



# CropLinks

THE NEWSLETTER OF CROPLIFE AUSTRALIA

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## Efficiency must be goal of Agvetchem Regulation reform

At first glance, the Government seems to have had the right intent when producing the draft legislation to implement the Agricultural Chemical Product regulatory system. However, it is very clear that there is a significant difference between the Government's stated goals and what the proposed amendments will actually deliver. In fact, rather than delivering efficiencies they will add millions of dollars of extra cost and ineffective regulation into the system.

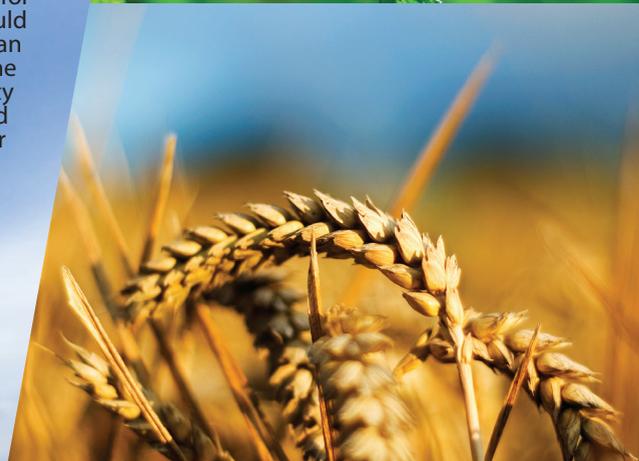
An efficient and effective regulatory system for agricultural chemicals (crop protection products) is not just important to Australia's plant science industry but critical for Australia's farmers to be able to grow safe, nutritious and healthy food,

Greater cost and unnecessary extra burdens on registrants may create serious risks for the nation's agricultural sector. Proposed reforms could result in fewer, more expensive crop protection products for farmers to control pests, weeds and diseases. Even more devastating

for the industry would be a regulatory system that discourages companies from bringing new products to Australia. This will reduce agricultural productivity and would diminish the international competitiveness of Australia's farmers.

Fortunately, there is still time for the government to correct this and it is important to acknowledge that there are some components of the reform initiatives which will deliver better outcomes. The Minister for Agriculture, Senator Ludwig, should be commended for undertaking an extensive consultation period on the proposal. However, the credibility of that process will soon be tested according to whether the Minister makes the necessary changes to actually deliver on what the government promised.

If Government focuses on delivering efficiency to the current registration system and cuts out the costly, unnecessary and expensive bureaucracy they will have delivered a big win for Australian agriculture.



### ALSO INSIDE

CropLife Australia: Proud Supporter of the Year of the Farmer  
The Value of Crop Protection to the Economy  
Trust and Confidence in Biotech Crops See Adoption Rates Soar





**Matthew Cossey**  
Chief Executive Officer

# From the Chief Executive Officer

## *Advances in crop science and technology*

**It's critical that Australia's farming sector and associated agricultural industries are supported in meeting the genuine challenges in supplying global food requirements.**

Key to this is ensuring the growth and continued innovation of the plant science industry, which delivers the innovation, technologies and products critical for the success of crop farming.

With the world's population set to grow by almost 50 per cent to 9 billion by 2050, food production globally will by that time need to increase by 70 per cent in order to achieve global food security. At the same time, the ratio of arable land to population is expected to decline by 40-55 per cent and by 2025, some 1.8 billion people will be living with absolute water scarcity.

This highlights that there has never been greater pressure on global agriculture with the innovation, development, approval and adoption of new agricultural technologies becoming increasingly important. Plant science innovation and the new technologies that it generates do not come easily. Research and development of a single new modern chemistry crop protection product now takes more than 10 years with costs of up to US\$250 million. A new GM crop product takes 13 years of research and development and more than US\$136 million dollars of investment.

Through decades of hard work and commitment by the nation's farmers and the broader agricultural sector, Australia is today in the very fortunate position where 93 per cent of its domestic food supply is met by local production. Australia is also able to export almost 76 per cent of its total gross value of agricultural production.

