



## Communications

### Explaining Plant Science

#### Growing Food

#### Creating Renewables

#### Supplying Sustainably

These three twinned words represent the core messages CropLife is using to help explain the benefits of plant science. Too often, the plant science sector focuses on the specific issues it faces in its day-to-day work - training people on responsible use, working with distribution systems, helping farmers, and addressing regulators. Sometimes it is easy to forget that the role plant science plays in protecting our food supply and allowing agriculture to sustainably supply food, fibre, feed and fuel.

The core messages were developed as tools to help the CropLife network talk about the industry with consistency and in a context that works in a wide array of situations. These messages can be part of training programs, outreach to government officials, and even discussions with friends and neighbours.

These messages are not a single campaign. Instead they are meant to be embedded in all your communications materials, from speeches to brochures, annual reports to trade show displays. Please feel free to use them over and over again, even if it feels repetitious. The more they are used, the easier it is to put plant science into a positive context.

#### Core Messages

##### Growing Food

- Protect against pests and diseases
- Innovative technology grows more crops per hectare
- Plant science provides secure, varied, affordable and healthy diets

##### Creating Renewables

- Agriculture grows much more than food
- There is a growing need for food, feed, fibre and fuel
- Plant science enables crops to be the ultimate renewable resources

##### Supplying Sustainably

- Protect natural habitats by improving production
- Preserve soil and water
- Plant science improves life quality in developing nations

Implementing this cost-effective and globally aligned single-voiced communication strategy will positively affect the global context for policy, regulations, and reputation of the industry.

## Growing Food Creating Renewables Supplying Sustainably cont..

It's easy to personalise the messages, as the twinned words of Growing Food, Creating Renewables, and Supplying Sustainably can be customised into different sentences, such as...

- \* plant science exists to help grow food, create renewables, and supply sustainably
- \* the industry enables farmers to grow more food, create more renewables, and supply more sustainably
- \* or you can focus on just one set of messages and message sub-points, such as Growing Food when talking about rising food prices and include the messages about protecting against pests and diseases, growing more food per hectare, and securing healthy, affordable, varied diets.

### Tool kit

Members of the CropLife network can obtain tools related to these messages, including:

#### Core message boards

- \* These give a feeling for the relationship between the imagery and the core messages
- \* The boards are not meant to be published as such but to make it easier to train people who will be using the messages internally

#### Supporting points

- \* These points provide the evidence that supports the 3 core messages – they reinforce benefits or challenge negative perceptions.
- \* They are selected to be truthful, believable, compelling, meaningful and easy to understand.
- \* In some cases, illustration in the form of charts and graphs, and references from third parties also included.

#### Images

- \* In today's world, images are as important as words to convey messages. Photos have been selected to make it easier to represent the messages. Use just one for some projects or as many as you need for brochures or longer documents.
- \* Images are provided to support the core messages, arranged by sub points.

#### Video Clip

- \* A brief clip was developed to introduce the core messages and be incorporated into videos produced within the network of plant science associations and more are under development.

The above are designed to help you understand CropLife's messages and to make it easier for you to use these messages in communication materials, from speeches to brochures, websites to trade show displays. The more they are used, the easier it is to put plant science into a positive context.

To obtain copies of the core message tool kit or other communications material from CropLife International, please contact: [francoise.gregoire@croplife.org](mailto:francoise.gregoire@croplife.org)

R. Anderson, Director of Corporate and Crop Protection Communications, CropLife International

## COMMUNICATION

### Expliquer la Science des Végétaux

#### Produire de la Nourriture-Créer les Ressources Renouvelables-Fournir Durablement

Ces trois mots liés constituent le message central par lequel CropLife explique les avantages de la science des végétaux. Très souvent le secteur de la science des végétaux se focalise sur ses préoccupations quotidiennes de formation sur l'utilisation responsable des produits, de travail avec les distributeurs, d'aide aux agriculteurs, de relation avec les autorités réglementaires. Il est souvent facile d'oublier le rôle que joue la science des végétaux en sécurisant notre alimentation et en permettant à l'agriculture de fournir durablement nourriture, fibre, aliments de bétail et combustible.

