

CropLife Africa Middle East

Annual Report 2011





this is agriculture

Vision, Mission and Values

Vision:

Working together for sustainable agriculture.

Mission Statement:

As a global network we act as an ambassador for the plant science industry, encouraging understanding and dialogue whilst promoting sound science and agricultural technology in the context of sustainable development.

Values and Beliefs:

Respect:

- Respect the views and values of others and act with honesty, humility and humanity.
- Seek the respect of others for our values and beliefs.

Openness:

- Communication is a fundamental priority in all our activities.
- We will act with openness in all our dealings with stakeholders and actively engage in dialogue, exchanging opinions and facts, in order to increase society's understanding of our industry and our understanding of society.

Commitment:

- We are committed to serve our members and stakeholders operating to the highest possible standards of professionalism ensuring the effective and prudent management of our resources.

Technology:

- We believe in the benefits that technology brings to human development and progress, and to sustainable agriculture.
- We believe in the complementary and synergistic nature of technologies developed and offered by the plant science industry.
- We believe in science as the engine of innovation and the core principle of regulatory decision-making.

Sustainability:

- We are committed to promoting full and effective stewardship (the responsible and ethical management of a plant protection or biotechnology product throughout its life cycle) to the field level, and recognize that the appropriate management and use of our products is an important element underpinning sustainable agriculture.
- We will strive to work together with others to achieve a proper balance between all dimensions/pillars of sustainable development.
- We will strive to maintain a healthy, ethical and viable business environment for the plant science industry.



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1. Message from the President



Dear Reader

As you will see in the next few pages of the 2011 Annual Report of CropLife Africa Middle East, we made important decisions in 2011 in order to improve the daily management of our Regional Association and to better secure its long term funding. This illustrates the commitment of our member companies in their efforts to address the many challenges that our industry is facing in Africa and the Middle East.

Africa Middle East is on the move. Real GDP rose 4.9% per year in the first decade of this century, and Africa's increased economic momentum is widely recognized. We are all aware of the global food challenge. According to the United Nations projections, world food production will need to double in the next 40 years to feed the growing population. Africa is part of the solution. It still has vast areas of potentially suitable land which is not under cultivation and its potential for increased yields and higher productivity is huge.

Through the introduction of modern and sustainable technologies and the use of good quality plant protection products, our industry can play an important role in raising the volume and value of Africa's agricultural production. Through its training programmes, CropLife is helping thousands of farmers to raise their income while ensuring the responsible use of crop protection products. Through collaborative approaches with local authorities, we promote a sound and science based regulatory frame. CropLife Africa Middle East is willing to contribute to the challenge of transforming Africa's agriculture.

The 3 core messages of CropLife, "Growing Food", "Creating Renewables", "Supplying Sustainably", perfectly illustrates this ambition.

Yours sincerely,
Eric Bureau

2. Message from the Director General



Dear Reader

In 2011 the Annual General Assembly Meeting agreed on several important changes in the Articles and By-Laws of Association with the objective to improve its longer-term operational and financial sustainability. The most important details of this reform are presented on the following page. With these changes our association is now fit and well prepared to deliver the expected performance in our region. We will strive to offer to our member companies the best possible support in the territory.

With the above goal in mind, our association continues to increase its cooperation with external stakeholders particularly in the area of stewardship and increasingly also in the field of regulatory harmonization and in the fight against counterfeit and illegal pesticides. Through cooperation we have attempted to achieve a bigger impact on the ground as opposed to just working alone with the limited resources available. Existing partnerships have been renewed and strengthened and new ones have been added. We are particularly pleased that CropLife Africa Middle East is seen more and more as an important partner to shape and improve regulatory systems and frameworks. An excellent result was achieved with the Southern African Development Community (SADC) region in East and Southern Africa where the Council of Ministers approved a sub-regulatory guideline which was prepared with significant CropLife expertise and input. Additionally in West and Central Africa our involvement is increasingly valued by the responsible political structures.

A particular challenge within our region remains to encourage the participation of the large multinational companies – our main funders - as active members of our local associations as presently this is restricted to only a handful of countries. Their active involvement would certainly provide substantial motivation and increase the efficiency and performance of our country associations that are mostly led by local company personnel who have shown considerable efforts in driving our regional initiatives despite their limited financial and human resources. The regional association therefore puts considerable effort in the coaching and training of these local association management teams with the objective of developing them to become more financially sustainable but also in performing those activities and services that are most valued by their local members.

This year's Annual Report follows the structure of the association's strategic priorities as discussed and defined by our new Board in early 2011. For additional details and a regular update of ongoing activities we invite our readers to subscribe to our monthly newsletter or to access these newsletters on our website www.croplifeafrica.org.

On behalf of CropLife Africa Middle East, I would like to thank all our stakeholders for their support during 2011. We look forward to working together in 2012 and beyond.

Yours sincerely,
Rudolf Guyer

3. Organizational Developments

The Annual General Assembly in June 2011 approved several changes in the Articles and By-Laws of Association to establish a new governance structure and a new scheme for the membership fees.