New crop protection products have over many decades allowed yields to increase significantly, safely, securely and sustainably. This has been further enhanced over the last 15 years with great leaps forward in agricultural biotechnologies, which are proving invaluable to significant yield improvements and environmental benefits through the latest generation of GM crops.

Innovation will be at the core of a solution to global food security and we must ensure the nation's public policy settings and regulatory frameworks encourage this innovation, specifically in the plant science industry and the agriculture sector more broadly.

Australia has a unique opportunity to lead the way in the field of crop science and technology, but we can only take our place at the forefront of innovation if we support our scientists, industry and farmers with a holistic approach to regulation.



Representing Australia's plant science industry



# CropLife National Forum

CropLife Australia recently held its National Forum in Canberra that brought together executive and staff of CropLife member companies, together with parliamentarians, senior policy makers, regulators and other agriculture industry leaders.



Matthew Cossey CEO of CropLife Australia (left) with National Farmers' Federation CEO, Mr. Matt Linnegar.

CropLife Australia's President, Mr. Lachlan McKinnon (left) with; Ms Gai Brodtmann MP, who represented the Minister for Agriculture, Fisheries and Forestry at the event; Laurie Wilson, President of the National Press Club; Chris Uhlmann, host and political correspondent for ABC 7:30 and Matthew Cossey.



John Harvey, CEO of GRDC addressing the CropLife Australia National Forum.



The Hon. John Cobb MP, Shadow Minister for Agriculture, Food Security, Fisheries and Forestry.



Prof. Julian Cribb, author of The Coming Famine, discussing the challenges of global food security.

## CropLife Australia President's Award

**Mr Colin Sharpe**, Regulatory and Government Affairs Research Leader with Dow AgroSciences and **Mr Kay Khoo**, Regulatory Affairs Manager - N & SE Asia, Australia, BioScience with Bayer CropScience were recognised at the CropLife Australia National Forum with the CropLife President's Award for their significant contributions in advocating the plant science industry's importance to Australian agriculture, our economy and in securing the Australian way of life.



Dr Eva Bennet-Jenkins, CEO of APVMA (right) speaking with CropLife Australia National Forum attendees.

# CropLife Australia Becomes Official Supporter



2012 is the Year of the Farmer and CropLife Australia is very pleased to be an official supporter, along with our subsidiary company, Agsafe. We will be actively supporting and participating in this year's associated activities, an excellent opportunity for Australians to recognise and thank our farmers for their tireless work.

It is also a significant opportunity for the community to better understand what the challenges are for our farmers and the importance that supporting industries play in their success. Critical sectors like the plant science industry afford farmers the ability to produce safe and fresh foods in large quantities. The challenge facing our farmers in meeting the needs of an ever growing population is significant and they will need new innovative agriculture chemistry and biotechnology solutions to meet that challenge. That is something to which Australia's plant science industry is dedicated.

Agriculture is a vital industry to this nation and Australia's farmers are the core of the success of the industry. It is an industry that impacts each and every Australian, each and every day by providing food, feed and fibre to the nation and the world. Australia's farmers have a 24 hour day, 7 days a week job striving to meet our nation's food demands.

Australian farmers produce almost 93 per cent of our domestic food supply and also export up to 60 per cent of their crop production. That is a phenomenal effort and we need to acknowledge just how much of an undertaking our farmers make. Farmers need the support of the community and the Government and that is why this Year of the Farmer is so important.

CropLife Australia will proudly display the logo of the Australian Year of the Farmer on our material as well as promoting the event at international forums, and will do so for the entirety of 2012.

