

Malawi's President receives CropLife Award



Les Hillowitz delivering the citation to the President of Malawi

FANRPAN Food Security Leadership Award

In early September, FANRPAN held their "Regional Stakeholders Policy Dialogue" of which the main theme was "Regional Strategies for Addressing the Global Food Crises". During the workshop tribute was paid to the President of Malawi, Dr. Bingu wa Mutharika for the role he has played in turning the country from a net importer of food to that of a valuable exporter. CropLife International, recognizing this achievement presented the following citation to the President:

Malawi's record of productivity increases are a global success story. By taking existing tools such as crop inputs and making them more accessible to farmers, the Malawian government and its many partners have been able to achieve important goals. Malawian farmers have been able to move past subsistence farming allowing them to meet production goals that feed their families, local communities, fellow countrymen and beyond. This success has helped to abate hunger, alleviate poverty and provides the cornerstone for economic successes both domestically and abroad for Malawi. In 2006/07, the country generated maize surplus of 1.4 million metric tonnes.

It sold \$160 million worth of maize and donated 10,000 metric tons of food aid to neighboring Lesotho and Swaziland.

It is a great pleasure to recognize the man who has helped to enable such a profound and positive change for food security. His Excellency Dr. Bingu wa Mutharika has shown leadership unparalleled in his country. The policies enacted by his government to provide broad access to crop inputs have meant a sustainable change in productivity.

The sensitivity to local concerns in making these changes has made the difference. By providing education, local infrastructure, supporting small businesses such as agro dealers, and encouraging long term perspectives on short term needs, the effect of these policies will be long lasting. This demonstrates that if you equip farmers with knowledge and good tools, they have the ability to grow more.

Two years ago, Malawi provided farmers with \$60 million in government-issued vouchers which could be taken to certified agro-dealers in exchange for partially subsidized farm supplies. This system delivered subsidized supplies solely through government agencies.

It shows that a little support can go a long way to allowing grassroots agricultural entrepreneurship to thrive in rural Africa.

East & Southern Africa News

CropLife Citation continued...

Malawi has created a private-public partnership that will provide the infrastructure for further success for decades to come. CropLife International aims to assist these efforts through training initiatives in Malawi.

Trainers are working with agro dealerships across the country to teach Responsible Use of pesticides. The aim is to train 150 dealerships in 2008 and the remaining 400 in 2009. These dealerships form a vital part of the local community and work directly with farmers countrywide. Training is also underway on safety and efficacy assessment of biotechnology-derived crops such as Bt cotton and new cassava varieties. Other initiatives in development include ensuring that unused pesticides and empty containers can be safely disposed of.



Dr. Lindiwe Sibanda, CEO, FANRPAN and Sindiso Ngwenya, ASG, COMESA and Chairman of FANRPAN

As part of the special recognition of his Excellency's leadership and foresight, CropLife offered their support for training of a different kind. As Malawi had stepped onto the world stage as a global leader in addressing food security, CropLife agreed to sponsor a candidate of His Excellency's choice to travel to New York and London to engage in outreach with international organizations. It will be a learning opportunity and allow the representative of Malawi to discuss the successes of achieved. CropLife was honored to play a small part in the recognition of Malawi's accomplishments and the vision of Dr. Bingu wa Mutharika.

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VISIT OF MIKE GOODYER

Mike Goodyer, National Business Manager of the DrumMuster and ChemClear programs in Australia, made a short visit to South Africa. The opportunity was taken for him to address AVCASA on the Australian programs in support of the findings of the recent Study Tour to Australia.

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L-R Tom Mabesa, CEO, CropLife South Africa, Mike Goodyer, AgSafe Australia & Les Hillowitz, CropLife Africa Middle East

Representing the Plant Science Industry



West & Central Africa Update



L. Kouamé (left) presenting samples of counterfeiting to the Pesticides Registration Committee; on his left F. Akamou, the Permanent Secretary of the committee



T. Brahma, President of CropLife Côte d'Ivoire, presenting to the pesticides registration committee the importance of combating counterfeiting and frauds.

Pressure Needed To Stop Counterfeiting of CPP's

Traoré Brahma, President CropLife Cote d'Ivoire, hosted the IPRs/Anit-Counterfeiting conference in Cote d'Ivoire during September. Issues that were discussed included the sensitization of the registration body and the impact of the escalation of counterfeiting and fraud. The conference was attended by Dr Lucien Kouamé, Chairman of the Pesticides Committee & Director Crop Protection department MinAgri; Fataye Akamou, Executive Secretary, Pesticides Committee along with members of the Registration/Pesticides Committee.