Overall Governance and Daily Management of the Association

The General Assembly agreed to establish the permanent role of a CEO / Director General who would be responsible for the daily management of the association. With this change the direct operational involvement of the Board of Directors (called Executive Committee in the past) has been replaced by the classic strategic role of a Board of Directors. The role of Treasurer is now optional and it is no longer required that the responsible Vice President and Hub Chairman together with the Treasurer sign every single expense voucher. The roles of the three Vice Presidents and Hub Chairmen are maintained but with a modified role. Hub chairs will act as sponsors for their respective sub region and will provide direct input and guidance to the CEO and Regional Coordinators. The existing hub structure with three Regional Coordinators is confirmed. With these changes CropLife Africa Middle East now has an organizational structure, which is in line with many other similar associations.

Membership Contributions

The above changes were only made possible with a considerable increase of membership fees. The General Assembly therefore also approved a respective change of the By Laws resulting in a significant increase of the self-funding share of our association to above 50%. In addition to its own funding our regional association continues to receive the necessary budget support from CropLife International.

Financial Accounting and Project Management

Together with the establishment of the new role of a CEO / Director General in the Articles of the Association, the Board also agreed to establish a project management scheme following the example of CropLife International. Under this scheme the Regional Coordinators are given much more empowerment supported by clearly defined financial limits. The new accounting scheme became operational in August 2011. Under this new scheme two separate budgets are prepared: one for the cost of the daily management of the association, called the secretariat budget, and a separate budget for the execution of agreed projects. These projects have been defined in line with the strategic priorities of the association, which were discussed and agreed in a separate board meeting at the beginning of 2011 in Paris. In addition to the separate expense reporting in the secretariat and project budget, each expense item is additionally coded to be either an overall regional expense or a specific country expense.

Priority Setting and Resource Allocation

Several discussions were held to agree on and guide the team of CropLife Africa Middle East how to best allocate its limited funds and management time. Combined with the new accounting scheme which is capturing country specific expenses we now have all the instruments and tools in place to provide the desired full transparency on the allocation of resources within our association.

4. Key Data and Hub Structure

CropLife Africa Middle East A.I.S.B.L. represents the Plant Science Industry in the countries of Africa and Middle East. The Plant Science Industry includes manufacturers and distributors of crop protection products (pesticides), seeds and biotechnology products.

At the end of 2011 the association consisted of:

- 11 company members
- 30 national associations
- 1 professional organization engaged in the promotion of biotechnology solutions for the African continent.

CropLife Africa Middle East was registered as an international non-profit organization in Brussels in November 2002. The association is legally fully independent but maintains a strong link with the global CropLife network.

In order to achieve the highest impact at the country and sub regional level a decentralized hub structure has been established with the following three offices:

- Amman, Jordan with a Regional Coordinator Office serving North Africa Middle East.
- Abidjan, Ivory Coast with a Regional Coordinator Office serving West and Central Africa.
- Johannesburg, South Africa with a Regional Coordinator Office serving East and Southern Africa.

It is our association's mission and objective to motivate and engage as many partners and stakeholders as possible to help in the promotion and development of state of the art technological solutions needed for productive and sustainable agricultural systems in Africa Middle East. Despite the fact that the membership of multinational companies in national associations is rather limited across the region, it is the ambition of our association to convince and motivate all these local members to observe and implement the same international standards and apply all stewardship measures and activities as defined by the International Code of Conduct to which all members of the CropLife network are committed.

Our company members are:

- Arysta LifeScience
- BASF
- Bayer CropScience
- Cheminova
- Dow AgroSciences
- DuPont
- FMC
- Monsanto
- Sipcam Oxon
- Sumitomo
- Syngenta



National CropLife associations and the regional hubs

5. Stewardship Activities

5.1. Integrated Pest Management and Responsible Use

Integrated Pest Management /Responsible Use (IPM/RU) activities conducted in the region during 2011 were based on the CropLife International, Vision 2020 document with the major objectives set as expanding outreach, measuring impact on key countries, maintaining stakeholder alliances and ensuring consistency of IPM/RU programmes.

Capacity building with master trainer programmes and IPM promotion were vigorously undertaken in the 3 sub-regions, through Training-of-Trainers (ToT) sessions and IPM workshops with a focus on crop specific programs.

The Pesticide Operators and Applicators Training and Certification Project, co-driven with Agricultural Cooperative Development International/Volunteers in Overseas Cooperative Assistance (ACDI-VOCA), entered into the implementation phase in Egypt where 50 master trainers were certified and 2800 individuals received training in IPM practices, responsible use and pesticide application. These were mainly applicators, farmers and female family members. The project is foreseen to be expanded into other North Africa Middle East countries in the foreseeable future.

In Zambia, the Spray Service Provider Project (SSP) proceeded with training and certification activities and was subjected to an impact assessment by CARE International. The SSP project was duplicated in Madagascar and is expected to be rolled out in other East & Southern African countries.