## The Contribution of Crop Protection Products to the Economy

**Crop protection products are one of the vital tools that help Australian farmers grow healthy crops.**



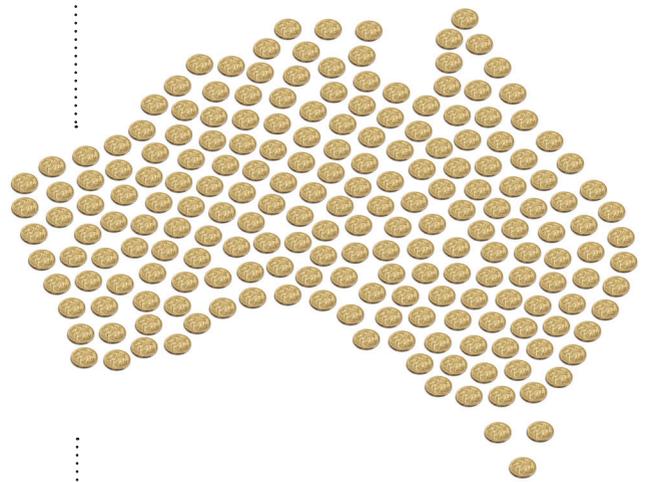
They keep our food free from moulds, insects, weeds and their poisonous by-products. Crop protection products have also helped farmers increase productivity by 20–50 per cent and are indispensable tools for the sustainable production of high-quality food, feed and fibre.

Crop protection products benefit us in many other ways – including as a huge boost to the economy. They are essential for achieving the full economic benefits of modern farming. In the absence of pesticides, even the highest quality seed, fertiliser and irrigation systems will not deliver their potential productivity. Weeds alone cost the Australian economy \$4 billion a year, of which farmers spend \$1.5 billion to control about 1,000 agricultural weed species. Another 2,300 weed species are considered a problem for natural ecosystems.

CropLife America has recently released a report on the benefits of crop protection to the US economy. Some of the report's findings include;

- Increased agricultural production created an additional 1,040,661 jobs generating more than \$33 billion in wages;

- Crop protection products provide a 47.92 per cent saving in overall grocery bills for a family of four in the US;
- Crop protection products decrease the need for tillage operations, thereby reducing fossil fuel use by 558 million gallons per year;
- Approximately 36 per cent of the total value of field crop production is made possible with the use of crop protection products with almost half of states earning over \$1 billion each in crop values.



CropLife America compiled the information in this report to highlight not only the visible benefits of modern agriculture, such as increased food production, but to also convey the multiple contributions crop protection products provide the economy in areas including employment, exports, manufacturing and trade, among others. Jobs, better wages and reduced grocery store bills are needed now more than ever, and with modern agriculture we can continue to thrive in today's economy and build towards a more food secure tomorrow.

### #AGFACT

The cost of research, development and registration for a new pesticide ranges from US\$150 to 250 million. Only 1 in 20,000 chemicals make it from the laboratory to farmers' fields.

## Trust and Confidence in Biotech Crops See Adoption Rates Soar

The latest annual report from the International Service for the Acquisition of Agri-biotech Applications (ISAAA), released in February this year, has revealed that global adoption of biotech crops continues at unprecedented rates, particularly in the developing world.

In 2011, developing countries adopted biotech crops at twice the rate of developed countries, giving us a clear indication that biotech crops are proving to be a critical tool for farmers worldwide as the fight against climate change, poverty and food security intensifies.

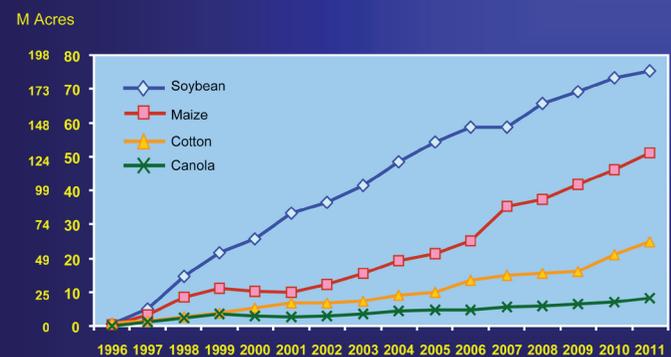
During 2011, an additional 12 million hectares of biotech crops were planted, representing an annual growth rate of 8 per cent over 2010. Dr Clive James, author of the ISAAA report, commented that the unprecedented adoption rates are testimony to trust and confidence in biotech crops by millions of farmers worldwide. During 2011, 160 million hectares were planted (up from 148 million in 2010) by 16.7 million farmers in 29 countries,

including 19 developing countries and 10 industrial countries. This adoption rate represents a 94-fold increase in hectares planted since 1996, making biotech crops the fastest adopted crop technology in recent history.

