

ExCo Strategic Direction

Executive Committee reviews and updates the Strategic Priorities in an extended meeting in Paris

February 2011

On February 1-2, 2011 the Executive Committee of CropLife Africa Middle East met at the Millennium Hotel, Charles de Gaulle Airport, near Paris for an extended meeting to discuss and update the Strategic Priorities which were last amended in Milano in March 2009. The need for a strategic discussion was felt particularly necessary and useful to reach the alignment of views and expectations of a newly composed Board, following the elections in 2010. The primary discussion theme was the focus on relevant activity areas (CropLife International uses the term Key Results Areas) where the regional association should allocate most of its time and resources. A second topic discussed was the question on how the regional association could achieve best alignment and performance with its many national association members. The question asked, is the actual support of so many national associations that often represent rather modest and commercially insignificant agro-input markets really justified? Should the limited funds and time not be better utilized by concentrating our activities on fewer countries? In a third session the actual overall set-up of the regional association was challenged and discussed. Is the existing structure (three hubs with a decentralized staffing) still the best option and are the processes and governance still the most adequate when considering some important developments and changes in the past few years.

The Executive Committee meeting was also attended by Bernhard Johnen, Director Regulatory Affairs of CropLife International and one of the major sponsors of our activities in the region. Bernhard gave a special presentation covering the global initiative "Principles of Regulations", a project that has particular relevance to our Africa region. Keith Jones, Director Stewardship of CropLife International had also been invited but had to apologize for a late change and clash with the global Stewardship Meeting held in Brussels on the same day. The meeting discussed and confirmed the regional Strategic Priorities in two separate group discussions as presented below. For more details see www.croplifeafrica.org

- ◆ Regulatory Matters including the Goal of Harmonization
- ◆ Stewardship consisting of:
 - Integrated Pest Management (IPM) & Responsible Use
 - Container Management
 - Implementation of the International Code of Conduct
 - Removal and avoidance of Obsolete Stocks
 - Effective Resistance Management
- ◆ Effective Use of Resources - National Association Management & Development
- ◆ Intellectual Property Rights (IPR) and Anti Counterfeiting
- ◆ Communication and CropLife Brand and Image Building
- ◆ Biotechnology

The meeting took the decision to implement a focused priority setting process in the future and agreed on the relevant criteria to allocate 80% of resources and time on 20% of key markets and countries. As regards the review of the regional associations operations and structure, a small project team was appointed with the task to review and propose the necessary changes to the next ExCo Meeting in June.

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ORIENTATION STRATEGIQUE

LE COMITE EXECUTIF REDEFINIT LES PRIORITES STRATEGIQUES

Le comité exécutif (Executive committee, ExCo) a tenu sa première réunion 2011 à Paris pour discuter et redéfinir les priorités stratégiques lesquelles avaient été amendées en mars 2009 à Milan, Italie. Le besoin de redéfinir ces priorités s'est avéré nécessaire pour une convergence de vue et attentes de la nouvelle direction mise en place à la suite des élections de 2010.

Les discussions ont porté sur le besoin d'allocation des ressources limitées dans les domaines d'activités pertinentes, et comment les nombreuses associations nationales pourraient mieux se conformer et exécuter leur mission par rapport à CropLife Afrique Moyen Orient. En somme les associations nationales représentant souvent des parts de marché modestes voire insignifiantes, l'on est à se demander s'il ne faut pas mieux concentrer les activités sur moins de pays. Un autre sujet abordé concernait la structure actuelle de l'association comportant 3 hubs avec un personnel décentralisé. Cette structure est-elle la meilleure option et les processus et la gouvernance les plus adéquates au vu des importants changements et développements de ces dernières années?

L'ExCo a adopté, suite aux discussions et rapports des 2 groupes de travail, les priorités stratégiques régionales suivantes:

- ◆ Réglementations visant l'harmonisation
- ◆ Stewardship comprenant:
 - * La lutte Intégrée et l'utilisation responsable
 - * La mise en œuvre du code de conduite international
 - * La gestion des emballages
 - * Elimination et prévention des stocks obsolètes
 - * Gestion Effective de la Resistance
- ◆ Utilisation Effective des Ressources-Gestion et Développement des associations nationales.
- ◆ Droits de Propriété Intellectuelle et AntiContrefaçons
- ◆ Communication et Promotion de l'image de CropLife
- ◆ Biotechnologie

L'ExCo a pris la résolution de mettre en œuvre un processus de définition des priorités fondée sur des critères pertinents afin d'allouer 80% des ressources et temps à 20% des marchés et pays. A cette fin l'analyse de la structure et des activités des associations nationales sera confiée à un comité restreint qui proposera les changements nécessaires à la prochaine réunion de l'ExCo en juin.

