



CropLinks

THE NEWSLETTER OF CROPLIFE AUSTRALIA

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The importance of evidence based public policy

Evidence-based public policy is vital to the prosperity and sustainability of Australian agriculture.

Our agriculture sector has the opportunity to provide the produce, knowledge and expertise to feed a booming Asia. This means that now more than ever, public policy must be founded on mainstream, proven science, rather than the sensationalised misinformation created by professional activists.

Modern agricultural chemistry and crop biotechnology provide proven safe and effective solutions for many of the challenges of farming.

Biotech crops already reduce carbon dioxide emissions by 19 billion kgs each year and enable increased production with reduced environmental impacts. Agricultural biotechnology also promises huge benefits for enhancing the nutritional content of the food we eat.

Despite the proven safety and benefits of the technology, illogical moratoria on biotech crops remain in some Australian states, costing state economies millions of dollars, and preventing precious reductions in CO₂ emissions.

The issue isn't confined to Australia, and it isn't just hurting farmers. Golden Rice has the potential to reduce the burden of health problems associated with Vitamin A

deficiency by up to 59 per cent, saving the lives of 40 000 children annually. This potential remains unrealised because ideologically-motivated, evidence-free activism continues to prevent Golden Rice from reaching the bowls of those who need it most.

Farmers are discerning business people who make decisions based on the available evidence to use the tools that best suit their circumstances. Globally, biotech crops are the fastest adopted crop technology in history, with a 94-fold increase in acreage of biotech crops planted since 1996. All over the world, confidence in sophisticated crop protection and crop biotechnology products is enabling the production of more food, feed and fibre with less environmental impact. It's also putting money in farmers' pockets.

It is time legislators and policy makers took notice of the evidence offered by farmers at home and abroad, and of 26 years of rigorous scientific testing, rather than the spin of professional activists.

If Australian agricultural produce is to remain competitive in global markets, and we do our part to meet the challenge of global food security; then Australian farmers need access to every tool available.



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Matthew Cossey
Chief Executive Officer
CropLife Australia

From the Chief Executive Officer

Australian agriculture in the Asian Century

The current national dialogue on global food security, the Asian Century, and the development of a National Food Plan is very timely.

New and bigger markets for food, feed and fibre are there for the taking, right at Australia's doorstep.

From many of the public statements being made, it appears that leaders from all points of the political spectrum stand ready to help our farmers stride into a golden age of agricultural productivity.

Recognition that innovation will be the foundation of our future farming success has seen agriculture R&D on the agenda and buzz words like reform, harmonisation and efficiency are streaming from the mouths of our politicians.

A genuine opportunity to create a renaissance for Australian agriculture is before us; a renaissance that will help us build a more profitable and sustainable future for Australian agriculture. Such a future, however, doesn't merely require our farmers to farm smarter. The prosperous future our politicians are anticipating will only be attained through smarter regulation.

We will be able to take full advantage of the spoils the Asian Century has to offer, only if governments match their rhetoric with regulation that reflects a holistic vision for food and agriculture.

The Asian Century White Paper and the National Food Plan are positive steps in the right direction. They provide a vision and a framework, upon which Australia's farming sector and key agricultural industries, such as the plant science industry, can build a long term plan.

What is needed now is to match the regulatory initiatives of government in areas such as agricultural chemicals and biotechnology with the publicly stated policy goals. Industry now needs to see the bricks and mortar that will facilitate innovation on a national scale. With a consistent, streamlined regulatory environment, Australia really does have the potential to be an agricultural powerhouse throughout this century.

Ad-hoc regulation stemming from knee-jerk political reactions will, however, significantly constrict our opportunities. Our nation doesn't have the luxury to waste time on skewed debate, or fight stale old battles based on assertion, not evidence.

Australia's plant science industry helped to create and develop the tools and technologies that enabled agricultural production to increase so significantly in the 1960s and 70s. There are new generations of modern agricultural chemistry and crop biotechnology products waiting in the pipelines. The question as to whether these new technologies are created and developed in Australia, or even made available to our farmers, depends heavily on a consistent, rational regulatory environment.

