

CropLife Australia Welcomes Landmark PPG as a Corporate Member

14 February 2012 (Canberra) CropLife Australia is very pleased to announce that Landmark Proprietary Products Group (PPG), which covers the Genfarm and Loveland crop protection product brands, is now a corporate 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 CEO, Matthew Cossey today said "CropLife is fortunate that it represents the best of the plant science sector, our 17 member companies, now 18, are the leaders and innovators in the industry, their commitment to excellence and extensive knowledge and expertise in the agricultural industry is invaluable to the farming sector. CropLife's mandatory Industry Code of Conduct ensures that our member companies are world leaders in providing both quality products and industry stewardship.

"Landmark is an industry leader in Australian agribusiness, they have a long history working with farmers, they ensure that the farming sector is provided with the very best advice for their business and the protection of their crops. They are an iconic organisation in the Australian farming sector and have a vast network in agriculture, both domestically and internationally. Their membership with CropLife as the plant science industry peak body is a testament to the calibre and reputation of both.

"As the Government embarks on major reform to the agvetchem regulatory system it is more important than ever for the industry to have a single strong advocacy voice that represents the vast majority of the industry. CropLife is actively working with the government during this critical time to ensure that government regulation supports an innovative, value for money and strong plant science industry so that it can continue to support Australia's farmers. Accordingly we are delighted that another plant science company has joined our ranks" concluded Mr Cossey.

CropLife Australia Member Companies:



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About CropLife Australia

CropLife Australia 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 is worth more than \$1.5 billion a year to the Australian economy and directly employs thousands of people across the country. CropLife ensures the responsible use of crop protection products and the disposal of waste through its industry code of conduct and its stewardship programs such as **drumMUSTER**, ChemClear[®] and Agsafe Accreditation and Training. CropLife Australia has 18 member companies and is part a global federation of organisations representing the plant science industry which supports a network of regional and national associations in 91 countries.