The presentation covered:

An overview on counterfeiting/frauds;

- ◆ Technical, economic and social impact of counterfeiting and fraud;
- ◆ Loss of credibility and confidence with regard to the registration body/pesticides committee;
- ◆ The formation of a co-ordinating unit to design the following programme:
- ◆ Sensitization, education/information activities of importers/distributors, retailers and farmer/users.
- ◆ Communication tools with major stockholders and media;
- ◆ Control actions in the markets;
- ◆ Actions that can be taken to involve ministries of Commerce, Industry, Justice, the police as well as farmers and farming organisations.
- ◆ Workshops to monitor activities and progress, and seek implication of other stakeholders.

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Alliance/Partnerships want to speed up registration procedures

- ◆ Separate meetings with OAPI, the Pesticide Committee of Central Africa (CPAC) and AU/IAPSC took place in September. The aim was to deal with a variety of important issues that need strengthening.
- ◆ The CPAC was requested to speed up registration procedures for Central Africa by adopting common trial protocols, application dossiers and labelling. It was recommended that a workshop should be arranged in early 2009 represented by stakeholders who are involved in regulatory matters such as researchers, retailers, dealers, and users along with the CropLife Cameroon and members of the industry. Implications/contribution and support are expected from US-IAPSC as the umbrella structure for legislations and regulation issues.
- ◆ With regard to IPR's, an invitation will be received from the Director General for participation to the upcoming Ministerial Conference which will be held in Dakar from 4-6 November. A presentation by CropLife will be considered. Close co-operation will ensure that attendees will be informed, educated and shall conduct joint activities targeting major stockholders.

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Egypt combats illegal pesticides

Egypt addresses counterfeiting and fraud issues

The Agricultural Pesticides Committee (APC) of the MOA of Egypt summoned representatives of both multinational and local suppliers of pesticides to a special meeting at the ministry to discuss ways to combat the rising issue of counterfeiting and illegal trade in the country.

Dr Salah Suliman, Vice-Chairman of the APC, called the meeting to discuss the urgent need for mutual exchange between official authorities and industry representatives so that matters of common interest could be agreed to.

Discussions focused on three major aspects:

- ◆ Counterfeiting and smuggling.
- ◆ Trials and pesticide testing.
- ◆ Retailer training schemes.

With regard to counterfeiting and smuggling, the meeting agreed that the issues that aggravate the problem are:

- ◆ Weak controls at custom points and free zones.
- ◆ High pesticide costs which have resulted from recent pesticide bans.
- ◆ Banning of specific highly efficient products traditionally used by farmers.
- ◆ Prevalence of illegal sales in non-licensed stores in rural areas.
- ◆ Lack of qualified official investigators and inspectors with adequate operational facilities.
- ◆ The current legal anti-counterfeiting frameworks are not well-enforced.
- ◆ The parallel use of public health products in agriculture.
- ◆ The absence of reliable statistical data on the volumes of counterfeited and smuggled products in the country.

The meeting concluded that appropriate law enforcement measures must be developed to combat smuggling and counterfeiting in partnership with concerned authorities. The APC also promised to work out parallel strict measures with regard to pesticide testing. It was agreed that there is a need for appropriate training for the dealership and farming sectors in order to create awareness so that the issue of counterfeiting and smuggling can be successfully addressed.

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Representing
the Plant Science Industry



Intellectual Property Rights

Ingredient for growth in developing countries

By Javier Fernandez, CropLife Latin America

The situation today

In today's knowledge-based societies, the ability to innovate drives economic performance and competition. Intellectual property protection encourages creative dynamism, which translates into better quality products and more choices of products and services for consumers. Robust protection is the lifeblood for research, development, dissemination and the promotion of technology transfer. It is a channel for encouraging foreign investment and expanding international trade and long-term economic growth.

Trends in the global economy dictate more value on ideas and innovation as opposed to land, energy and raw materials. Under this new paradigm, productive sectors are overhauling business models to capitalize on intellectual property. In light of these winds of change, why does resistance to intellectual property systems seem to be building? The answer lies in the quiet revolution that questions the value of intellectual property as a driver for economic growth. The public is increasingly exposed to opposing messages that fuel lively discussions in international forums, especially in developing countries.

Intellectual property rights in agriculture are no exception to this increased attention. Specific regulation and enforcement to protect new plant varieties, the use of genetic resources, traditional knowledge and agricultural product names are closely watched. Developing countries face the challenge of designing policies that capture the benefits of intellectual property protection while promoting national interests. In productive sectors like agriculture, it is necessary to strike a balance between promoting innovation and availing technology.



Building the global cornerstone of IPR with TRIPS

The multilateral intellectual property regime that we have today – with a full range of intellectual property protection enforced at both country borders and in the international market – took two decades to engineer. The process brought optimism to innovative entrepreneurs who applauded the entry into force of the Agreement on Trade-Related Aspects of Intellectual Property (TRIPS) in 1995.

It all began in 1986 with the Uruguay Round negotiations. Exhaustive debates then revealed two contrasting threads: a heavy dissatisfaction with existing international agreements and resistance to heightened intellectual property rights. The mixture of views led to a general acceptance of a multilateral regime that would benefit both developed and developing countries. When The Uruguay Round concluded in 1994, intellectual property consolidated as a trade topic. In 1995, the results of the Uruguay Round were embodied in a new Agreement establishing the World Trade Organization (WTO). And TRIPS became a major part of the WTO Agreement.