Dr James also emphasised the importance of three requirements in ensuring biotech crop success. Firstly, he believes that countries must secure political will and support; second, there is a need to develop innovative game changing trait technologies, which will have high impact; and thirdly, there is a need to ensure science-based, time and cost-effective deregulation, in order to provide farmers new technologies for timely continued growth and productivity.

The increasing biotechnology adoption rates around the world are a key indication that Australian farming needs to continue to develop the use of farming technologies, such as biotech crops, if they are to maintain their position as a world leader in the farming and agricultural sector.

Global Area of Biotech Crops, 1996 to 2011:  
By Crop (Million Hectares, Million Acres)



Source: Clive James, 2012

The International Service for the Acquisition of Agri-biotech Applications (ISAAA) is a not-for-profit organisation with an international network of centres designed to contribute to the alleviation of hunger and poverty by sharing knowledge and crop biotechnology applications.

# Crop Biotechnology

## *CropLife major sponsor of National Sustainable Food Summit*

The world's population is predicted to increase to 9.2 billion by 2050, requiring an increase in global food production of 70 per cent. Providing enough food in the context of production constraints, volatile consumption patterns and a changing climate will be an unprecedented scientific, political and financial challenge.



Recognising this unprecedented food security challenge, and the role scientific innovation in plant science will play, CropLife Australia was a proud major sponsor of the Second Annual National Sustainable Food Summit, held in Sydney in April.

Attendees included high level delegates from federal and state government departments, universities and the food production industry. Sponsorship of this high profile national event enabled CropLife to position itself and its members at the forefront of the debate on what Australia's food production systems would look like in the future.

## *Advances in Crop Science and Technology at ABARES Outlook 2012*

CropLife Australia hosted a panel session at one of agriculture's key annual conferences, ABARES Outlook 2012 in March this year. Entitled "Advances in Crop Science and Technology", the session reinforced the need for the development of new technologies such as GM crops and modern agricultural chemicals to maintain Australia's agricultural trading competitiveness.



Prof. Rick Roush addresses delegates at CropLife Australia's panel session at ABARES Outlook 2012

Three of the leading minds in crop science and technology; Professor Rick Roush, Dean at the Melbourne School of Land and Environment, University of Melbourne; Dr Andrew Hewitt, Director of CPAS at the University of Queensland; and Dr Richard Richards, Chief Research Scientist at the CSIRO delivered presentations covering cutting-edge developments in crop science and technology, with a particular focus on crop biotechnology. The presentations highlighted not only the significant

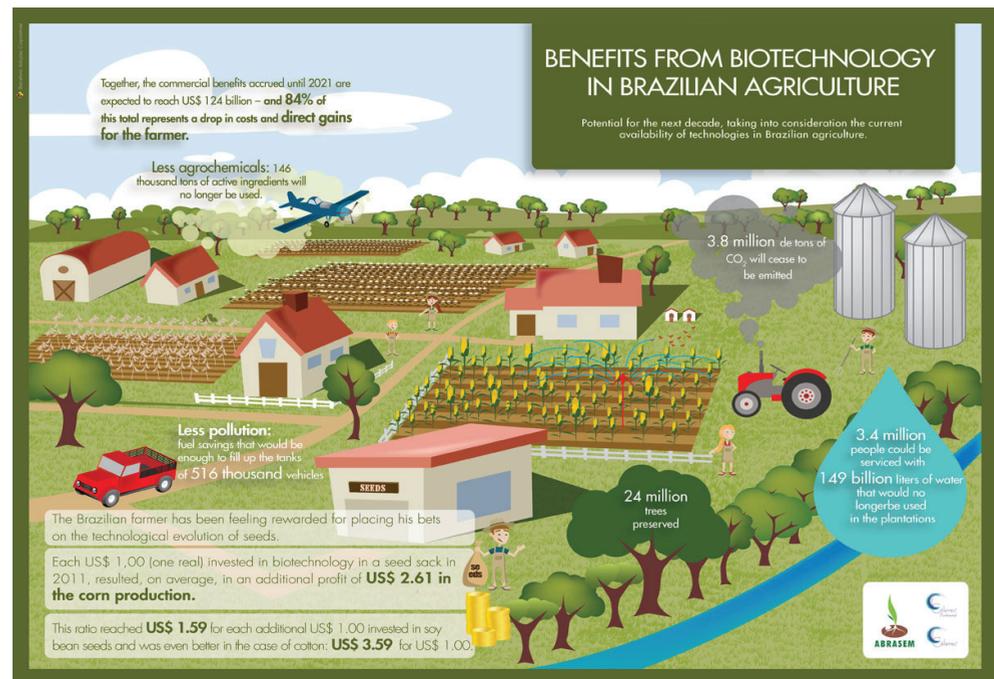
advances already made, but also the considerable hurdles facing the industry.

