



# CropLinks

THE NEWSLETTER OF CROPLIFE AUSTRALIA

WINTER EDITION 2014

## CropLife's Pollinator Protection Initiative

**CropLife Australia's stewardship first program is expanding to include the Pollinator Protection Initiative (PPI). The PPI is designed to help the Australian agricultural sector become world-leading, best-management practitioners in the protection of pollinators, especially bees. The first phase of the PPI is the launch of the Seed Treatment Stewardship Strategy.**

Seed treatments are an excellent example of how the seed and crop protection industries provide Australian farmers with pioneering tools to meet ongoing food security challenges. Seed treatments act as a delivery mechanism for pest and disease management products to improve the production and yield opportunities of the crop. They are specifically tailored to meet farmers' pest and disease control needs while minimising risks to health, safety and the environment.

The Seed Treatment Stewardship Strategy outlines measures to reduce risks from the dust generated during handling and planting of seed and provides guidance on industry best practices to minimise inappropriate exposure of pest and disease management products.

Successful stewardship requires collaboration, engagement and support by all stakeholders. Where this occurs, the community can be assured that best practices are being constantly applied for the safety of users, consumers and the environment. This includes managing any risks to pollinators.

The PPI is the first of several exciting initiatives to be launched in coming months, reaffirming the plant science industry's commitment to the responsible stewardship of its products throughout their entire life cycle.



**CropLife Australia member companies contribute over \$13 million a year to stewardship activities, which ensure their products are sustainably managed for the benefit of users, consumers and the environment.**

**35%**  
of food crop production worldwide depends on animal pollinators, including honey bees.

The economic value of insect pollination worldwide was **US\$210 billion** in 2005, which represented **9.5%** of the total value of agricultural production used for human consumption.

**68%**  
of the value of Australian crop production is attributable to the use of crop protection products.



*CropLife's stewardship programs demonstrate the industry's commitment to ethical and responsible practices.*

## From the Chief Executive Officer

### *Maintaining world's best stewardship practices essential*

Recent changes to the legislation governing the registration of agricultural chemicals will provide the opportunity for great improvements to the efficiency of the regulation that governs the crop protection industry. While constantly advocating for greater administrative efficiency and more streamlined regulation the industry also continues working with the agricultural sector to ensure that it is a world leader in providing innovative and sustainable crop protection tools.

Caring for the land comes naturally to farmers. As stewards of some of Australia's most beautiful and productive landscapes, farmers' stewardship activities in the everyday operations of their businesses are becoming increasingly important for the agricultural industry. Demonstrating that the agricultural industry is maintaining and improving its management practices is vital to continued social licence to operate.

It is crucial that agronomists, farmers and other users of crop protection products have access to the latest, most accurate advice on how to use them safely, responsibly and sustainably. CropLife and its members are committed to whole-of-life-cycle stewardship of their products.

CropLife Australia's mandatory industry Code of Conduct has set a benchmark for industry stewardship through participation in programs such as **drumMUSTER**, ChemClear® and Agsafe Accreditation and Training. CropLife's Resistance Management Strategies are developed

each year by scientific and technical review committees to help farmers delay and prevent development of resistant pests, weeds and diseases that can harm farm productivity and natural ecosystems.

As part of continuous best management practice, CropLife has recently announced an expansion of its stewardship program to include the Pollinator Protection Initiative (PPI), the first phase of which is the launch of the Seed Treatment Stewardship Strategy.

Seed treatments are an excellent example of how the seed industry and the crop protection industry provide Australian farmers with pioneering tools to meet ongoing food security challenges. The strategy outlines measures to reduce risks from the dust generated during handling and planting of seed and provides guidance on industry best practices to minimise unintended movement of pest and disease management products.

It is imperative that the nation has a vibrant and viable plant science industry to continue to supporting Australia's farming sector to face the challenges of producing essential crops in an ever-challenging climate to feed a growing population. CropLife Australia is fortunate to represent the best of the plant science industry with members who continually demonstrate a genuine commitment and effort to world's best industry stewardship practices.