Les messages centraux ont été développés comme outils pour aider le réseau CropLife à parler de l'industrie avec cohérence dans toutes les situations. Ces messages peuvent faire partie de programmes de formation, de communication avec les officiels et même de discussions entre amis et voisins.

Ces messages ne sont pas une campagne ponctuelle. Au contraire ils sont destinés à être considérés dans tous vos supports de communication, des discours aux brochures, rapports annuels, aux expositions commerciales. N'hésitez pas à les utiliser et à les réutiliser même si cela doit paraître répétitif. Plus ils seront utilisés, mieux sera perçue la science des végétaux.

#### Messages Centraux

##### Produire de la Nourriture

- Protéger contre les ravageurs et maladies
- La technologie innovatrice produit plus à l'hectare
- La science de végétaux fournit des aliments sûrs, variés, bon marché et sains

##### Créer les Ressources Renouvelables

- L'agriculture produit beaucoup plus que la nourriture
- Il y a un besoin croissant en nourriture, aliments de bétail, fibre et combustible
- La science des végétaux permet aux plantes d'être l'ultime recours comme ressources renouvelables

##### Fournir Durablement

- Protéger les habitats naturels par l'amélioration de la production
- Préserver le Sol et l'Eau
- La Science des Végétaux améliore la qualité de vie dans les pays en développement

## Produire de la Nourriture-Créer les Ressources Renouvelables-Fournir Durablement

La mise en œuvre d'une stratégie de communication unique, d'un coût raisonnable et cohérente au niveau mondial, aura un effet positif dans le contexte global politique et législatif et sur la réputation de l'industrie.

Il est facile de personnaliser les messages car les mots liés Produire la Nourriture, Créer des ressources renouvelables, Fournir Durablement peuvent être personnalisés dans des phrases comme....

La science des végétaux aide à produire plus de nourriture, créer des ressources renouvelables, et fournir durablement.

L'industrie permet aux paysans à produire plus de nourriture, créer plus de ressources renouvelables et fournir de façon beaucoup plus durable.

Ou se focaliser sur juste une série de messages ou parties de messages comme produire la Nourriture en parlant des prix des aliments en hausse, et inclure les messages sur la protection contre les ravageurs et maladies, produire plus à l'hectare, et sécuriser des aliments sains, bon marché et variés.

### Trousse à Outils

Les membres du réseau CropLife peuvent obtenir des outils en relation avec ces messages comme par exemple:

#### Tableau des messages clés

- Pour créer la sensation ou la relation entre l'image et les messages centraux
- Les tableaux ne sont pas destinés à être publiés comme tels mais plutôt pour rendre facile la formation pour les personnes qui vont en faire un usage interne

#### Arguments supplémentaires

- Ces points apportent les preuves qui supportent les 3 messages centraux- ils renforcent les avantages ou réfutent les perceptions négatives.
- Ils sont sélectionnés pour être honnêtes, crédibles, indiscutables, significatifs et faciles à comprendre.
- Dans certains cas, des illustrations sous forme de tableaux et graphes, et des références de parties tierces sont aussi incluses.

#### Images

- Les images actuellement sont aussi importantes que les mots pour véhiculer des messages. Des photos ont été sélectionnées pour représenter facilement les messages. Elles seront utilisées pour vos projets de brochures ou autres documents.
- Les images sont fournies pour soutenir les messages centraux, par sous-titre

#### Clip Vidéo

- Un clip a été développé pour introduire les messages incorporés dans des vidéos produites par le réseau d'associations de la science des végétaux, d'autres étant en cours de production.

Tout ceci a été conçu pour vous aider à comprendre les messages de CropLife et en rendre facile l'usage dans les outils de communication.

