



## MEDIA RELEASE

### PLANT SCIENCE KEEPING OUR GLASSES FULL ON INTERNATIONAL BEER DAY

**Thursday 31 July 2014 (Canberra)** – On the first Friday in August every year, the world comes together for a global celebration of beer with their mates, in pubs, back yards and breweries. It is an appropriate time to reflect and raise a glass to the plant science industry that makes beer production possible.

“In 2013, a report by Deloitte Access Economics (DAE) revealed that the production of hops would not be commercially viable in Australia without the use of crop protection products. Hops are an essential ingredient in the brewing of our favourite beers,” said Matthew Cossey, Chief Executive Officer of CropLife Australia.

“The finding by DAE extends to onions, grapes, papayas and many other fruits, nuts and grains, none of which could be commercially produced in Australia without the availability of modern, innovative crop protection products.”

“In total, \$17.6 billion of Australian agricultural output is attributable to the use of crop protection products; equivalent to 68% of the total value of Australian crop production.”

“This confirms that an Australia without modern, approved, safe agricultural chemistry used by farmers in a responsible manner would be an Australia incapable of commercially producing beer and wine; not to mention an array of fresh, local produce we take for granted every day.”

“A number of international studies have also confirmed that the grocery bills of the average consumer would be almost twice as expensive and the variety of local food to which we'd have access would be alarmingly narrow without having access to modern pesticides.”

“An Australia without access to effective crop protection would severely limit our ability to responsibly enjoy a refreshing beer,” concluded Mr Cossey. “Cheers to the plant scientists who make it all possible.”

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**International Beer Day is being celebrated on Friday 1 August - <http://www.internationalbeerday.com/>**

#### **About 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 and formulators of crop protection and agricultural 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. 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 and its members are committed to the stewardship of their products throughout their lifecycle and to ensuring that human health, environment and trade issues associated with agricultural chemical use in Australia are responsibly and sustainably managed. Our member companies contribute more than \$13 million a year to stewardship activities to ensure the safe and effective use of their products. CropLife ensures the responsible use of these products through its mandatory industry code of conduct and has set a benchmark for industry stewardship through programs such as *drumMUSTER*, ChemClear® and Agsafe Accreditation and Training. Our stewardship activities demonstrate our commitment to managing the impacts associated with container waste and unwanted chemicals.

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

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