew Guthrie
Regional Director, Asia Pacific, Syngenta
and President, CropLife Asia (2011–2013)



Tan Siang Hee
Executive Director
CropLife Asia

Addressing food security challenges across Asia Pacific



The Asia Pacific region is a challenging geography to operate in given the political, economic, environmental, regulatory and cultural differences. It requires a sound understanding of each country and how they relate to each in order to support the progressive development of agriculture.

Despite the diversity, there is a common challenge: Food security. Some developing countries in the region still account for a majority of the world's poor and the highest proportion of the undernourished. South Asia alone is expected to account for nearly 50 percent of the malnourished children in the world by 2020, and this region as well as Southeast Asia are considered countries with the highest food insecurity in Asia.

The food security challenge has been aggravated by several constraints such as rapid urbanization, demographic shifts, lack of education and basic services in rural areas, limited technology transfer to farmers, and inconsistent policymaking in the agriculture sector to name but a few examples.

Therefore, the priority focus on eradicating hunger is not surprising. Multinationals and domestic companies throughout the value chain play an increasingly

important role in achieving food security, which is critical to the development of nations that desire a basic and comfortable standard of living for societies and individuals.

CropLife Asia is focused on ensuring the plant science industry plays an integral role in the food security debate by emphasizing the value that farmers derive from proven and new technologies that enhance productivity in an environmentally sustainable way through initiatives driven by our stewardship, regulatory affairs, advocacy & outreach, biotechnology, seeds and anti-counterfeiting teams. We take a holistic approach to supporting farmers and agriculture by coordinating among our teams to present practical solutions to challenges that we consider as detrimental to achieving food security.

There are a number of dimensions involved in this but of primary importance is productivity which is essential to ensuring long-term food security. For example, our stewardship team has focused its efforts on training hundreds of thousands of farmers throughout the region that encourage the responsible, safe and efficient use of crop protection products to grow more crops. In collaboration with stewardship, our anti-counterfeiting team supports farmers, law enforcement authorities and regulators to identify and eradicate illegal crop protection products that compromise the entire food supply chain and encourage knee-jerk rather than considered regulatory practices.

Regulated technologies do enhance farmers' productivity and subsequently increase rural incomes. Therefore, CropLife Asia's regulatory affairs team regularly engages government and regulators to demonstrate examples of appropriate and transparent regulatory practices that encourage the best technologies and innovations to enter markets for the benefit of farmers.

Consistent engagement with these stakeholders using science-based evidence has led to the introduction of progressive regulations that embrace new technologies such as biotechnology which can contribute to higher crop yields. Through our biotechnology team, CropLife Asia organizes a Philippines-based Asia Pacific 'Farmers Exchange Program' in which farmers, scientists, government officials and media from across the region share best practices, experiences and ideas about agriculture-related biotechnology. The success of this event and others contributes to acceptance of new technologies and how, through farmers, they contribute to feeding people in Asia Pacific.

This as well as the other activities requires collaboration not just within CropLife Asia but externally through partnerships with a variety of stakeholders from government and policymakers, to NGOs and academia through to farmers in the field and the private sector players in the value chain. Together CropLife Asia and these groups have the power to enable food security.



Outreach Leadership Team

Advocacy & outreach is focused on enhancing direct relations with governments, NGOs, farmers groups, trade associations, academia and multinationals to promote sustainable agriculture and food security in the interests of these multiple stakeholders.

This is a challenging task and one that requires a high degree of coordination and alignment internally among CropLife Asia's various teams and externally among multiple stakeholders. In order to achieve this, communications plays a critical role to reach out to stakeholders through digital and traditional approaches and through campaigns across the region.

The advocacy & outreach teams worked diligently to build alliances and coalitions in 2012 and achieved considerable success. CropLife Asia is working with the US-ASEAN Maximizing Agricultural Revenue through Knowledge, Enterprise Development and Trade (MARKET) team on the ASEAN AMAF Food Security Dialogue project to promote agricultural productivity through science-based technology and proposed a partnership in collaboration with the Stewardship team and 8 villages to extend outreach to farmers through an SMS-based service, which is now up and running in Indonesia.