The TRIPS Agreement is the cornerstone of multilateral intellectual property rights. The Agreement established conditions and minimum standards of protection for patents, copyrights, industrial designs, trademarks and trade secrets, including safety and efficacy data protection. Also, it forged the guidelines for IP enforcement.



Intellectual Property

The TRIPS Agreement has delivered promising improvements in domestic legislation over the past 10 years. But in agriculture, milestones have been difficult to achieve. Protection for plant-related innovation is still under review, and there is little appetite for the TRIPS patent system to govern new plant variety protection. There seems to be a preference for the Union for Protection of New Varieties of Plants (UPOV) Convention to protect plant innovation. In addition, protection for safety and efficacy data related to crop protection products pursuant to TRIPS Article 39 remains unsatisfactory. This is the case with some agricultural powerhouses in developing countries that deem domestic copycat industries as strategic.

High stakes for agriculture

Agricultural research has delivered great results over the last century, lifting millions of people out of poverty and hunger. The demand for agricultural goods and services has risen, posing a unique challenge. Increased yields in crop production are necessary to nourish a growing and increasingly urban population. The world's population is estimated to grow by more than 40 per cent over the next 50 years, from 6.3 billion people to around 9 billion. More food, feed and fibre production is needed, but not at the expense of subjecting wilderness to plough. Decreasing farmland per capita and diminishing precious fresh water resources require sustainable solutions – not only to palliate hunger and malnutrition, but also to support economic growth. Innovative crop protection products and agricultural biotechnologies are key elements to securing global food supply. However, the resources required are significant. Currently, hundreds of millions of dollars in capital and labour, and up to 10 years of research and

review, are required to bring a novel plant technology from the laboratory to the field.

The plant science industry is one of the world's most research and development-intensive industries. It ranks in the top four global industries in terms of percentage of sales invested in research and development (R&D).

For example, the industry's top 10 companies invest US \$2.25 billion, or 7.5 per cent, of sales into research and development of cutting edge crop protection products to improve sustainable agricultural production.

There is a certain degree of tension between technology driven and traditional agriculture, but any gap should not be exaggerated by misinformation. There is room for an informed dialogue addressing the legitimate needs of all stakeholders. The crosscutting nature of policy dialogues and legal frameworks should allow various countries to capitalise on the benefits of IP protection for the agricultural sector.



A Better Tomorrow

Like all policy measures, intellectual property rights are not sufficient in themselves to boost economic growth and development. A combination of sound economic management, proper infrastructure and efficient institutions to ensure enforcement is also required. Economic, social, cultural and environmental benefits are expected when the policies effectively eradicate corruption and market distortions, and investments are made in health and education. The energy and resources spent on attacking intellectual property frameworks could be better invested in championing enabling environments to facilitate technology development and giving farmers access to the best products on the market.

News Snippets

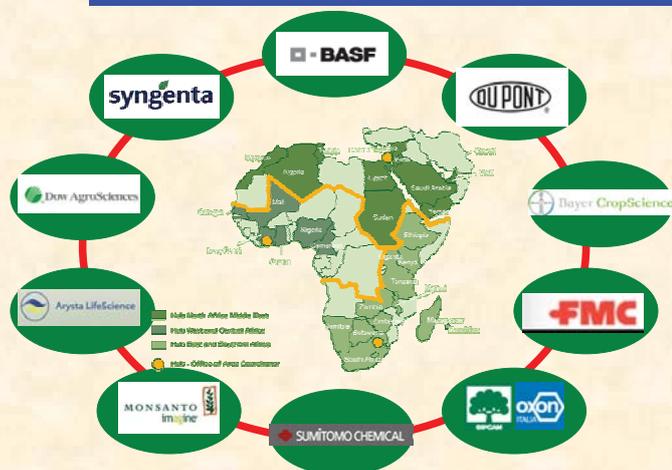


Cam Davreux, Vice President of CropLife Canada and Chairman of the CMPT addressing participants at a dinner

CropLife International Container Management Workshop 23rd – 26th September Warsaw, Poland

Theme of Workshop: "On Classification, Collection & Recycling of Post Agricultural Packaging". Key points covered during the Container Management Project Team Meeting included the following:

- ◆ Access to the CropLife "knowledge hub"
- ◆ Comments on recycling rates and costs
- ◆ Agreement on Database qualification process
- ◆ Revised "Roadmap"
- ◆ Pilot Programs and Criteria
- ◆ Non hazardous classification
- ◆ Program Branding
- ◆ Rinsing / Communications
- ◆ Budget 2009
- ◆ For CLAME two presentations were given: "Africa, Highlights and Issues" and "Pilot Programs – African Experience".



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