Representing Australia's plant science industry



# Government and Opposition come together to deliver on agvet chemical reform

**Both the Government and the Opposition recently supported the passage of the Agricultural and Veterinary Chemicals Legislation Amendment (Removing Re-approval and Re-registration) Bill 2014 into law. The Minister for Agriculture, the Hon. Barnaby Joyce MP, and the Coalition Government are to be commended for delivering on their election promise to amend agvet chemical legislation.**

It is encouraging to see party politics put aside in support of good policy. The passing of the legislation means reduced red tape and improved access to products for Australian farmers, whilst maintaining the regulator's focus on health, safety and environmental outcomes.

The Australian Pesticides and Veterinary Medicines Authority is now obligated to deliver operational efficiencies within the new regulatory framework.

The newly introduced statutory time frames for agvet chemical registrations must be adhered to. A more efficient and predictable regulatory environment will better allow the plant science industry to provide Australian farmers with innovative, modern, safe crop protection tools to assist in producing high quality food, feed and fibre for Australia and the world.

A consistently bipartisan approach to agriculture policy would bring immense benefits to the sector. A long-term approach to agricultural policy that is not significantly hindered by the electoral cycle would allow for strategic planning and confidence within the industry. The sector that is responsible for feeding Australians, as well as millions of people overseas, is as important to national security as defence and should be approached in the same manner at a policy level.



The Hon. Barnaby Joyce MP, Minister for Agriculture



The Hon. Joel Fitzgibbon MP, Shadow Minister for Agriculture and Shadow Minister for Rural Affairs

*"The passing of the legislation means reduced red tape and improved access to products for Australian farmers, whilst maintaining the regulator's focus on health, safety and environmental outcomes."*



**Did you know that CropLinks is also available online?**

**Visit [www.croplife.org.au](http://www.croplife.org.au) and go to the Resources page.**



# NATURAL & MAN-MADE CHEMICALS

A COMMON MISCONCEPTION IS THAT ALL MAN-MADE CHEMICALS ARE HARMFUL, AND ALL NATURAL CHEMICALS ARE GOOD FOR US. HOWEVER, MANY NATURAL CHEMICALS ARE JUST AS HARMFUL TO HUMAN HEALTH, IF NOT MORE SO, THAN MAN-MADE CHEMICALS.

**MUSCIMOL**  
FOUND IN FLY AGARIC MUSHROOMS

**SOLANINE**  
FOUND IN GREEN POTATOES

**ETHYLENE GLYCOL**  
USED IN ANTI-FREEZE

**ASPIRIN**  
USED AS A PAIN-RELIEVING DRUG

**AMYGDALIN**  
FOUND IN APPLE SEEDS

**SODIUM THIOPENTAL**  
FORMERLY USED FOR LETHAL INJECTIONS

**SUCROSE**  
ALSO KNOWN AS TABLE SUGAR

**TEFLON (PTFE)**  
USED IN NON-STICK PANS

**CITRIC ACID**  
FOUND IN LEMONS & LIMES

**WATER**  
ESSENTIAL FOR LIFE

**MSG**  
USED AS A FOOD ADDITIVE

**ASPARTAME**  
ARTIFICIAL SWEETENER

**"EVERYTHING IS POISON, THERE IS POISON IN EVERYTHING. ONLY THE DOSE MAKES A THING NOT A POISON."**  
PARACELSUS, 1493-1541, "THE FATHER OF TOXICOLOGY"

ANY SUBSTANCE, IF GIVEN IN LARGE ENOUGH AMOUNTS, CAN CAUSE DEATH. SOME ARE LETHAL AFTER ONLY A FEW NANOGRAMS, WHILST OTHERS REQUIRE KILOGRAMS TO ACHIEVE A LETHAL DOSE.

CHEMICAL TOXICITY IS A SLIDING SCALE, NOT BLACK AND WHITE - AND WHETHER A CHEMICAL IS NATURALLY OCCURRING OR MAN-MADE TELLS US NOTHING ABOUT ITS TOXICITY.



