

# The Role of Crop Protection in Responding to Global Food Demand

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*Jay Vroom*  
*CropLife America*

*ASTA 2014 Annual Meeting & Exhibits*  
*Dana Point, CA*  
*April 28, 2014*



# What? Why?

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- ASTA & CLA!

• Food Industry

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Crop Protection!



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*MUTUAL INTERESTS ABOUND 😊*

# How This “New Alliance” Began

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- Late 2011 . . .
  - First there was an orange grove in Brazil
  - Disease to be controlled
  - Juice concentrate export to USA . . .

# Natural and Fresh . . .

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# Processed. . .

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# January 2012

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- Coca-Cola self-reports to FDA – unapproved fungicide in Brazilian concentrate
- Led to connection with CropLife
- Rest is history – CLA Food & Beverage Committee today!

# CLA Food & Beverage Committee Members

- Ron Williams, **The Coca-Cola Company, Chair**
- Greg Sommerville, **McCormick, Co-Chair**
- Diane Allemang, **Cheminova**
- Patrizia Barone, **Unilever\***
- Constance Cullman, **Dow**
- Cheryl Deem, **ASTA**
- Randal Girous, **Cargill Agricultural Supply Chain\***
- Peter Goggi, **Tea Association of the USA, Inc.**
- Kelly Johnston, **Campbell's Soup\***
- Kirk Kealey, **Pepsi\***
- Jason Klywka, **Kraft\***
- Roger Lawrence, **McCormick**
- Gabriele Ludwig, **Almond Board of CA**
- Carolyn Meduski, **Nestlé**
- Mark Nelson, **Nestlé\***
- Michael Parris **Monsanto**
- Kelley Poole, **Verto Solutions\***
- Jean Reimers, **Bayer CropScience**
- Dan Skrypec, **Kraft\***
- Cindy Baker Smith, **AMVAC Chemical Corporation**
- Daniel Sonke, **Campbell's Soup\***
- Adao Torres, **Cutrale\***
- Samuel Zeller, **Unilever\***



Karil Kochenderfer, *Linkages Consultant*

*\*Membership pending or considering membership*

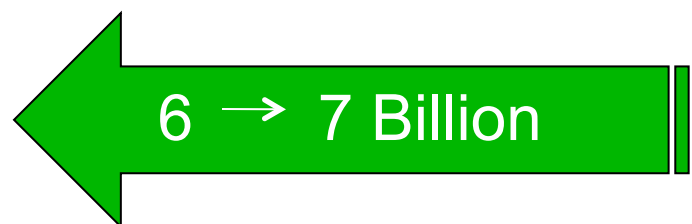


# CLA Food & Beverage Committee

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1. Harmonization of MRLs
2. Modern Ag Outreach
3. Help identify areas for innovation need

# Modern Agriculture Today



+ 1 BILLION!!

>50% in Cities  
(2011 for first time)

# Modern Agriculture Today

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- +925 million hungry; 1,500 million obese
- 50% of world's farmers unable to feed their own family

## Market Performance 2012

(Distributor level – average exchange rates - Nominal US\$)

Year	Crop Protection (\$m)	Non-Crop Agrochemicals (\$m)	GM Seed (\$m)	Conventional Seed (\$m)
2002	25150	4270	3140	13060
2003	26710	4445	3709	13521
2004	30725	4675	4476	14524
2005	31190	4905	5095	14657
2006	30425	5150	5855	14485
2007	33390	5365	7062	14648
2008	40475	5655	9150	16870
2009	37860	5860	10570	17185
2010	38315	5880	12870	17950
2011	44528	6290	15685	18810
2012	47360	6372	18495	19065
<b>2012 / 2011 %</b>	<b>6.4%</b>	<b>1.3%</b>	<b>17.9%</b>	<b>1.4%</b>

