



HeadsUp

A COMMENTARY
ON INDUSTRY ISSUES



Confidential

CropLife members only

Celebrating 25 years of GM crop cultivation in Australia

On National Agriculture Day #AgDayAU 2021 we celebrate the enormous contribution Australian farmers and the broader agriculture industry make to our lives everyday. This year also marks a major milestone for the plant science industry and Australian farming with the 25th anniversary of the commercial cultivation of GM crops. This is an important reminder to the nation's agricultural sector, and the Australian community more broadly, of the important and significant contribution that the innovations of CropLife member companies make to the sustainability, productivity and profitability of farming.

To celebrate this enormous contribution from the plant science industry, and in recognition of the significant milestone for GM crops for our nation this year, CropLife Australia has today launched the 25 years of GM crops campaign as part of Ag Day.

Since 1996, GM crops have been a staple of Australian farming with the environmental, agronomic and economic gains they bring a key part of their success and growth over the last 25 years. This National Agriculture Day is a good opportunity to recognise how fortunate the nation is to have some of the world's best farmers and how crucial it is that our farmers have access to new modern innovations, such as modern crop protection products and biotechnology seed innovations, that enable them to become even more environmentally sustainable and profitable.

The below video has been launched today. Over coming weeks, additional social media content will be released in conjunction with a four page spread in the next edition of CropLinks which will be sent to all Federal Parliamentarians, key state and territory Ministers and Parliamentarians and supplied with each December edition of Rural Business magazine.



The theme for National Agriculture Day 2021 is #AgVenture, celebrating the multitude of careers in agriculture, including those in the plant science sector.

We encourage all members to actively promote the campaign materials throughout networks and social media channels to join in this celebration of ag-biotechnology.

Read our full media release [online](#).

For more information, contact: Katherine Delbridge | 0410 491 261 | katherine.delbridge@croplife.org.au

All previous Heads Up alerts can be found through the [member section of our website](#).

Please note:

As an employee of one of CropLife Australia's member companies, you currently receive CropLife Australia's Heads Up, a service by CropLife Australia providing a commentary on industry issues. To unsubscribe, please send an email to: info@croplife.org.au and write 'unsubscribe Heads Up' in the subject box.