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MADE ON BEHALF OF SENSE ABOUT SCIENCE (@SENSEABOUTSCI) WWW.SENSEABOUTSCIENCE.ORG  
MISCONCEPTIONS ABOUT CHEMICALS ARE ADDRESSED FURTHER IN THE PUBLIC GUIDE, MAKING SENSE OF CHEMICAL STORIES, AVAILABLE HERE:  
[www.senseaboutscience.org/pages/making-sense-of-chemical-stories.html](http://www.senseaboutscience.org/pages/making-sense-of-chemical-stories.html)



## Sense about science: Making sense of chemical stories

Sense about science is a UK-based charitable trust that equips people to make sense of scientific and medical claims in public discussion. In a recent campaign they have engaged with leading scientists, toxicologists and dieticians to debunk common chemical misconceptions.

“ People are still being misled by chemical myths. This needs to stop. We urge everyone to stop repeating misconceptions about chemicals. The presence of a chemical isn't a reason for alarm. The effect of a chemical depends on the dose.

In lifestyle commentary, chemicals are presented as something that can be avoided, or eliminated using special socks, soaps or diets, and that cause only harm to health and damage to the environment. ”

— Sense about science [www.senseaboutscience.org](http://www.senseaboutscience.org)

Sense about science claims that the reality of chemical misconceptions boils down to six points:

- 1 You can't lead a chemical-free life.
- 2 Natural isn't always good for you and man-made chemicals are not inherently dangerous.
- 3 Synthetic chemicals are not causing many cancers and other diseases.
- 4 'Detox' is a marketing myth.
- 5 We need man-made chemicals.
- 6 We are not just subjects in an unregulated, uncontrolled environment, there are checks in place.

## Resistance management strategies provide crucial advice for sustainable use

Farmers, agronomists and other agricultural chemical users now have access to CropLife Australia's new and updated Resistance Management Strategies for fungicides, herbicides and insecticides.

The strategies help farmers delay and prevent development of resistant pests, weeds and diseases that can harm farm productivity and natural ecosystems. Encouraging the correct use of agricultural chemicals is vital to the economic and environmental sustainability of Australian agriculture.

The plant science industry's commitment to stewardship extends to the responsible and ethical management of industry products throughout their life cycle. This includes ensuring that agricultural chemical users have all the information they need on how to prevent pesticide resistance and use products in a way that protects themselves, their farms and the local community.

Resistance Management Strategies are available for free download at [www.croplife.org.au](http://www.croplife.org.au).

### Minor use program a smart investment in Australian agriculture

**In the midst of a tough first budget, the government made the responsible decision to deliver on its election commitment to fund a minor use and specialty crops program. The initial \$8 million commitment is a smart investment in Australia's future agricultural competitiveness.**

Economic analysis of the United States' minor use program has estimated that for every dollar invested by the US Government in a similar initiative, the program facilitates a return to the US economy of US\$500. Australia's program requires long-term government commitment and should deliver similar returns,

as long as it is implemented efficiently and the funding is not wasted in bureaucratic administration costs.

In a report last year, ABARES confirmed that improving access to agricultural chemicals for minor uses is a simple, effective way to address inconsistencies, which are damaging Australia's agricultural productivity and diversity. The minor use program will improve responsible and effective chemical product usage, while ensuring that Australia's farming sector is a world leader in environmentally friendly, sustainable, integrated pest management systems through access to the latest chemistry.

# WEED smart

every weed every seed  
every farm every year

Australia's agricultural sector has united to establish WeedSmart, an industry-led initiative to enhance on-farm practices and promote the long term sustainability of herbicide use. Research partners, commercial organisations, Government, advisors and growers have joined forces to ensure weed management is at the forefront of global farming practice.

WeedSmart provides a range of advice, including a 10 Point Plan that helps farmers win the battle against crop weeds. WeedSmart also offers practical tips and tricks to implement these strategies on-farm, and further information on the research to back up these steps.