Bernhard Johnen, Directeur de la Commission Politiques Réglementaires de CropLife International sponsorisant de nombreuses activités dans la région a pris part à cette réunion de l'ExCo. Il a d'ailleurs fait une présentation sur l'Initiative « Principes de Réglementations », un projet pertinent pour la région Afrique. Keith Jones, Directeur de la Commission Stewardship de CropLife International également invité s'est excusé, pour raison de conflit de calendrier lié à la réunion de la Commission globale Stewardship qui tenait sa réunion à Bruxelles à la même date.



Executive Committee
CropLife AME

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Stewardship Steering Committee Meeting

The global Stewardship Steering Committee (SSC) of CropLife International held its 1st meeting for the year on 2 February at the CropLife International offices in Brussels.

Chaired by Keith Jones and attended by representatives from affiliate regional associations, the SSC focused on reviewing the stewardship activities carried out in 2010.

Regional coordinator, Ali Mohammed Ali, represented CropLife Africa Middle East and presented the region's stewardship activity report for 2010 which reflected the stewardship priorities as set out in "Vision 2010". Reports from other global regions were also reviewed in line with "Vision 2010".

The SSC also reviewed the components of "Vision 2020" whilst maintaining the ongoing priorities, namely, RU/IPM, COC rollout, obstocks and container management. An additional priority approved was the issue of "Resistance Management" involving the Resistance Action Committees of RAC, FRAC, and HRAC.

The SSC confirmed and approved the organization of the CropLife global stewardship conference (External Advisory Panel) scheduled for 18-20 October 2011 in Berlin, Germany where approximately 40 external stakeholders will participate together with 20 industry participants from member companies and regional associations.

The India Secure Storage Project has been declared operational from January 2011 with the supported funding from the CPSC.



SSC in session, Brussels—2nd February

Dr Keith Jones



Regional Coordinator—Ali Mohamed Ali presenting the Stewardship Report



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Obsolete Stocks Project Team

The Global Obstocks Project Team held its follow-up meeting on 3 February 2011 at the Blue Tower building in Brussels, Belgium. The meeting reviewed and resolved a number of issues pertaining to both current and future activities:

- Current disposal and safeguarding activities were reviewed and action plans put in place until end 2011. It was confirmed that the ASP will close by year-end 2011.
- Disposal activities will continue in Ethiopia, South Africa, Tanzania and Tunisia during 2011.
- Safeguarding projects to continue during 2011 are those of Ghana, Cameroon, Malawi and Kenya. The collected stocks in Kenya and Malawi are planned for destruction, whereas for Ghana and Cameroon, there are no disposal activities planned at this stage.
- Future CropLife International contribution towards disposal projects will be jointly managed and channelled through the FAO.
- Subsequent interventions on obstocks disposal and safeguarding activities will be resolved with other stakeholders on a case by case basis.

The new structure of the global Obstocks Project Team will be headed by Hans Dobson as the Programme Manager / Safeguarding Project Manager (Cameroon). Manon Dohmen was confirmed as the capacity building specialist for all countries and David Laycock as the Safeguarding Project Manager for Ghana, Malawi and Kenya.



Obstocks Project Team—Brussels



West and Central Africa

IPM/Responsible Use Training of Applicators & Retailers in Côte d'Ivoire

A training of pesticide applicators and retailers took place covering IPM/RU in Bassam, Côte d'Ivoire from 14 – 18 February. There were 52 participants made up of 21 retailers, 18 technical advisors and 13 applicators.

The Objective was to provide the necessary knowledge for the handling of pesticides and usage in specific fields based on the following:

- * Basics on pesticides, and formulations.
- * Labels, toxicity and pictograms of pesticides.
- * Safe transportation and storage.
- * Application and calibration of equipment.
- * Protection and fumigation of stored products.
- * Poisoning first aid treatment.
- * IPM and good agricultural practices (GAPs).