Advocacy and coalition building was further progressed by CropLife's active involvement in the Sustainable Rice Platform (SRP), initiated by the United Nations Environment Programme (UNEP), the International Rice Research Institute (IRRI) and founding members Louis Dreyfus Commodities and Kellogg Company. The SRP will elevate rice production by helping farmers boost their rice production, keep the environment healthy, facilitate safer working conditions, and generate higher incomes to address poverty and improve food security.

To support the advocacy efforts, communications campaigns are an integral component to reach multiple stakeholders across Asia. To support these endeavors in 2012, the advocacy & outreach team launched a new website based around its core focus of sustainable agriculture and food security. To complement the new website, tool kits that included publications, reports and videos were produced relating to, for example, food security and anti-counterfeiting of crop protection products.



Regulatory Affairs Team

Sound regulation should meet the needs of society by providing access to key plant science technologies in a controlled and methodical manner. In fact, regulation provides the opportunity to encourage innovation and enterprise whilst setting the standards for safety and sustainability in the plant science industry.

To achieve these aims, the Regulatory Affairs Steering team continues to provide guidance to government and regulatory authorities on the best practices of building a comprehensive regulatory framework that examines all phases of the pesticides product life-cycle.

Throughout 2012 the Regulatory Affairs Steering team has begun to address many of the emerging regulatory systems across Asia in a consistent manner by using the Principles of Regulation (PoR) policy and practices developed by CropLife International. It offers a set of commonly recognized best regulatory principles and then identifies a number of best practices for effective registration.

Indonesia is the flagship country to initiate a PoR project starting with gap analysis of regulations in 2012 – to recommend the revision based on transparency, one set of rules to all, and the beginnings of capacity building for regulators to understand how appropriate science-based systems are implemented to encourage introduction of new innovations including CBI and PRD.

The team continues to engage with government and regulators across the region on a number of other initiatives. In 2012, the team met with India's Ministry of Agriculture to make recommendations based on crop

grouping linked to the international guidance document from the Codex Commission. Grouping similar crops and establishing labels for a representative crop would validate an entire group avoiding the need for repeating studies especially for minor crops.

In addition, the team has been instrumental in working with the ASEAN EWG on MRLs and bringing in other key Asian countries (China, India and Japan) in the first Asia forum on MRLs to facilitate trade and food safety. South Korean regulators were engaged in evaluating various options to assess risk for spray operators in the field.

While the team is focused on direct engagement with government, there are also opportunities for outreach. CropLife Asia spoke at the Farm Chemicals Internationals (FCI) Trade Summit in Indonesia to discuss the issues above and the need to harmonize regulations to hasten the introduction of new innovations to support agricultural productivity.



Biotechnology Affairs Team

The use of biotechnology in agriculture offers unique and exciting opportunities for nations and CropLife Asia's member companies have some of the best and brightest biotechnology scientists who develop new biotech-improved crops that will help agriculture to continue its vital economic role across Asia.

To support the science, dedicated outreach programs and capacity-building activities are conducted with government, farmers, NGOs and consumers that demonstrate the benefits of the new technology and associated tools.



Acceptance of biotechnology is critical and it takes time and effort to engage stakeholders with rigorous science-based facts and farmer experiences of the new technology. The biotechnology affairs team does just that through an annual Pan-Asia Farmers Exchange Program running since 2007. A total of 65 participants comprised of farmer-leaders, media, scientists, regulators and government representatives from China, India, Indonesia, South Korea, Pakistan, the Philippines, Taiwan, Thailand, and Vietnam participated in The Farmers Exchange Program in the Philippines. Through various learning activities, attendees learned about plant biotechnology and its benefits, the importance of science-based and functional biosafety regulations in accessing technology, and the different biotech initiatives happening in other countries. Besides the seminar-briefings, the participants visited commercial biotech

corn farms and interacted with farmers. They also visited biotech and genebank facilities at the International Rice Research Institute (IRRI), the facilities for biotech papaya and eggplant at the University of the Philippines Los Baños (UPLB), and a seed processing plant to learn how high quality seeds are produced.