*Download the free WeedSmart app!*

*The app provides a simple tool to gauge herbicide-resistance and weed seed bank management.*



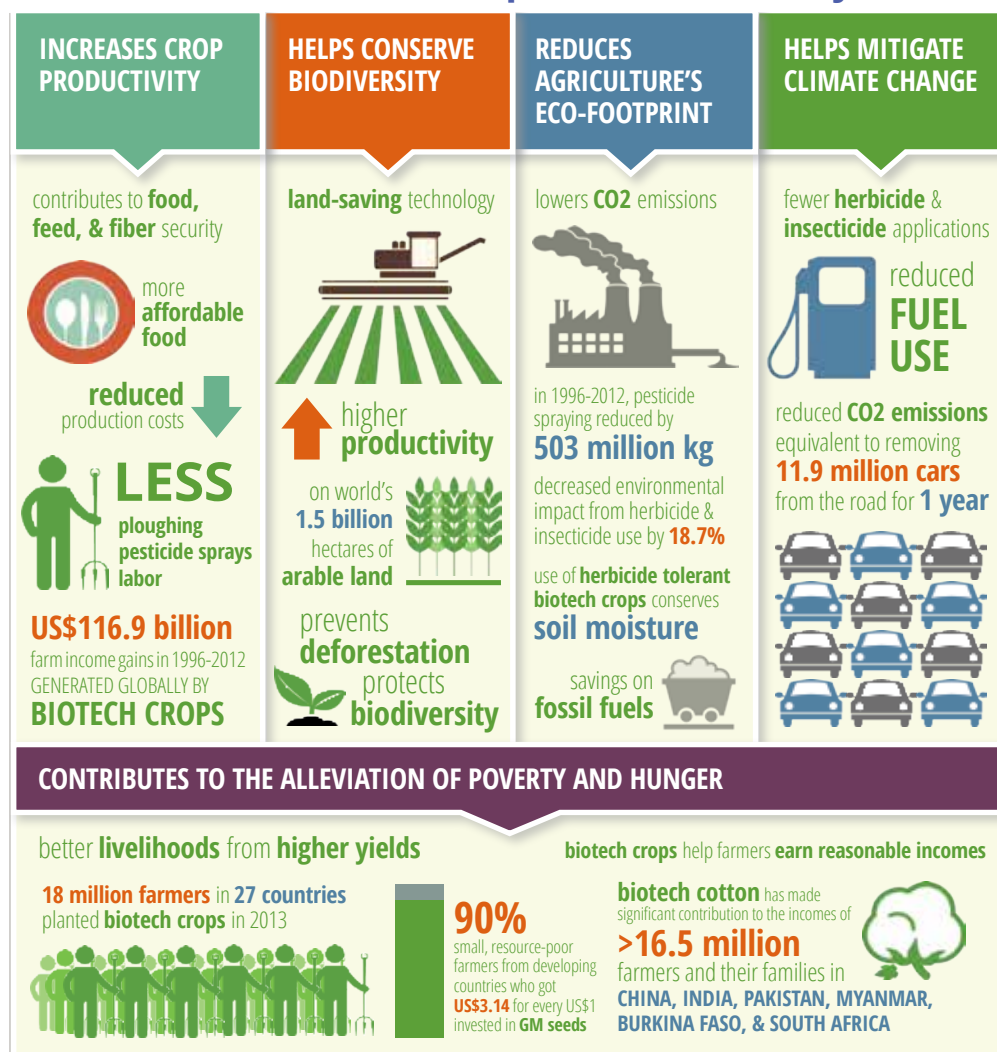
## Australian farmers growing GM crops gain US\$766 million

Significant economic and environmental benefits and unparalleled improvement in farmer income have been realised from the widespread adoption of crop biotechnology, according to an international report released by PG Economics.

Australian GM cotton and canola farmers have realised farm income benefits of more than US\$766 million over the 17-year period covered by the report.