The participants were evaluated at the end of the 4 day session. All completed the course and were presented with certificates by the Director of Crop Protection Department, Ministry of Agriculture.



Participants undertaking group work (above) and participating in a fumigation exercise (below).



B. Yao, Hub Coordinator (above) and M. Dosso (R) addressing participants and officials during the opening and closing ceremony to highlight the importance of the training for responsible use of pesticides.



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CleanFarms Safeguarding Project, Ghana



L-R : J. Biney, Executive Secretary, CropLife Ghana, Dr V. Suglo, Director PPRSD on behalf of Dep. MOFA, and W. Kotey, Chairman CropLife Ghana addressing participants during the opening ceremony.

CleanFarms Stakeholders Meeting 16 February 2011— Accra, Ghana.

Fifty representatives from various organizations and institutions involved in pesticide policies and management in the country participated at the event.

The meeting was opened by V. Suglo, Director PPRSD, representing the Deputy Minister of Food and Agriculture Yaw Effah-Baafi, whilst William Kotey, President of CropLife Ghana chaired the session.

The objective of the event was to:

- * Inform the relevant stakeholders on the progress of the project and to seek possible contributions for funding from various agencies and organizations.
- * The opening ceremony by 2 speakers covered the rationale of project and the benefits this will bring to the country.
- * A detailed presentation on the project, progress and future activities, with the subsequent funding needed was given by David Laycock, Project Manager.
- * A plenary session presentation by Vesper Suglo, PPRSD covered the “sustainability of a container management program”.
- * A second plenary session presentation by John Pwamang, EPA covered “improved governance on the importation of pesticides with regard to labelling information”.
- * Group sessions discussed “legislation and sustainable funding of a container management program”, “co-funding for safeguarding and disposal activities for booked materials, “improved governance on importation of pesticides with regards to labelling information”

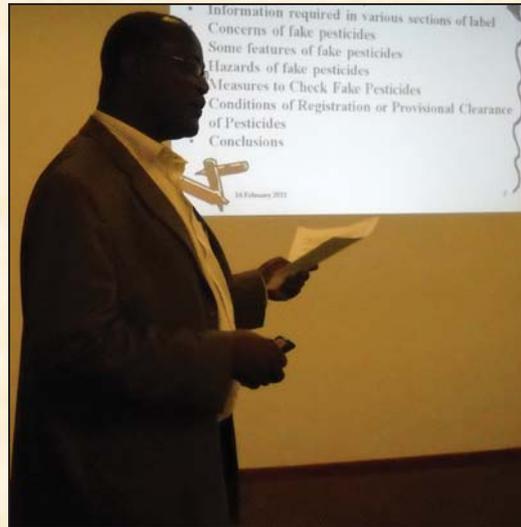
The recommendations of this intervention will be presented in the workshop report which will be circulated to the participants.



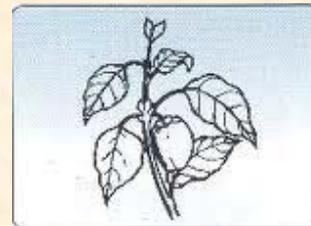
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CleanFarms Safeguarding Project, Ghana



D. Laycock giving an update on the project (L) and J. Pwamang, EPA, explaining labelling of CPPs (R).



L-R: B. Yao, CropLife AME, D. Laycock, CropLife Int., W. Kotey, CropLife Ghana, V. Suglo, Director PPRSD, and J. Pwamang, EPA Ghana paid attention to the messages carried out in discussion which was extended during the breaks with H. Clarendon, FAO, Felicia Amprofi, Dep. Director PPRSD and V. Suglo.

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Meeting with the FAO Regional Office for Africa, Accra, Ghana

On 17 February a meeting took place with Hannah Clarendon, Crop Protection Officer, RAFT-AG at the FAO Regional Office, Accra, Ghana.

The purpose of the meeting was to:

- * Exchange views and update the FAO on the status and progress of the regulatory initiatives in the sub-region and seek their support for this.
- * To finalize invitation details for H. Clarendon to participate at the upcoming WCA Hub workshop in Ouagadougou.
- * Discuss the ECOWAS framework document which will be provided to her for information purposes.
- * Hannah indicated that 2011 will be the "Pesticides Year" on her calendar and therefore considers the harmonization approach of the various initiatives as being of critical importance. This includes the COAHP/ECOWAS, CPAC/CEMAC and ESA/SEARCH initiatives. She stressed that such initiatives can only go forward once the individual countries have their own legislation in order.