Right now, Australia has box-seat tickets, to the Asian Century. If policy matches rhetoric, and regulation starts to reflect a holistic vision for our future, Australian agriculture will not only be playing the game, we'll be winning the game.



Representing Australia's plant science industry



Launch of the Agricultural Biotechnology Council of Australia

The Agricultural Biotechnology Council of Australia (ABCA) was officially launched this September in Canberra as part of the program for Science Meets Parliament Week.

ABCA is a joint initiative of AusBiotech, CropLife Australia, Grains Research and Development Corporation and the National Farmers' Federation and will act as a national coordinating organisation for the Australian agricultural biotechnology sector.

ABCA has been established to help shape a new era for Australian agriculture by encouraging informed debate on biotechnology through the dissemination of credible, balanced, science-based information.

As the world's farming sector seeks to double production to meet the food and nutritional requirements of a growing global population, we have a moral imperative to encourage and develop all potential tools and technologies that will aid farmers in producing more with less, sustainably.

The Council's mission is guided by the global food security challenge and the role that Australian agriculture can play in leading the world into a future free from hunger and malnutrition.



The Hon. John Anderson AO, ABCA Co-Patron and former Deputy Prime Minister of Australia



Professor Adrienne Clarke AC, ABCA Co-Patron, former Lieutenant Governor of Victoria and former Chairman of CSIRO



ABCA Chairman, Claude Gauchat and NSW Young Farmers Chair, Hollie Baillieu, at the launch (photo by Colin Bettles)

#AG FACT

THE RATIO OF ARABLE LAND TO POPULATION IS DECLINING BY 40-55 PER CENT AND OVER THE NEXT 20 YEARS 1.8 BILLION PEOPLE WILL BE LIVING IN WATER SCARCITY.



Government reforms should seek to assist farmers for the sake of Australian agriculture

The current inefficiencies of the system for registering agricultural chemical products through the Australian Pesticides and Veterinary Medicines Authority (APVMA) are costing farmers dearly.

The inappropriately titled 'Better Regulation of Agricultural and Veterinary Chemicals' reform package stands to make an already inefficient system more burdensome, inefficient and expensive. The time and resources invested by companies to register products is immense, and unfortunately farmers are dealt the greatest penalty for this inefficient system.

Inefficiency means farmers have to wait longer for new crop protection products and pay more for them. This often translates to a delay that is hugely detrimental for trade competitiveness as international counterparts gain access to new products long before Australian farmers. Significant parts of the Government's new proposals do not address these failings and will in fact make the problem worse.

'Better Regulation' needs to facilitate the development of innovative new products by removing barriers for companies to invest in cutting-edge technologies. With the significant challenges of global food

security and at a time when Australia is developing its own National Food Plan it would be a public policy disaster if the new regulatory framework were to significantly undermine farmers' capacity to increase crop production.

If the Federal Government has actually listened to farmers, the crop protection industry and those committed to the growth of agriculture during the extensive consultation process on this issue they will make significant amendments to their 'Better Regulation' reform package. Our farmers and the broader agricultural sector are too valuable for us to jeopardise their sustainability and profitability with substandard government regulation.

Good regulation can beat resistance

Resistant weeds and pests are a serious issue for Australia's farmers, as well as our region's food supply, with weeds costing Australian agriculture \$4billion each year.