In 2012, Australian GM canola growers realised an average farm income gain of US\$47.5 per hectare and a total farm income gain of US\$8.3 million. Australian GM cotton farmers realised a total farm income gain of US\$129.2 million in 2012 and used 54% less insecticide in GM cotton than what would have been used if only conventional varieties had been planted.

### Contribution of biotech crops to sustainability



Infographic from the International Service for the Acquisition of Agri-biotech Applications (ISAAA) 2014.



## GM bananas developed in Queensland to combat malnutrition in Africa

**Innovative plant scientists at the Queensland University of Technology (QUT) have engineered bananas with increased levels of beta-carotene, which is converted into vitamin A in the body.**

The bananas were grown at a QUT field trial site near Innisfail in north Queensland before being transported to the United States for a six-week human trial conducted out of Iowa State University.

The bananas have been developed by a team comprised of five Ugandan PhD students, under the leadership of Professor James Dale. The project is backed by the Bill and Melinda Gates Foundation, which has contributed close to \$10 million.

Professor Dale has stated that the consequences of vitamin A deficiency are dire with 650,000–700,000 children worldwide dying from pro-vitamin A deficiency each year and at least another 300,000 going blind.

Professor Dale is hoping that legislation will be passed in Uganda allowing the commercialisation of the banana plants by 2020 and believes that the same technology could be used to enrich crops in surrounding East African countries including Rwanda, parts of the Democratic Republic of Congo, Kenya and Tanzania.

## Cooperative policy needed to prevent unnecessary farmer conflict

The recent Marsh (organic farmer) versus Baxter (GM farmer) case in Western Australia was regrettable and entirely unnecessary. Farming systems are frequently pitted against each other by activist organisations that deceptively purport to promote safe food and sustainability. In this case, an expert fear campaign driven by anti-GM activists fuelled an entirely unnecessary conflict.

As shown in the judge's decision, the conflict is entirely attributable to illogical organic industry marketing rules that

are inconsistent with those in the rest of the world. The zero tolerance to GM in Australia's organic standards has only served to mislead consumers.

Zero tolerance automatically creates an unrealistic situation whereby the unintended presence (a long-accepted and well-managed concept in agriculture) of a self-imposed prohibited input is mischievously redefined as 'contamination'. These standards are at odds with the rest of the world. Even Europe, the last bastion of overzealous, non-scientific and illogical

regulation, recognises that zero tolerance to GM in organic standards is not appropriate and goes against the nature of biological systems.

Policy around the interaction of agricultural systems should be approached cooperatively and with the intention of facilitating a variety of productive and sustainable agricultural systems. Whether they are organic, conventional or modern technology-based farming systems, there need not be any losers.



# Industry Stewardship



**CropLife members are global leaders with their full life-cycle approach to industry stewardship.**

They adopt and promote ethical and responsible practices from discovery and development of crop protection and crop biotechnology products through to their use, and the final disposal of associated wastes.

**CropLife members contribute more than \$13 million each year on stewardship activities to ensure the safe and sustainable use of their products.**

*drumMUSTER* and ChemClear are industry stewardship programs run by CropLife Australia's wholly owned subsidiary Agsafe. The programs are run as part of the Industry Waste Reduction Scheme (IWRS). Participating members in the IWRS are CropLife Australia, Animal Medicines Australia, Veterinary Manufacturers and Distributors Association, the National Farmers' Federation and the Australian Local Government Association.



## ChemClear's biggest collection in South Australia

**ChemClear recently spent four weeks collecting unwanted and out-of-date agvet chemicals from farmers and chemical users in South Australia.**

This year's collection is ChemClear's largest in the state, with registrations reaching more than 26,000 L/kg of agvet chemicals. A total of 98% of the chemical collected is used as an alternative fuel source in the manufacturing of cement.



## Moree takes out 1 million *drumMUSTER* milestone

**Moree Plains Shire Council has become the first local government in Australia to collect one million drums through rural recycling program *drumMUSTER*. Farmers, council workers and community volunteers were recognised as part of the celebration of the council's milestone.**

The program first started in Moree in February 2000, collecting drums

that had been used by the local aerial spraying operators. By the end of the year, the Shire signed *drumMUSTER*'s collection agency agreement to bring the program to the rest of the local farming community.