Copies de ces outils peuvent être obtenues de CropLife International auprès de: [francoise.gregoire@croplife.org](mailto:francoise.gregoire@croplife.org)

R. Anderson, Directrice de Communication, CropLife International.

Representing the Plant Science Industry

Our Core Messages are...

Nos Messages Centraux...

Growing Food - Produire de la Nourriture

Protect against pests and diseases

Protéger contre les ravageurs et maladies



Innovative technology grows more crops per hectare

La technologie innovatrice produit plus à l'hectare



Plant science provides secure, varied, affordable and healthy diets

La science de végétaux fournit des aliments sûrs, variés, bon marché et sains



Representing the Plant Science Industry



Our Core Messages are...

Nos Messages Centraux...

Creating Renewables - Créer les Ressources Renouvelables

Agriculture grows much more than food

L'agriculture produit beaucoup plus que la nourriture



There is a growing need for food, feed, fibre and fuel

Il y a un besoin croissant en nourriture, aliments de bétail, fibre et combustible



Plant science enables crops to be the ultimate renewable resources

La science des végétaux permet aux plantes d'être l'ultime recours comme ressources renouvelables

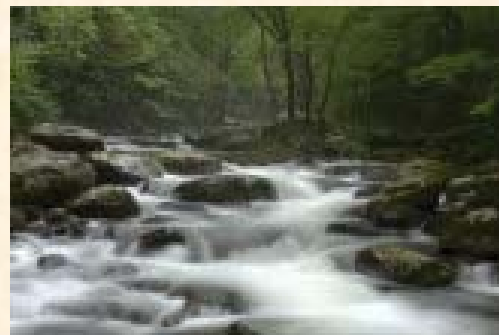


Our Core Messages are...  
Nos Messages Centraux...  
Supplying Sustainably - Fournir Durablement

Protect natural habitats by improving production  
Protéger les habitats naturels par l'amélioration de la production



Preserve soil and water  
Préserver le sol et l'eau



Plant science improves life quality in developing nations  
La science des végétaux améliore la qualité de vie dans les pays en développement



Representing the Plant Science Industry

## CropLife International's Week of Events

CropLife International organised its annual week of events for 2009 in Washington DC 20-26 January 2009. Executive President, Rudolf Guyer, and Regional Coordinator, Ali Mohamed Ali, represented CropLife Africa Middle East and attended a series of meetings of the global committees and project teams during the working week.

### Communication Steering Committee (CSC)

Directed by Antonio Galindez and Robynne Anderson, the Communications Committee held its meetings on 21 & 22nd January at the Landsdowne Resort. In addition to the comprehensive review of the 2008 communications report, the CSC maintained emphasis on rolling out the core communications messages together with the reviewing of an ambassador program proposal while addressing means of improving the industry imagery and reputational aspects.

As special emphasis was maintained on the modus operandi of the knowledge hub both in relation to rollout as well as accessing document formality and types. The CSC also reviewed projects including Health Work Plan, Grocery Work Plan and the Sharing the Story farmer profiles and videos which will be finalized throughout 2009.

Regional communication concerns were addressed with the aim of developing communication plans at the regional association levels.



Communications Committee in session



Stewardship Committee Meeting

## CropLife International: La Semaine des Ateliers de Reflexion des Commissions

Les ateliers des commissions programmes de CropLife International se sont tenus du 20 au 26 Janvier 2009 à Washington DC. CropLife Afrique Moyen Orient y était représentée par le Président Exécutif Rudolf Guyer, et le Coordinator Régional Ali Mohamed Ali.

### Commission Communication

Cet atelier présidé par Antonio Galindez et Robynne Anderson a passé en revue le rapport des activités de communication en 2008, a insisté sur le besoin de véhiculer les messages centraux tout comme l'image et la réputation de l'industrie.

Les autres sujets discutés ont porté sur l'accès au « Centre de Connaissance », sur les projets parmi lesquels le Programme Santé, le Programme Epicerie, le Programme Partage d'Expérience.

La communication régionale a été discutée avec comme objectif le développement de plans de communication par les associations régionales.