Through collaboration and coordination with various organizations, the biotechnology affairs teams continue to provide capacity building to promote understanding of substantive and outstanding issues under the Cartagena Protocol on Biosafety as well as outreach activities to support science-based and functional biosafety guidelines. Also, the teams have been actively involved in providing support for advocacy and outreach to help the public's understanding on safety and benefits of plant biotechnology.

Plant Biotechnology & Seeds Strategy Board

Growth of the seeds sector faces several challenges across Asia from specific seed trade disruptions to lengthy variety registration processes through to inefficient seed quality assurance approaches due to nascent regulatory frameworks.

The plant biotechnology & seeds strategy board therefore focuses on breeding, seeds and trade issues, specifically advocating for the establishment, facilitation, harmonization, and sustainment of seed movement processes between and across countries to streamline seed regulations and prevent trade disruption for all seeds including those treated with crop protection products, in order to support food security in Asia.

Although trade in agricultural commodities has expanded as a result of obligations imposed by the WTO Agreement on the Application of Sanitary and Phytosanitary Measures (the SPS Agreement), many developing countries have been unable to achieve the goal.

The challenge for some in ASEAN is to provide an adequate description of the health status of their agricultural industries, which hampers exports because quarantine agencies in prospective markets lag in assessing the risk of moving pests in traded commodities.

The plant biotechnology & seeds strategy board has begun work to support nations by building regional cooperation in SPS matters starting by presenting proposals to the 'Expert Working Group on Harmonisation of Phytosanitary Measures' (EWGSPS) in Vietnam, 2012. The presentation highlighted opportunities for collaboration such as capacity building with a focus on seed production systems; sampling and diagnostic protocol relating to GMO/LMO; phyto-sanitary treating relating to seeds; and pest risk analysis (PRA).

Also relating to trade issues, the plant biotechnology & seeds strategy board engaged legal representation to analyze and study a series of laws and regulations that focus or are related to agriculture and agriculture-related business in some countries.



Stewardship Team



Stewardship is a life cycle approach to plant science product management. It is the ethical and responsible way to manage crop protection products from their discovery and development, to their use and final disposal or phase-out. The overall aim of stewardship is to maximize the benefits, and minimize risk, from using crop protection products.

CropLife Asia's tailored Stewardship solutions are helping farmers to grow more abundant supplies of healthy, affordable food while safeguarding natural resources by being good stewards of the environment.

In 2012, the stewardship teams across the region increased the total number of farmers trained in responsible use of crop protection products, either direct or indirectly, by 30% to approximately 1.7 million compared with the same period in 2011. This is directly attributable to the focus on several core stewardship areas such as integrated pest management (IPM) and good agricultural practices (GAP). Meanwhile, responsible use (RU), empty container management (ECM) and the implementation of the 'International Code of Conduct on the Distribution and Use of Pesticides' have also supported direct and indirectly training farmers across Asia.

Meanwhile, working throughout the region, the stewardship teams are actively involved in partnerships and coalitions to transfer technology to farmers and equip them with the skills to raise yields and income. Through IPM projects, farmers are able to produce higher yields on less land, increasing crop production by 20 to 50 percent in Asia while new ECM projects continued to progress in China, Thailand, Indonesia and Vietnam.

In a town called Adoni, Andhra Pradesh, India, CropLife, in collaboration with government and private sector partners, is on schedule to reach its goal of training/transforming the actions of 100,000 farm families in stewardship RU and Secure Storage (SS) of crop protection products by year-end 2013. This means not just training the families, but ensuring their post-training behavior on the farm has changed.

Anti-Counterfeiting Team

Counterfeiting is a growing problem for the entire plant science industry and farmers as the sale and use of counterfeit and illegal products may not only lead to crop failure but may potentially cause serious economic, environmental, health and social issues.