Meeting with Agribusiness & Trade Promotion (ATP)

A meeting took place with ATP in Ouagadougou, Burkina Faso on 24 February.

Participants included:

- * R. Vogelsperger, Deputy Chief of Party.
- * Ursula Kohlen, Value Chain Coordinator
- * Rose Wanzie, Maize Value Chain
- * Mamadou Sanfo, Millet/Sorghum Value Chain

The objective of the meeting was to cover the following:

- * Hub workshop: ATP will participate at the upcoming hub workshop to provide an update on their activities; the supported federation of cereals producers will present their advocacy/lobbying activities to ECOWAS for quality agro-inputs in the sub-region.
- * Future Joint Activities: an advanced IPM/ISFM course in April and May followed by farmers training under the supervision of CropLife Africa Middle East (training facilitators); one session for Francophone trainers will convene in Ouagadougou whilst the one for Anglophone trainers will convene in Accra. A ToT training is being considered in Senegal.
- * The summary report of the activities carried out will be prepared by Rose L. Wanzie, Maize value Chain; whilst CropLife AME will provide the necessary information to update the suppliers directory.



AGRIBUSINESS AND TRADE PROMOTION
EXPANDED AGRIBUSINESS AND TRADE PROMOTION

**"EXPANDING INTRA-REGIONAL TRADE
FOR GROWTH AND FOOD SECURITY"**

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East & Southern Africa

ASP South Africa

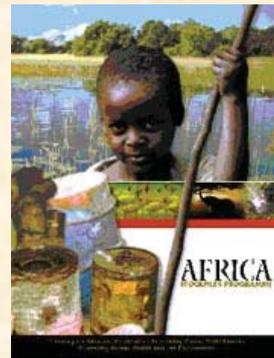
Five containers from the Holfontein site were shipped to the UK on Tuesday 8 February. All remaining stocks have been packed and will be shipped during the second week of March.

On 17 March a concall took place from the offices of the Department of Environmental Affairs (DEA) with the new Task Team Leader of the Project at the World Bank during which a number of issues were covered, but what is of importance are the following:

- * The Bank fully supports the extension of the Grant Agreement and are prepared set a new "closing date" as end June 2012. This is a major concession on their part. DEA have now to formally request an extension and to this effect the Bank will supply them with a draft template to speed-up the process,.
- * The "tender" for the additional two provinces remains a bit of an issue but should be sorted out with the help of the Bank by month end.
- * The Bank agreed that the simplified EIA and EMP used in the Limpopo Pilot Project can apply to the clean-up of the rest of the obstocks and that no CESA is required. This is a major relief as this exercise would have meant briefing a consultant of which the task itself is normally a six month undertaking.
- * The extension of the "closing date" from 31 December 2011 to 30 June 2012 could also apply to both Ethiopia and Tanzania.

An additional discussion point with DEA was that the Department have just completed their application to the Minister to list obsolete pesticides and associated wastes as a recognised "waste stream" and for Industry to submit their Waste Management Plan by end July.

Part of the 5 containers being packed for shipment



Drums correctly labelled

Madagascar

SPRAY SERVICE PROVIDER PROJECT (FROM FARMER TO FARMER)

On 12 January 2011 the Executive Committee of CropLife Madagascar ratified the launch of a new project called PSAP (Paysans Spécialistes en Applications Phytosanitaires) or Farmer's Spray Service Provider Project. The idea is to professionalise the existing farmers offering spray services to their communities by training them in the Responsible Use of Pesticides and in pest identification and control.

The project is taking place in the Ambatondrazaka region, which is the n°1 rice production region in Madagascar with over 120.000 ha cultivated. CropLife Madagascar signed a MoU with CIRAD – BV Lac and the Ministry of Agriculture for the implementation of the project and the respective financing. Many stakeholders in the region including NGOs, registrars, farmer's cooperatives and federations are part of the project and there is a steering committee who will meet every 2 weeks during the duration of the project. Mr RASOLOARISON Bernardin, head of local registrar has been elected as chairman of the steering committee.