The plant science sector is an increasingly critical asset to the agriculture industry, particularly in fighting the significant challenges of food security and climate change. The conference session positioned CropLife Australia as thought leaders in this vital forum for Australia's agriculture industry.



## Study Determines ROI of Biotech Seed in Brazil

This month, a study released by Celeres and the Brazilian Seed and Seedling Association (ABRASEM) found that for every US\$1 invested in biotechnology in the bag of seed, Brazilian farmers obtained a return that averaged US\$2.61 for corn, US\$1.59 for soybean, and US\$3.59 for cotton. The study also assessed the benefits of biotechnology for the environment and the sustainability of Brazil's agribusiness, finding that 149 billion litres of water could be saved over the next decade by planting biotech crops. Over this same period, 3.8 million fewer tons of carbon dioxide could be released, as well as fuel savings equivalent to the fuel required to fill 516,000 pickup trucks.



## Earth Day 2012

In observance of this year's Earth Day on 22 April, CropLife International released 36 video profiles of farmers from around the world sharing their stories of how advances in plant biotechnology and crop protection products have made their farms more profitable and improved their livelihoods, as well as enabled the adoption of sustainable agricultural practices. The videos showcase smallholder and large-scale farmers from 11 different countries, harvesting a variety of crops, and are available on CropLife's web site:

[www.croplifeaustralia.org.au](http://www.croplifeaustralia.org.au)



## 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.

### What is the Industry Waste Reduction Scheme?

The Industry Waste Reduction Scheme (IWRS) was established in 1999 as a nation-wide joint initiative between CropLife Australia Ltd, the National Farmers' Federation (NFF), Animal Health Alliance (Australia) Ltd, Veterinary Manufacturers and Distributors Association (VMDA) and the Australian Local Government Association (ALGA). The Scheme's programs **drumMUSTER** and ChemClear® are run by CropLife's not-for-profit wholly owned subsidiary, Agsafe Limited.

### Our programs

**drumMUSTER:** **drumMUSTER** is the national program for the collection and recycling of cleaned, eligible, non-returnable crop production and on-farm animal health chemical containers. Instead of being put into landfill, the collected drums are crushed, shredded and transformed into practical items such as park benches, wheelie bins and road signs. Nationally, more than 18.6 million containers have been recycled, which equates to

23,664 tonnes of material that has been kept from landfill.

**ChemClear®:** ChemClear® is a national chemical disposal program established under the IWRS in 2003 to reduce the accumulation of obsolete chemicals stored in rural communities and to assist users in the maintenance of good environmental practices.

To date, ChemClear® has collected and disposed of over 314,667 lt/kg of unwanted agvet chemicals. Throughout March, **drumMUSTER** and ChemClear® have been cleaning up Western Australia. This will be the third time ChemClear® has visited the West and National Program Manager Lisa Nixon is determined to add significantly to the 39,167 litres of chemical already taken away from the state in previous years. This year, around 16,835 litres of chemicals were registered with ChemClear® for collection at the time of publication.

### Agsafe Accreditation and Training:

On an annual basis, Agsafe provides consultations to over 800 retail premises and re-accredits over 2,000 people involved from point of manufacture through to point of sale. Recent developments have seen Agsafe working alongside the Fertiliser Industry Federation of Australia in introducing the FERTCARE®, environmental training package and developing a premises assessment program.