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## CropLife International's Week of Events

### Stewardship Steering Committee (SSC)

Emanuel Budstean and Keith Jones presided over the SSC meeting on 22 January. This meeting was also attended by the CropLife regional associations of Africa Middle East, Latin America, Asia and Europe (ECPA). CropLife Canada, CropLife Japan and CropLife America were also in attendance.

The meeting provided for global guidance on stewardship strategy at global and regional levels. Regional stewardship reports were presented, reviewed and approved.

The SSC considered the potential set-up of an external advisory committee and its functions with a time frame extending to the year 2010.

An update on the CropLife International Knowledge Hub (CLICK) was delivered in the meeting.

The SSC also reviewed and approved the regional stewardship plans and the respective budget frames for 2009.

### Commission Stewardship

Les travaux présidés par Emmanuel Budstean et Keith Jones ont vu la participation des associations régionales CropLife Afrique Moyen Orient, CropLife Amérique Latine, CropLife Asie, CropLife Amérique, CropLife Canada, CropLife Japon et l'Association Européenne de la Protection des Plantes.

L'atelier a abordé les sujets suivants:

- Stratégie Stewardship au niveau mondial et régional
- Présentation, discussion et approbation des rapports 2008
- Présentations, discussion et approbation des Plans d'Action stewardship

## Global Meetings

### Protection of Regulatory Data Steering Committee (PRD)

Chaired by Bill Graham and led by Michelle Lopez, the PRD Steering Committee convened on 20 & 21 January. Comprehensive reviews of the PRD status in the global regions were conducted and provisions towards data protection and exclusivity were deliberated and resolved.

### Global IPM Project Team

Under the chairmanship of Eva Erisgen, the meeting of the Global IPM Project Team convened on 23 January at the CropLife America offices.

The meeting reviewed updates and progress reports for the year 2008 presented by regional associations, and outlined objectives and budget frames for the year 2009.

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## CropLife International's Week of Events

### Anti-Counterfeiting Steering Committee (ACSC)

Chaired by President Howard Minigh and led by D'Arcy Quinn, the ACSC held its meeting on 26 January. The meeting covered a number of issues including the unregulated trade in active ingredients leading to counterfeit pesticides worldwide.

Regional updates on counterfeiting status were reviewed with focus on related anti-CF activities undertaken by the CropLife Regional Associations under the guidance of the ACSC.

Executive President, Rudolf Guyer, presented an update of the counterfeiting situation in Africa Middle East that created interactive discussions with view of developing anti-counterfeiting activities in the region.



President of CropLife Africa Middle East, Dr Rudolf Guyer addressing the Anti-Counterfeiting Committee

### Commission Contrefaçons

Présidé par le Président Howard Minigh et dirigé par D'Arcy Quinn, cet atelier abordé divers préoccupations parmi lesquelles le commerce non réglementé des substances actives entraînant les contrefaçons au plan mondial.

La présentation faite par le Président Exécutif Rudolf Guyer sur la situation ainsi que les activités de lutte contre les contrefaçons menées par CropLife Afrique Moyen Orient a suscité beaucoup d'intérêts et des échanges très fructueux.

Les autres ateliers de la semaine ont porté sur la Protection des Données, et sur la Lutte Intégrée

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## EAST & SOUTHERN AFRICA

### Obsolete Stocks - ASP South Africa - World Bank Mid-Term Review



(Above) Representatives of the ASP PMU and the World Bank

Based on the pilot project in South Africa and especially the CLI-WB funded study tour of AgSafe scheme in Australia, proposals were developed by DEAT and the ASP partners to restructure the remaining ASP project and to invite AVCASA to become the implementing organisation through the formation of an AVCASA managed not-for-profit Non Governmental Agency .



(Below) Representatives from the Board of AVCASA and the Department of Environmental Affairs

In a subsequent meeting between DEAT and the AVCASA Board, AVCASA undertook to carefully consider the proposals and to report back to DEAT by end March. The proposal envisages the formation of the NGA by March 2010 and the elimination of all legacy obsolete stocks in South Africa by early 2012 funded by DEAT, AVCASA and the World Bank.