Agrochemicals = \$53,732 +5.7%

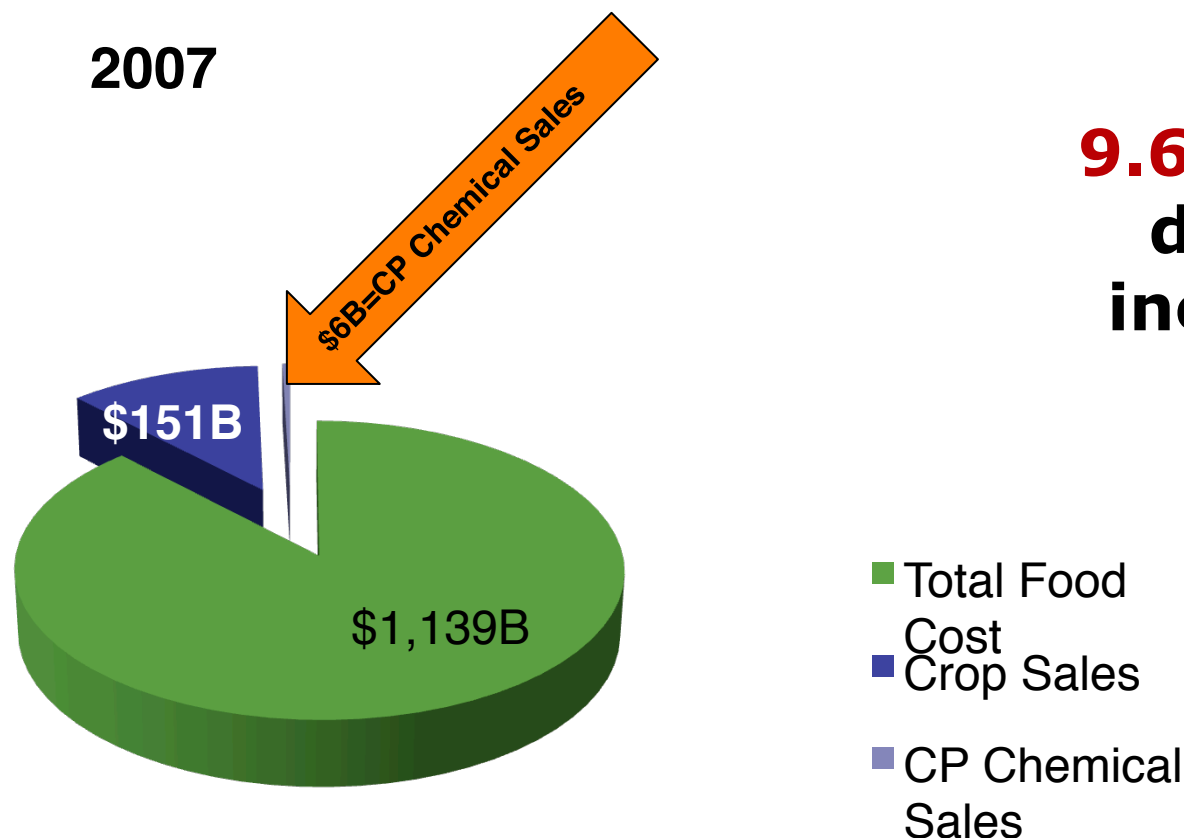
Seed = \$37,560 +8.9%



## Product Introductions and R&D by Crop

Number of new Active Ingredients		Time period				
		1980/1989	1990/1999	2000/2009	2010/12	In R&D
Herbicides	Cereals	15	12	12	0	2
	Soybean	11	10	1	0	1
	Maize	2	10	9	1	2
	Rice	11	19	15	1	3
	F&V	2	1	0	0	0
	Other	10	5	2	2	1
	Total	51	57	39	4	9
Insecticides	F&V	11	16	16	3	4
	Rice	5	2	3	1	5
	Cotton	9	12	3	0	0
	Others	4	7	5	1	3
	Total	29	37	27	5	12
Fungicides	F&V	13	9	17	5	4
	Cereals	14	16	8	6	1
	Rice	9	5	7	1	1
	Others	0	0	0	0	1
	Total	36	30	32	12	7
Others		7	3	5	1	0
Total		123	127	103	22	28
Average annual rate of introduction		12.3	12.7	10.3	7.3	5.6

# AgChem Value to U.S. Food Consumer



**In 2008,  
9.6% of U.S.  
disposable  
income was  
spent on  
food.\***

Per U.S. OTA May '09 news release, 3.5% of food sales are organic.



# The Ripple Effects of Crop Protection

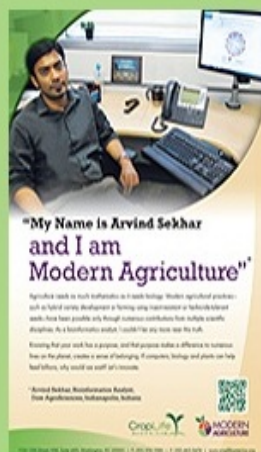
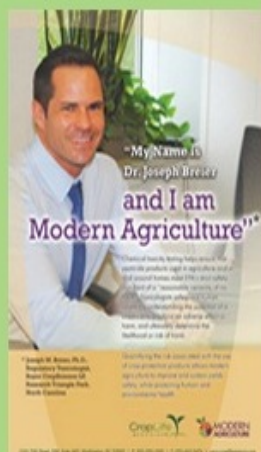
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- Use of crop protection products has created **1.05 million jobs**, and generated a payroll of **\$30+ billion**
- Crop protection products increase yield and the production of higher quality of crops, and added:
  - **\$51.4 billion** (field crops)
  - **\$18.9 billion** (nut/fruit crops)
  - **\$11.5 billion** (vegetables) in crop value
- The use of crop protection products increases affordability of food by up to **47.9 percent** for an average American family of four



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# Get Your Masters Degree!

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Masters in Modern Agriculture (MMA) is a program geared to help employees of CLA member companies or state associations to speak more confidently and knowledgeably on behalf of modern agriculture.





# Join the Conversation—Find Us Online!





# Industry Collaboration

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- U.S. Farmers and Ranchers Alliance
  - An association of farmers and ranchers devoted to answering American consumers' questions about how food is raised
  - [www.fooddialogues.com](http://www.fooddialogues.com)



# Industry Collaboration

- *America's Heartland* is a magazine style, half-hour TV series produced by KVIE, in Sacramento, CA.
- Gives consumers an inside look at the people and processes involved in providing food, fuel and fiber to a global family.



# How It Began...

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**Insecticide Act of 1910**



**Federal Insecticide,  
Fungicide and  
Rodenticide Act (1947)**



# A New Era of Awareness

1970: Norman Borlaug  
1962: *Silent Spring* published wins Nobel Peace Prize

1970: U.S. Environmental  
Protection Agency is created





# The Green Revolution

“The battle to feed all of humanity is over. In the 1970s and 1980s hundreds of millions of people will starve to death in spite of any crash programs embarked upon now.” – *The Population Bomb*, 1968



- Pakistan:
  - Wheat yields rose from 4.6 million tons in 1965 to 8.4 million in 1970.
- India:
  - Wheat yields rose from 12.3 million tons to 20 million tons in less than a decade.

# Back to Food & Beverage Committee

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## “MRL Harmonization”

1. CLA & CLI focus for 30+ years
2. Progress (some) made
3. Much more progress needed
4. Science and food demand = constantly changing



# Harmonization – Everywhere, Anywhere

- APEC\* opportunity (new example)

*Streamlining Regulation Boosts Wine Trade*





# Thank You!

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