Since 1999, *drumMUSTER* has collected more than 23 million drums nation-wide. That represents more than 28,000 tonnes of waste avoiding landfill. Once collected, the waste is recycled into new and useful products like plastic cable covers, wheelie bins and pipes.



***drumMUSTER***



# Sharing the story: Feeding the world one community at a time

*With nine children, Andrew Cliff Kamtoseni of Malawi understands the importance of feeding a growing family and planet. By following recommended growing practices for maize and grain, Kamtoseni's farm has made enough money to allow him to send his children to school, purchase three automobiles and build both a grocery store and maize mill next to his home.*



**Before he received CropLife International training on crop production, Kamtoseni's maize would not reach maturity before the rainy season ended.**

"I use crop protection products and I grow a lot of different crops so that if there is a

crop failure in one crop, the other crops will sustain me. That is how I ensure every year is a good year."

His goal is to visit as many countries as possible to learn their growing techniques to better his own and ensure continued success for his family and the community that depends on his crops.





The judgment handed down in the *Marsh v Baxter* trial reaffirms that different crops can be successfully grown side-by-side in Australia.

Australian farmers and consumers alike can be assured that local agriculture is successfully providing the choice in crops and food they expect.

Australian farmers are increasingly turning to Roundup Ready canola for its effective weed control and impressive yields. In addition to the agronomic benefits, a recent independent study revealed that Roundup Ready canola reduced farmers' environmental footprint through lowered diesel consumption and herbicide use.



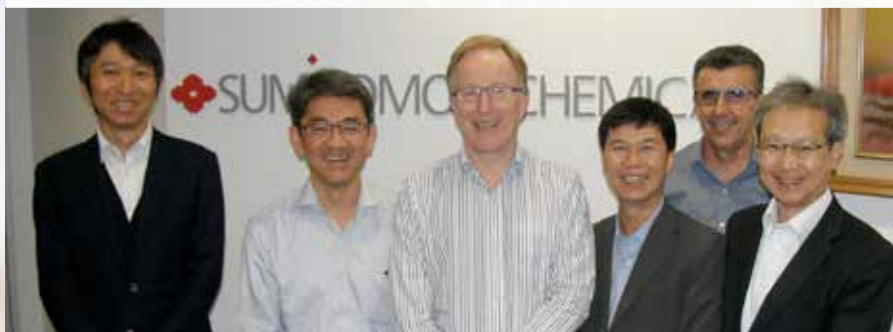
AgNova Technologies continues to work with industry partners to raise the awareness of damage caused to crops by residues from spray equipment, and how this may be avoided with a cleaning regime that includes the use of All Clear DS.

AgNova and UK-based Amega Sciences, the manufacturer of All Clear DS, have compared label cleaning recommendations of registered Australian herbicides and other products with All Clear DS. All Clear DS performed as well as the recommended cleaner and in almost every case results were better. AgNova is currently working with other R&D companies to expand the list of recommendations.



## Sumitomo Chemical Australia hosts Japanese delegation

In early June a delegation of senior management from Sumitomo Chemical from Japan and Singapore visited Sydney to meet with Sumitomo Chemical Australia. With Australia being such a significant part of the overall Sumitomo business in the South-East Asian region, the delegation was keen to develop a better understanding of the dynamics of this market and discuss the ongoing development of the Sumitomo product portfolio.



Pictured at the Sumitomo Chemical Australia head office are (L-R) Hiroshi Yokota (Business Planning Team manager—Tokyo), Shinsuke Shojima (General Manager Marketing—Tokyo), Tony Brookes (MD Sumitomo Australia), Phawat Chaimahawan (Commercial Manager—Singapore) Brett Ryan (Marketing Manager—Australia) and Tomoyuki Miyashita (Manager Asian Pacific Marketing Team—Tokyo)

## Farmoz changes to new global brand name, Adama



Farmoz has officially commenced trading under the new global brand, Adama. The roll out is part of a staged global branding program where more than 40 company brands will transition to one single brand, Adama.