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Representing the Plant Science Industry



## Malawi

During the January, CropLife Malawi held its AGM and an interesting development took place. For the first time ever a “partner NGO” was elected to the position of Chairman

George Magai, County Director / Managing Director for CNFA / RUMARK was elected as Chairman of CropLife Malawi.

CNFA / RUMARK commenced work in Malawi around 2002 and has so far trained and certified over 1200 agro-dealerships across Malawi. CropLife Malawi is engaged in this program by supporting the Responsible Use training materials and TOT trained personnel.



Mr George Magai—Chairman CropLife Malawi

## GlobalGAP National Technical Working Group

### Key points arising from the meeting of 23 January

#### Communication Rules

The ToR of the NTWG as supplied by GlobalGAP would be the ‘ground rules’ of the NTWG operating in South Africa.

#### Aims and Objectives

The following were identified as aims and objectives of the NTWG:

- \* Feedback to and interaction with GLOBALGAP on issues relating to the standard and technical matters, i.e., representing supplier input.
- \* The development of a National Technical Guideline that is customized to reflect local conditions.
- \* Support of and lobbying with other forums dealing with matters relating to NTWG activities or focus areas, e.g. workgroups on minor use of PPPs and empty pesticide containers.
- \* Facilitate or support the inclusion of more crops in the scope of the GLOBALGAP standard, e.g. Rooibos Tea.

Though it is not the objective of the SA NTWG to manage SA consumer concerns or retailer issues, it is the aim of the working group to work together with and support existing forums dealing with issues that are relevant to both parties.

#### Frequency & Venue

- \* It was proposed that the NTWG would have a main meeting at least every six months, but the frequency might increase should there be urgent issues to discuss. The subgroups have to arrange their own meetings. There is no specific frequency of sub-groups meetings, and can be arranged at any time, according to the severity of the relevant issue that needs to be addressed

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## GlobalGAP National Technical Working Group

### Producer Members

In terms of representation of other groups, such as producers and other crops, it was agreed that:

- Producers or other relevant parties are welcome to attend the NTWG meetings as guests.
- If issues requiring specific input from parties such as growers are to be discussed at a NTWG meeting, suitable representatives can be invited to ensure that the views of the particular group are expressed.
- Where the need arises for representation of particular crops, relevant representatives can be included in the working group.

The NTWG is not to be seen as an exclusive organisation and it has to be clear that other interested parties are welcome to attend meetings as guests. Communication about the NTWG, its goals and its activities is important, and media coverage (e.g., SA Fruit Journal and similar publications) should be considered.

### Current Issues

A number of issues to be covered in the SA NIG were identified in the meeting.

#### General Regulation Issues

- Time of audit relating to harvest
- Letter of non-conformance
- Produce Handling – upgrading of Minor Must to Major Must
- Recall Procedure

### Pesticide Use

- Non-registered products
- Non-conventional products
- Accredited Laboratory

### Chemical Handling

- Empty Pesticide containers
- Filling Points + Chemical Waste & Water
- Storage of foliar feeds and chemicals
- Fire Resistance of PPP stores
- Re-entry procedure

It was mentioned that the possible focus points for the next version would be:

- Microbiological (water, basic hygiene)
- Integrated Pest Management (training, guidance)
- Resource Management (energy, environment)

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## WEST & CENTRAL AFRICA

### SUSTAINABLE AGRICULTURE

#### Obsolete Stocks/Safeguarding Project (CropLife Cameroon)

An Obsolete Stocks / Safeguarding Project Workshop was held on 7 January in Yaoundé/Cameroon. This resulted in a MoU between CropLife International and the government of Cameroon being signed for the "Safeguarding Project" of CropLife International.