One of the top priorities for anti-counterfeiting teams is to support farmers and law enforcement with training and education to demonstrate the implications of dangerous counterfeit and illegal pesticides.

Tackling counterfeit and illegal crop protection products is a daunting task but in 2012 the anti-counterfeiting team achieved some important milestones. A priority for 2012 was to build alliances and train national regulators on the methods to coordinate actions with their national customs and law enforcement agencies in order to intercept counterfeit pesticides at borders, through workshops and awareness building communications materials.

This approach led to a number of seizures by the law enforcement authorities of illegal and counterfeit pesticides in China, India, Philippines, Thailand, and led to criminal convictions in Malaysia. Meanwhile, the team continues to closely work and cooperate with the authorities in China which is considered a priority country with regard to counterfeit and illegal pesticides in Asia.

CropLife International, CropLife Asia and CropLife China participated in the 11th China International Agrochemical & Crop Protection Exhibition in March, 2012 in Shanghai, to promote awareness among participants of the risks posed by counterfeit and illegal pesticide exports/imports to national economies as well as the farmers, crops and the environment. The 'Know Your Customer' brochure was distributed to the visitors and participants and has become a core component of the team's awareness campaign.

The team's work also led to some other significant development in 2012 in various countries including Taiwan, India, Australia and China.

Taiwan's government initiated plans to institute an inter-departmental investigation panel to seize

banned and counterfeit pesticides. In China, nine government departments including the Ministry of Public Security (MPS) and the Ministry of Agriculture publically announced their priorities to solve pesticide counterfeiting cases and to strictly punish violators in order to safeguard the country's food safety and food security. Together they reportedly have solved over 3,000 cases, arrested more than 5,000 suspects, and closed 4,000 illegal sites related to illegal pesticides. Similar actions were taken by the Indian government's agency, Central Insecticides Board (CIB), which, in January 2013 enforced with immediate effect to combat the illegal imports of pesticides.

Meanwhile, the Australian Government Working Group was established to develop policy, procedure and operational initiatives to improve compliance and enforcement activity covering illegal and counterfeit pesticides.

About 1,635 people including 640 regulatory personnel, 580 farmers and 435 other individuals relevant to the plant science industry in eight countries in the Asia Pacific region were trained in 2012 by the team.

The team is planning to take their programs to other countries in the Asia Pacific region as a part of its drive to educate stakeholders about the problems of counterfeit and illegal pesticides.



OUR MISSION

CropLife Asia advocates for a safe, secure food supply.

This means:

- Growing more food for more people, on less land with greater efficiency to obtain a safe, secure food supply.
- Practicing crop protection, biotechnology and seeds stewardship for sustainable and safe farming and production while minimizing the environmental impact.
- Protecting intellectual property to foster continuous innovation and its effective deployment for food, animal feed, fibre, and renewable energy.

OUR VISION

Food security enabled by innovative agriculture.

A region where productive food and agricultural systems – enabled through innovative crop science and technologies – contribute to improving food security and the living standards of all in an economically, socially and environmentally sustainable manner.

OUR VALUES

Respect

- We will respect the views and values of others and act with honesty, humility and humanity.
- We will seek the respect of others for our values and beliefs.

Openness

- Communication will be a fundamental priority in all our activities.
- We will act with openness in all our dealings with stakeholders and actively engage in dialogue, exchanging opinions and facts, in order to increase society's understanding of our industry and our understanding of society.

Commitment

- We will commit to serve our members and stakeholders operating to the highest possible standards of professionalism ensuring the effective and prudent management of our resources.

Technology

- We believe in the benefits that technology brings to human development and progress, and to sustainable agriculture.
- We believe in science as the engine of innovation and the core principle of regulatory decision-making.

Sustainability

- We are committed to promoting effective stewardship (the responsible and ethical management of a plant protection or biotechnology product throughout its life cycle) in the field level, and recognize that the appropriate management and use of our products is an important element underpinning sustainable agriculture.