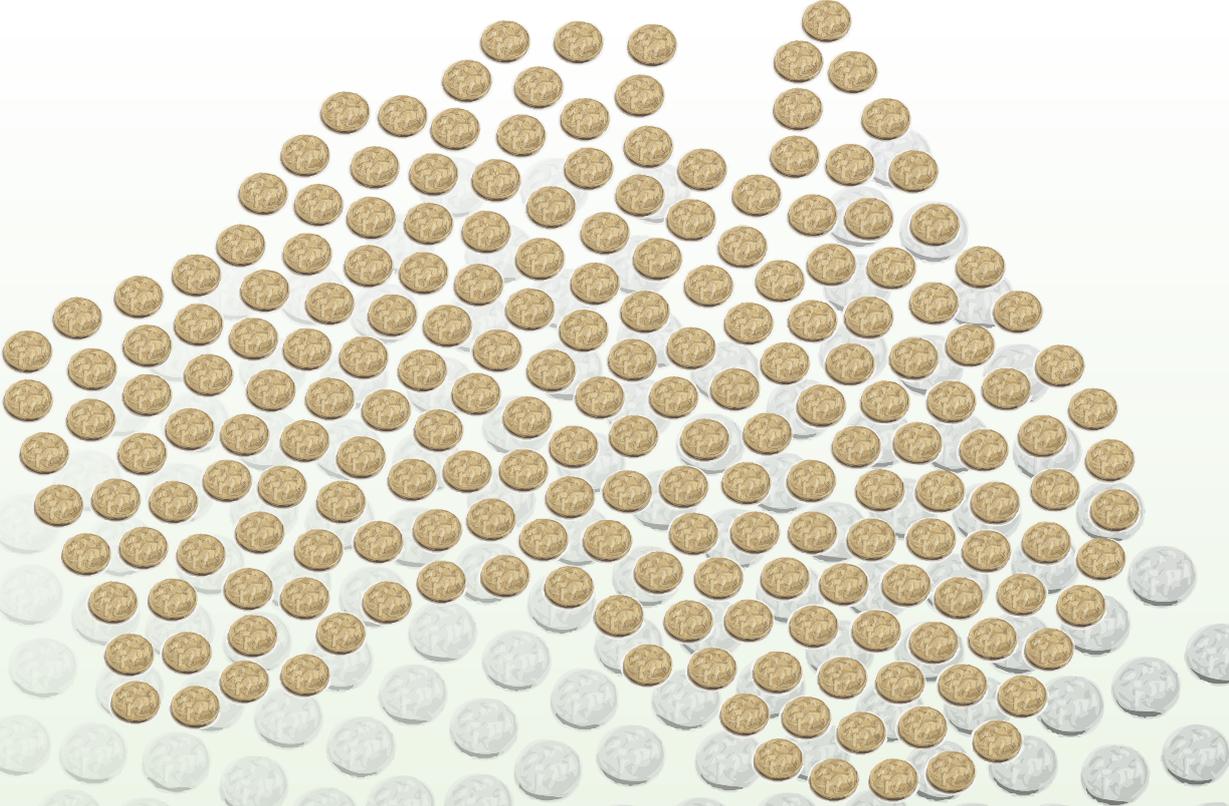
Increase in resistance of weeds to crop protection products is directly related to the way the products currently available are used and managed, and the extent to which farmers have access to new, innovative agricultural chemistry.

A recent study released by the National Weeds Program highlights the importance of resistance management strategies to help farmers prevent the development of resistant pests, weeds and diseases that harm farming systems and natural ecosystems. Resistance management strategies extend the life of the tools available to farmers.

This issue also highlights that farmers will need innovative new products to beat resistant weeds. Safe, effective and sustainable new products for farmers will be held back from the Australian market because of current reforms to regulation proposed by government.

The federal government has announced its commitment to an Asian Century fuelled by the food grown in Australian soils. It is therefore crucial that policy matches the rhetoric and real changes are made to encourage innovation in weed, pest and disease management solutions.





\$21 MILLION LOSS TO THE AUSTRALIAN ECONOMY FOR 287 PAGES OF EXTRA REGULATIONS

Earlier this year, CropLife Australia commissioned Deloitte Access Economics to investigate the federal government's proposed efficiency reforms to the regulation of agricultural chemicals.

The report, released publicly in October, found that the proposed reforms will actually undermine Australian agricultural productivity.

Despite the government's rhetoric about cutting red tape, out of 287 pages of amendments, not one single rule, process or regulation has been removed; while several have been added. Proposed reforms fail to address serious inefficiencies in the current regulatory regime.

The proposed reforms require product registrants to pay an extra \$8 million of industry resources to the Australian Pesticides and Veterinary Medicines Authority (APVMA). The reform relies on an existing cost recovery regime that operates in direct conflict with the government's own cost recovery policy.

Economic modelling by Deloitte Access Economics confirms that proposed increased regulatory costs will reduce Australia's GDP by \$21million annually, with no efficiency gains.