The name Adama means 'earth' in Hebrew, the essential element of farming, and represents the company's commitment to advancing agriculture in Australia and its other markets around the world.

Adama's new logo is a stylised 'A' and echoes the three As in Adama. It is also an arrow pointing upward—a simple, universal image of growth. The logo is consistent with Adama's business approach to work together with its partners and the entire farming community to generate growth.



Bayer CropScience was recently selected as a winner of the Australian Business Awards in the Community Contribution category—recognised for the opening of their state-of-the-art wheat and oil seed breeding centre near Horsham, Victoria. The annual Australian Business Awards recognise organisations that demonstrate the core values of business excellence, excellence of service, social and environmental contributions.



Rob Hall, General Manager of Bayer Seeds ANZ with the award





Mr Brent Finlay, President of the National Farmers' Federation, Mr Matthew Cossey, Chief Executive Officer of CropLife Australia, the Hon. Barnaby Joyce MP, Minister for Agriculture, and Mr Damien Ryan, Vice President of CropLife Australia

## CropLife Annual Agricultural Industry Budget Breakfast

The CropLife Annual Agricultural Industry Budget Breakfast was recently held at the National Press Club.

In what is a sign of the increasing importance of the agricultural industry for Australia's economic prosperity, the record number of guests more than doubled previous years and included Members of Parliament, Senators, senior public servants and regulators, industry leaders in the agriculture and food sectors, and diplomats.

The audience was addressed by the Minister for Agriculture, the Hon. Barnaby Joyce MP, CropLife Vice President, Damien Ryan, and CropLife Chief Executive Officer, Matthew Cossey. The speakers discussed the need for strategic planning in the sector and the significant role that the plant science industry plays in providing the tools that Australian farmers need to remain productive and competitive. Minister Joyce commended CropLife Australia for its continued leadership in hosting the event, which provided industry with an opportunity to hear directly from the Minister on specific agricultural components of the Federal Budget.

CropLife Australia Vice President, Mr Damien Ryan expressed his pride in the contribution that the plant science industry makes to Australian agriculture by providing farmers the very best tools and products for their farming systems. He highlighted that innovation in all sectors of agriculture is the foundation of future growth and competitiveness.



Mr Brent Finlay, President of the National Farmers' Federation, and Mr Duncan Bremner, Chief Executive Officer of Animal Medicines Australia



Mr Keith Pitt MP, Member for Hinkler, and His Excellency Pedro Villagra Delgado, Argentinian Ambassador



Mr Damien Ryan, Managing Director of Sipcam Australia and Vice President of CropLife Australia



Mr Brad Williams, new Deputy Chief Executive Officer of CropLife Australia, and Mr Andrew Metcalfe AO from Ernst and Young and former Secretary of the Department of Agriculture, Fisheries and Forestry

## CropLife Australia

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 ag-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 \$17.6 billion a year to the Australian economy and directly employs thousands of people across the country.
- CropLife Australia member companies contribute over \$13 million a year to stewardship activities, which ensure their products are sustainably managed for the benefit of users, consumers and the environment.
- It costs up to US \$136 million and 13 years to research, develop and register a new GM crop product.
- It costs up to US \$256 million to research, develop, and register a new crop protection product: only 1 in 139,000 chemical products make it out of the laboratory.
- Pesticides are a key tool for farmers; increasing crop production by up to 50 per cent by ensuring crops are pest and disease free.
- In 2011 the total farm income benefit from using GM technology was US \$19.8 billion an average increase in income of US \$133 per hectare.
- The amount of carbon dioxide emissions saved by biotech crops in 2011 was equal to removing 10.2 million cars from the road for one year.



Crop Protection

Crop Biotechnology

Industry Stewardship

### CROPLIFE AUSTRALIA MEMBER COMPANIES



### CROPLIFE AUSTRALIA LIMITED