CropLife Madagascar has entered into partnerships with 2 local radio stations and has made a 30 second recording covering the communications on the project and another 30 second recording for the Safe Use program. These 2 recordings have been broadcast 3 times per day during a 2 week period. (Weeks 7 and 14 February).

A project officer has been hired by CropLife Madagascar and the project officially launched on January 19. It will close on April 27th. A tremendous effort has been undertaken to select partners and beneficiary farmers. A total of 45 farmers were identified by partner organisations as complying with the criteria. They were interviewed on February 22nd by members of the steering Committee and 28 were selected to go forward for the training. The training will take place from 9 - 11 of March and those who will pass the test will be given a badge carrying the logos of CropLife Madagascar, Ministry of Agriculture and CIRAD, proving that they were trained for the year 2011 and are able to offer their services for the remainder of the year. In 2012, a similar project will be undertaken with 2 sessions: a refresher course and a training course. The 2011 training course is free of charge but from 2012 onwards, a training fee will be charged to the trainees.

The training will be conducted by Arivelo, a master trainer that was trained by Manon and Raphael in October 2007 under a CropLife/IFDC ToT and again in March 2008 during a ToT follow-up.

The course on pest identification and control will be conducted by a team of local registrars. Each beneficiary cooperative will request their technical staff to follow up on their respective spray service provider and the farmers using their services. Non members of these organisations will be followed up by selected agents of the MoA. CIRAD will cover all logistical costs regarding follow-up and stewardship. A follow-up sheet has been designed to be completed by the technical staff on a weekly basis to assess the pertinence and impact of the project.



Left::Rivo, Chairman of CropLife Madagascar with Philippe Granjean, Project Head of BV Lac – CIRAD and Deputy Director Andriatsitohaina Rakotoarimanana

Above: Interviewing process for SSP candidates

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Ethiopia

Under the component of “prevention”, the partners within ASP Ethiopia conducted a training workshop aimed at capacity building in line of pesticide stores management.

The workshop was opened by Ato Fikre Markos, Deputy Director for the Animal and Plant Health Regulatory Directorate and took place in the Debrezeit area which is an intensive agricultural production region.

Twenty six candidates participated representing the country’s eleven regions. By all accounts the workshop was gauged to have been pretty successful. The partners are planning future visits to at least four of the main areas namely; Oromia, Amhara, SNNRS and Tigray where these trainers will operate.



Zambia

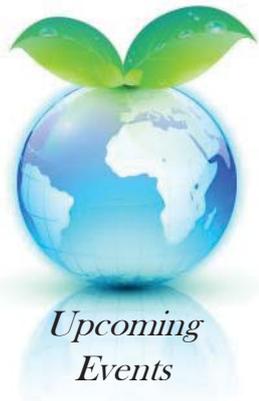
SSP Project, Zambia – Communications Project

The questionnaire developed by CARE Zambia in which the impact assessment of Responsible Use Training and its role on small scale farmer livelihood will be measured, was received and commented on.

The project will look at the training provided to the Spray Service Providers, who are themselves farmers, together with the cascading effect on the small scale farmers who used their services. This will provide evidence creation to enable to effectively communicate the contributions of the plant science industry to policy stakeholders of our commitment to responsible use to the small scale farming sector. It is planned to finalize and field test the questionnaire during March and make this operational from April.



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CropLife Malawi AGM	Mar 8
Plant Biotech, Africa Regional Network Meeting, Malawi	Mar 10-11
Launch Workshop for the CropLife Quality Scheme—Accra	Mar 18
RRC 1-2011—Geneva— Hosted by DuPont	Mar 21-22
Global Container Management Concall	Mar 22
Meeting—Locust Product Procurement—Brussels	Mar 23—24
ToT Responsible Use—Sudan	W/C 4 Apr
WCA Hub & Regulatory Workshop -Ouagadougou, Burkina Faso	Apr 12 –13
CropLife Egypt Service Providers Training—Cairo	Apr 14
Master Trainer Selection for ACIDI-VOCA project—Egypt	Apr 25
Launch of Cocoa Project—ICCO—Cameroon	May 9-12
Project Team Meeting “Operations” - Geneva	May 13



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GROWING FOOD - CREATING RENEWABLES - SUPPLYING SUSTAINABLY

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