A full copy of the Deloitte Access Economic report can be found on the CropLife Australia website at www.croplifeaustralia.org.au

#AG FACT
**CROPS MUST COMPETE WITH 30,000 SPECIES OF WEEDS
AND 10,000 SPECIES OF PLANT-EATING INSECTS.**

UK economist calls for reason on biotech crops in National Press Club address

In an address broadcast to the National Press Club on Thursday 20 September, a global expert on the social, economic and environmental impacts of agricultural biotechnology has outlined the demonstrated benefits of biotech crops in Australia and around the world.

Mr Graham Brookes, Director of PG Economics in the UK, painted a fascinating picture of the impacts of ag biotech crops using 15 years of extensive research. "Overall, the adoption of GM crops globally is making an important contribution to the development of crop production systems that require fewer pesticide applications; have reduced the risk of crop losses due to insects and weeds; and increased yields for all types of farmers in developed and developing economies."

Mr Brookes noted that, while Australia's federal regulatory system is rational and effective in its assessment and approval of biotech products, the ability of states to ignore the science and circumvent the federal system echoes the absurdities of the European system.

"In a country where agriculture exports are key economic activities, I find this strange, because it is, and will continue to hinder competition on world markets," Mr Brookes said.

In attendance at the address were key industry leaders, senior department officials, and embassy officials from the US, New Zealand, the EU and Canada.

To allow our farmers to experience the benefits of the biotechnology industry to its full potential, regulatory reform must come to a national consensus and reflect the social, economic and environmental benefits of biotechnology.



Director of PG Economics, Graham Brookes addresses the National Press Club



(L to R) CropLife Australia CEO, Matthew Cossey; Director of PG Economics, Graham Brookes and National Press Club President, Laurie Wilson



Rural Business Editor, Ian Paterson during the Q and A session

#AG FACT

IN 2010, A RECORD 29 COUNTRIES PLANTED BIOTECH CROPS AND CAN BE THE TOP 10 COUNTRIES EACH GREW MORE THAN 1 MILLION HECTARES.

Delivering market choice – five years on

Five years after the introduction of GM canola to the Australian seed and grain supply chain, representatives from every stage of the process say that the system works.

The rapid global adoption of GM crops alongside organic, specialty and conventional crop production systems has resulted in much attention being given to the issue of coexistence.

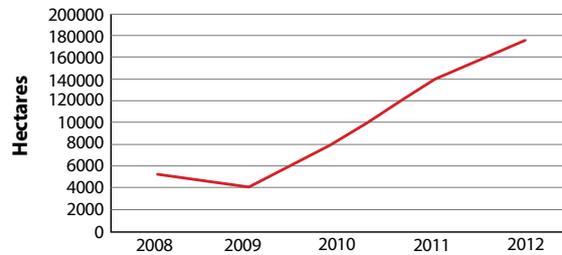
At a panel session at the AusBiotech 2012 Conference sponsored by the Agricultural Biotechnology Council of Australia in Melbourne in November, high-level representatives from across the entire seed and grains supply chain discussed coexistence and the delivery of market choice for canola in Australia.

The panel consisted of industry leading experts Rosemary Richards, Executive Officer, Australian Grain Exporters Association; Nick Goddard, Executive Director, Australian Oilseeds Federation; Rob Parkes, General Manager Quality and Technical - Ridley AgriProducts; Bill Swan,

Country Manager – Australia, Nuseed Pty. Ltd; David Chamberlin, Chief Executive Officer, Birchip Cropping Group; Charlie Aldersey, Commercial Manager, MSM Milling Pty Ltd; Dr Harvey Glick, Senior Director, Asia Pacific Regulatory Policy & Scientific Affairs, Monsanto; and Adrian Reginato, Quality Assurance Manager (Sales), Cargill/AWB.

With five years of experience in growing, marketing and processing GM canola along-side non GM canola in Victoria and New South Wales. There is good reason to be optimistic about the future for co-existence in Australia.

National Roundup Ready Canola Plantings



Industry Panel on coexistence, AusBiotech Conference 2012

On the horizon

Photosynthesis Efficiency

Promoting plant productivity is vital to safeguarding global food security.