**drumMUSTER**



# News and Events



## 'Tweet Tweet'

@CropLifeOZ already has over 1,200 followers and regularly tweets on a range of important and interesting issues. If you're not already following us, you should be.



## This is Innovation'

In January, CropLife Australia released a new video presentation entitled 'This is Innovation'. In the spirit of the Australian Year of the Farmer celebrations, we offer an insight into the role of Australia's plant science industry in supporting our farming sector.



An online version of the video presentation can be found at <http://www.youtube.com> and search for 'CropLife Australia'

## Plant science industry news in brief

### Syngenta Crop Protection

#### Syngenta SPRAY awards are on again

Now in their fourth year, the Sustainable, Productive, Responsible Applicator of the Year (SPRAY) awards recognise best practice in the use, application and management of crop protection tools on Australian farms. The national winner will receive a \$15,000 study tour to the UK. More information can be found at [www.syngenta.com.au](http://www.syngenta.com.au)



The 2011 SPRAY Award winner Stuart Jackson

### 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 have now been made easily accessible to anyone using a smartphone.



### Nufarm Australia

#### Nufarm expands seed platform with US acquisition

Nufarm recently announced that it has completed the acquisition of Seeds 2000, Inc., a sunflower seed research and production company based in Minnesota, USA. Nufarm's Managing Director and Chief Executive, Doug Rathbone, said the Seeds 2000 acquisition will complement Nuseed's position in sunflower and in particular, its strong confectionary sunflower operations.

### Farmoz

#### Farmoz supports GRDC Research Updates across Southern Australia

Farmoz proudly sponsored GRDC in their 2012 Research Updates, which brought together leading researchers, advisers and farmers across Victoria, South Australia and New South Wales. The Updates provide advisers and growers with the latest research outcomes needed to improve the profitability and sustainability of grain growing enterprises. Topics covered at this year's Updates included, among others, sustaining future herbicide options, updates on Fleabane, windmill grass and Blackleg management in Canola. Sponsors like Farmoz ensure that over 2,000 participants annually can be involved in the Research Updates and thousands more can be exposed through the communication generated from the Updates.

### Dow AgroSciences

Over the summer Dow AgroSciences R&D hosted two bright young students as part of its investment in the Primary Industry Centre for Science Education (PICSE) program. James Elmsley, a Student from Spring Ridge pictured below with Dr Natalie Elias (DAS Field Scientist) spent time at Breeza Field Station near Tamworth working on quantifying product volatilisation. Brydie Creagh from Perth travelled to the DAS Global Research Station in New Zealand where she participated in discovery field trials. The scholarships offered through this partnership are designed to illustrate the benefits of a career in agricultural and support the aspirations of budding agricultural scientists.



### Bayer CropScience

#### 2012 Bayer CropScience Innovation Forums

The 2012 Bayer CropScience Innovation Forums held this year in Ballarat, Adelaide, Perth, Narrandera and Dubbo brought agronomists and consultants together to discuss current issues, future opportunities and trends in the marketplace. Bayer CropScience's technical advisory manager, Greg Skinner, said the Innovation Forums ensure that agronomists and consultants are well-equipped to educate growers on how to best use relevant products with confidence.

### 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. 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 or commercial crop sites where growers applied the product.

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.

### #AGFACT

**Did you know in the 1980s, one hectare of arable land produced on average 1.8 tonnes of food annually? Today, the same amount of land produces 2.5 tonnes of food.**

### New MEMBER!

CropLife Australia welcomed a new member in February. Landmark Proprietary Products Group (PPG), which covers the Genfarm and Loveland crop protection product brands, is now a member of the organisation. Landmark PPG joins the other leading companies of Australia's agricultural chemical and biotechnology industry as a member of the peak industry organisation of the plant science sector.





## CropLife Australia, Meeting the Challenges of a 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 per cent of crop protection and 100 per cent 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 per cent and ensuring crops are disease free
- In 2009 alone, GM crops saved around 18 billion kg of CO<sub>2</sub> 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 per cent and caused yields to increase by 48 per cent between 1998 and 2008.

## CropLife Australia Member Companies

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BASF

BECKER UNDERWOOD

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DUPONT  
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FMC

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syngenta.

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