President H. Fosso of CropLife Cameroon exchanging documents of the MoU with the Vice Prime Minister (left) and on the obsolete stocks project with journalists of Cameroon media (right). Courtesy CropLife Cameroon

### STRENGTHENING NATIONAL ASSOCIATIONS

The CropLife Mali General Assembly Meeting was held on 15 January at Bamako. Ten representing member companies of CropLife Mali participated. This General Assembly meeting provided the opportunity for the newly elected committee to discuss activities, planning and more importantly key result areas and approaches to ensure a viable, visible and credible association.

#### Areas of discussion:

##### Regulations

- The effective application of laws and decrees for professionalizing the pesticides sector. CropLife Mali will initiate the licensing through the identifying and listing of dealers and retailers in the country.

##### IPR/Anti-Counterfeiting

- CropLife Mali will take advantage of the recent USAID international workshop in Bamako (July 02-03, 2008) to initiate specific anti-counterfeiting activities and actions. Media campaigns to educate and train dealers and retailers (followed by farmers and other end-users) should place the focus on efficiency of crop protection, human health and the environment, users and consumers security, financial and economic losses and in so doing long term sustainability of the business.

##### IPM/SU-RU

- A number of training programs for CPP's will be conducted with target dealers and retailers, farmer's coops and other end-user organisations.
- Communication within CropLife Mali and with other stakeholders, in particular with the media for a more active collaboration needs to take place.
- Alliances & Partnerships - some national agencies and international institutions/organizations have indicated interest in the above areas. CropLife Mali will be contacting them shortly to engage in cooperation.

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## CropLife Côte d'Ivoire General Assembly Meeting

The General Assembly Meeting was held on 29 January in Abidjan/Callivoire. 15 representative member companies of CropLife Côte d'Ivoire were present. The meeting was organized to report on the activities conducted in 2008 and to discuss the 2009 action plan. Additionally support was also sought from the Consultative Committee (CC, MDs of member companies).

A call on the Consultative Committee focused on greater involvement in the following:

- Anti-Counterfeiting - regulations to offer quality products and combat illegal trade of CPP's;
- Stewardship with training/education on related issues, for professionalizing the supply of CPP's;
- Funding through internal contributions and externally through cooperation agreements with outside organizations;
- Communication on the contribution of the association to agricultural productivity;

## Alliances / Cooperation

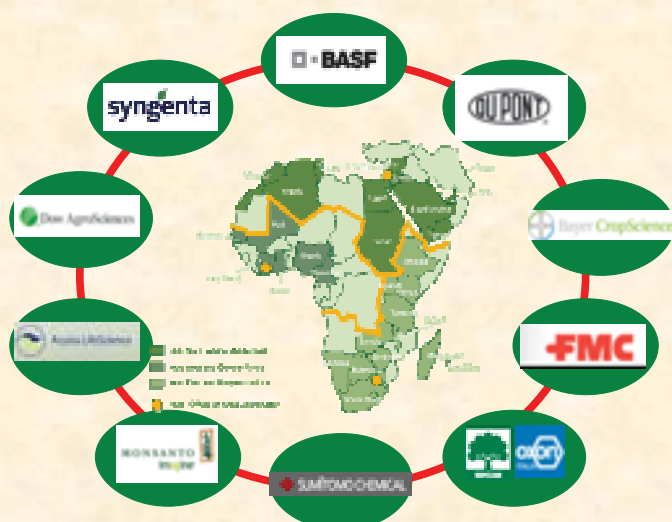
### PASP-Mali - Programme Africain relatifs aux Stocks de Pesticides obsoletes

On 16 January Dr Mamadou Camara & Cheick H. Sylla met at the offices of PASP Mali. A number of issues were discussed including PASP's offer to cooperate with CropLife Mali for the licensing of dealers and retailers and in so doing professionalizing the sector. They also offered to assist CropLife Mali on communication activities.

## Reminder.....

### WCA ANNUAL HUB & REGULATORY WORKSHOPS SCHEDULED FOR 21—22 APRIL , DOULA CAMEROON

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