The Australian National University (ANU) has been researching improvements into photosynthesis efficiency. The ANU Photosynthesis Initiative (ANUPI) research program was formed to bring together researchers and focus the wealth of expertise on developing technologies required to create more efficient crops of the future.

The world's food production is underwritten by photosynthesis, which can be a very inefficient process.

Crop selection for increased yield has not yet targeted photosynthetic efficiency, but a tiny increase in efficiency could lead to significant yield gains, adding another promising tool to help meet the challenge of global food security.

The ANUPI research program is expected to last five years, and provides a platform for further improvements in nitrogen and water efficiency, increased resilience, and increased productivity and yield.



Global leaders in industry stewardship

CropLife and its members are global leaders in their full lifecycle approach to industry stewardship. CropLife members adopt and promote ethical and responsible practices, from discovery and development of crop protection or biotechnology products, through to their uses and final disposal of associated wastes.

CropLife commends Agsafe on 20 Million Drums

DrumMUSTER, an Agsafe industry stewardship program, has become a household name which helps farmers and other chemical users dispose of their chemical containers in an environmental and responsible manner.

DrumMUSTER reached a monumental milestone of 20 million recycled drums last 2012, amounting to 25,000 tonnes of plastic and metal avoiding landfill.

This significant milestone for the **drumMUSTER** program is testament to the long-term commitment of CropLife and its member companies to the highest standards of whole-of-life stewardship.

Agsafe is a wholly owned subsidiary of CropLife Australia.



LACHLAN MCKINNON President of CropLife

"CropLife's commitment to industry stewardship stems from a firm belief that responsibility extends well beyond a product's point of sale. The focus must remain on ensuring that industry-run stewardship initiatives lead the field in effective management of waste, rather than defaulting to regulation. There will be a continued focus on ensuring the program continues to meet the needs of all participants. Beyond this, innovative packaging, which will lead to reduced waste, has come a long way during the past 13 years and this will continue to play a key part in industry stewardship."



drumMUSTER



CropLife Australia is part of a global network representing the plant science industry across 91 countries. Australia is a world leader in industry stewardship initiatives, and below are a few examples of the results of such leadership and the power of global collective action.

CASE STUDY: Responsible Use Programme in Ecuador

Training over 2,500 people on responsible use in banana production

In 2010, Ecuador launched the Responsible Use Programme in the production of bananas.

The programme was run by CropLife Ecuador alongside the Municipal Governments of Machala, and Pasaje; the Ecuadorian Agency for Quality Assurance (AGROCALIDAD); and the Agro Association of Ecuador's banana exporters (AEBE).

So far, over 2,500 people have been trained, including small producers, stockists, agricultural college students, university students, those working in the technical field and those carrying out the agrochemical applications. Activities planned for the future include extending the programme to 4,100 people.

CASE STUDY: Disposal of Obsolete Stocks Saskatchewan CleanFARMS Obsolete Pesticide Collection Campaign in Canada

Promoting recycling amongst farmers to protect their farms, their families, their health and the environment

The Saskatchewan CleanFARMS Obsolete Pesticide Collection Campaign in Canada encouraged farmers to recycle in order to protect their farms, their families, their health and the environment. The project was run by CropLife Canada, in partnership with Agriculture and Agri-Food Canada and agriculture retailers.

Farmers were also taught three steps to recycling the empty containers: triple or pressure rinsing to ensure no product is wasted; removing caps and booklets to ensure that containers can be properly recycled; and returning the containers to be local collection site, which is searchable on the CleanFARMS website.

#AG FACT

RETURNS TO INVESTMENT IN AGRICULTURE RESEARCH AND DEVELOPMENT ARE HIGH IN ALL COUNTRIES, AVERAGING 43% A YEAR.

Plant science industry news in brief

AgNova Technologies

AgNova holds the door open for export onions

Recently a change to Maximum Residue Limits (MRLs) in Europe threatened to halt the trade of export onions to Europe from Australia.

European MRLs were reviewed for methabenzthiazuron herbicide and as a result have decreased from 0.2 ppm to 0.01 ppm. The Australian MRL remains at 0.05 ppm. This created uncertainty in growers' minds as to whether crops treated with Tribunil herbicide could be exported to Europe. Tribunil herbicide provides growers with an early option for post emergence weed control in onions.

In recent Australian trials, supported by AgNova Technologies, Tribunil, applied as per label recommendations to onions resulted in nil residues. No residues were found in treated onions in either replicated field trials (using up to double the recommended rate) or commercial crop sites where growers applied the product.

So, due to the support of AgNova, growers can pack off onions to Europe with confidence in the safety and marketability of their produce, maintaining the integrity of their business and Australia's export reputation.

Bayer CropScience

Horsham Canola field walks introduce Bayer's new hybrid Canola

Bayer's hybrid Canola IH50RR, the first Roundup Ready® variety for Australia shown to distributors, agronomists and private consultants in Horsham field walks

Bayer CropScience held canola field walks in Horsham recently for distributors, agronomists and private consultants. The field walks were one of the first opportunities for breeders to learn more about Bayer Hybrid Canola, IH50RR, Bayer's first Roundup Ready variety for Australia.



Becker Underwood

Becker Underwood releases inaugural sustainability report

Becker Underwood has released the company's first ever sustainability report, *Be Legendary. Be Positive*, highlighting the company's economic, environmental, social and governance performance, compiled in accordance with the Global Reporting Initiative (GRI).

The report can be downloaded and viewed on the Becker Underwood website at: <http://www.beckerunderwood.com/sustainability/sustainability-report/>.



Daniel Krohn,
sustainability lead at
Becker Underwood

Dow AgroSciences

Dow AgroSciences enters partnership for growth

Dow AgroSciences has entered into a partnership with the rural lobby and farmer group AgForce Queensland.

This partnership follows on from the substantial donation made by the Dow Chemical Company Foundation to the AgForce Flood Relief campaign last year. Both companies share a common commitment to drive a profitable and sustainable agricultural industry by supporting the 6,500 AgForce members across the broad acre, beef, sheep and wool sectors in Queensland.

Dupont

Australia among highest ranking countries in food affordability and quality

Australia is among the world's most food secure countries, ranking fifth and sixth in affordability and quality, according to data from the Economist Intelligence Unit's Food Security Index sponsored exclusively by DuPont.

Launched by the EIU in July, the Index was commissioned by DuPont in an effort to increase global food security. The Global Food Security Index addresses the underlying factors of food insecurity in 105 countries and points to areas for improvement and reforms. More at www.foodsecurity.dupont.com



DuPont Chair and CEO, Ellen Kullman, at the unveiling of the EIU's Global Food Security Index in Washington DC. The Index was launched simultaneously at international events in Washington DC, Brussels, Sao Paulo and Johannesburg on 10 July.

Farmoz

AUSVEG welcomes new strategic partnership with Farmoz

Farmoz Managing Director David Peters and AUSVEG Chief Executive Officer Richard Mulcahy have announced this week that Farmoz has formally signed on as a Leading Strategic Partner with AUSVEG.

"Farmoz has a proven history of supporting Australian horticulture and this partnership underlines its commitment to the future of the vegetable and potato industries in this country," said Mr Mulcahy.

Monsanto

Congratulations to Nigel Corish, Monsanto Cotton Grower of the year

Nigel Corish has been awarded the prestigious Monsanto Cotton Grower of the Year Award for 2012.

Mr Corish, who farms a 4,800 hectare property – "Yambocully" – near Goondiwindi in Queensland, was given the award at the annual Australian Cotton Industry Awards dinner at the Gold Coast Convention Centre on Thursday evening.

Daniel Kruithoff, Country Lead Monsanto Australia, congratulated Nigel Cornish and said the knowledge, excellent farming practices and strong personal commitment shown by all entrants was truly outstanding.

Nufarm Australia

Starpharma and Nufarm sign crop protection agreement

Nufarm Limited, via its subsidiary Nufarm Australia Limited, and Starpharma Holdings Ltd have announced the signing of an agreement under which the parties will apply Starpharma's Priostar® dendrimer technology to develop innovative crop protection formulations for Nufarm's product portfolio.

This agreement builds on previous collaboration between the companies and reflects Nufarm's renewed emphasis on technological innovation. Nufarm are seeking innovative ways to differentiate their products so that growers are offered a wider range of control options tailored to their particular needs.

Sumitomo Chemical Australia

Results from Integrated Pest Management

An Autumn field walk gave Werribee growers the chance to see real world results of using an Integrated Pest Management (IPM) strategy to control diamond back moth in brassicas. With support from Sumitomo Chemical, Bayer CropScience and Biological Services, the program was developed by IPM Technologies and was based on releasing the parasitic diadegma wasp and then using DiPel® and Belt®. A spray of XenTari® for cabbage white butterfly late in the crop, and a spray of Movento® only if aphids needed to be dealt with were the only other insecticides used. This

three spray program was considerably cheaper than the standard six to eight spray program, as well as being a more appropriate resistance management option.



Paul Horne and Jessica Page from IPM Technologies Pty Ltd

Sipcam Pacific Australia

Sipcam launch smartphone app

Sipcam now has a smartphone app for iPhone, iPad and Android phones. The app can be downloaded from the iTunes app store and the Android market. All of Sipcam's product information including labels, MSDS, and tech bulletins has now been made easily accessible to anyone using a smartphone.



Syngenta Crop Protection

Persistence pays off for 2012 SPRAY Awards winner

A commitment to continuous improvement has paid off for 2012 Syngenta SPRAY Awards winner, Robin Krieg. Robin, a grower and spray contractor from South Australia, took out the 2012 top prize in the peak spray industry awards program following a number of changes to his operation prompted by his first entry in the awards three years ago.



Robin Krieg, 2012 SPRAY Awards winner

Accensi

Accensi and the environment



Accensi continues to prove its commitment to environmentally sustainable practice with the implementation of policies and systems to reduce their environmental footprint. Accensi is the only business in the industry to have achieved ISO 14000 which assists in identify and control their environmental impact and constantly improve their environmental performance. Accensi have participated in the **ecoBiz** program for many years, which is an eco-efficiency initiative run by the Queensland government to assist business to improve efficiencies and resource use for environmental benefits.





CropLife Australia, Meeting the Challenges of Growing World

CropLife Australia (CropLife) is the peak industry organisation representing the agricultural chemical and biotechnology (plant science) sector in Australia. CropLife represents the innovators, developers, manufacturers, formulators and registrants of crop protection and agro-biotechnology products.

The plant science industry provides products to protect crops against pests, weeds and diseases, as well as developing crop biotechnologies that are key to the nation's agricultural productivity, sustainability and food security.

CropLife is focused on three key areas of modern farming: crop protection (pesticides), crop biotechnology (GM crops) and industry stewardship.

CropLife's members represent 85% of crop protection and 100% of the crop biotechnology products used by Australia's farmers.

CropLife ensures the responsible use of the industry's products through its code of conduct and has set a benchmark for industry stewardship through programs such as **drumMUSTER**, ChemClear® and Agsafe Accreditation and Training.

CropLife Australia is part of the CropLife International federation, representing the industry in 91 countries around the world.

Facts about Australia's plant science industry

- The plant science industry is worth more than AUD\$1.5 billion a year to the Australian economy and directly employs thousands of people across the country.
- CropLife member companies spend more than AUD\$13 million a year on stewardship activities, which ensure their products are sustainably managed for the benefit of users, consumers and the environment.
- The plant science industry is one of the world's most innovative sectors, with the top 10 companies annually investing an estimated US\$4.72 billion in research and development globally.
- Research and development of a single new crop protection product takes more than 10 years with costs of up to US\$250 million.
- Pesticides are a key tool for farmers, increasing crop production by up to 50% and ensuring crops are disease free.
- In 2009 alone, GM crops saved around 18 billion kg of CO₂ gas emissions – the equivalent of removing 8 million cars from the road.
- The use of GM cotton in Australia has reduced the amount of insecticide applied to each hectare of cotton crop by 65-85% and caused yields to increase by 48% between 1998 and 2008.

CropLife Australia Member Companies