The rollout of the pilot IPM course constituted a major activity in Cameroon and Ghana with the focus on IPM/RU for vegetable growers. Similar IPM programmes were conducted on cocoa and other crops in West & Central African countries, where, as an example, 200 pesticide dealers were trained in Côte d'Ivoire and Mali.

In the arena of developing training materials, the SSP training manual was completed and introduced to the region. The Pesticide Applicator Training Curriculum in Egypt was finalized jointly by CropLife Africa Middle East and ACDI-VOCA.

A major breakthrough to broaden stewardship outreach was the establishment of the CropLife Africa Middle East website training centre, which is accessible on (www.croplifeafrica.org). All the training materials relating to ToT and IPM programs including trainee and trainer manuals together with technical subject matter items are now accessible online to certified trainers, and are available in several languages in the region, namely English, Arabic, French and Swahili.



IPM Training in Côte d'Ivoire



SSP in Zambia



Applicator Project in Egypt

5.2. The Africa Stockpiles Programme

The Africa Stockpiles Programme (ASP), initiated in 2003, is a multi-stakeholder programme that aims to safely remove and destroy all obsolete pesticide stocks from the African continent. The main implementing partners are the World Bank, the UN Food and Agriculture Organization (FAO), WWF and the Pesticide Action Network. These obsolete stocks are mostly unused locust insecticides, owned by national governments, but there are also significant stocks held in the private sector, ranging from large export growers to smallholder farmers. CropLife International's key role in the programme continued in 2011: in addition to providing co-finance for disposal of obsolete pesticides and providing technical support to countries where ASP GEF and FAO-led projects are implemented, CropLife International also continued to lead projects in 4 countries to safeguard priority stocks, with the objective of reducing risk to communities and the environment in the short term, while funding is obtained in the medium term for disposal through the ASP.

Key successes in 2011 included the following:

- The disposal of 400 tonnes of obsolete pesticides in Ethiopia. At the request of the FAO, CropLife International contracted an international hazardous waste company to undertake a turnkey operation to safeguard, containerize, transport and dispose of the stocks by high temperature incineration in Europe. This represents CropLife International's contribution to both, the Phase 2 FAO project which has already sent over 700 tonnes for disposal in 2008 and the current ASP GEF project that is expected to dispose of a further 450 tonnes of obsolete stocks and associated materials
- The similar disposal of around 100 tonnes of obsolete stocks from South Africa - predominantly privately-held stocks declared by their owners via a booking line system. The current ASP GEF project is expected to dispose of a further 200 tonnes in 2012.
- CropLife International-led safeguarding projects continued in Cameroon, Ghana, Kenya and Malawi, as well as a small safeguarding programme in one state in Nigeria. These projects concentrate on safeguarding high-risk obsolete pesticides and containers – in other words repackaging as necessary, transporting and storing them securely – to rapidly reduce the risk they present. Stocks were identified by a combination of store visits and an outreach and declaration process. A total of 582 tonnes of obsolete pesticides have been safeguarded across the 5 countries. FAO, support through European Commission funds, will remove and destroy an initial 30 tonnes of these stocks in Kenya by mid 2012 and approximately 20 tonnes of Methyl Bromide waste from Malawi.
- The provision of technical advisers to Mali and Tanzania within their ASP projects continued, and similar support will also be provided to Ethiopia in 2012.
- Capacity has been strengthened within national associations, governments and the NGO sector in planning, logistics and financial management, as well as the technical skills required for the sustainable management of obsolete stocks and associated materials.
- The successful piloting of container collection schemes in Kenya and Ghana, in collaboration with CropLife Africa Middle East and the CropLife International Container Management Group. Working with FAO to develop sustainable container management schemes in Botswana, Cameroon, Kenya, Malawi, Mozambique and Swaziland into 2012 / 2013.

Along with these specific achievements, a great deal has been learned! Previous ASP GEF and FAO projects have concentrated on publicly held obsolete stocks, but through the safeguarding projects, we now know a lot more about the importance of stocks in the private sector, and that different approaches are required in order to locate and gain access to them. For example, we have to overcome some suspicions about the safeguarding projects and this is done through national outreach campaigns and Ministerial assurances to owners. The well-publicized commitment of funds, via FAO to dispose of 30 tonnes in Kenya helped the credibility of the approach to collection of obsolete stocks from the private sector – owners’ belief and confidence in the project was raised by seeing the completion of all the steps in the process i.e. outreach, declaration, safeguarding and eventual removal for disposal. Some of these approaches have now been included in FAO’s Environmental Management Tool Kit for Obsolete Pesticides.

An effective model has been developed whereby CropLife International is able to move relatively rapidly to reduce the risk posed by obsolete pesticides in the public and private sectors, while multilateral agencies go through the longer process of acquiring funds and implementing disposal operations.



Repacking obsolete pesticides in Ghana



Repacked obsolete pesticides in Kenya awaiting disposal

5.3. Container Management

Container Management is a major stewardship activity within CropLife International and is adequately highlighted within the stewardship Vision 2020 document that states;

“To have a safe and responsible management of empty, properly rinsed pesticide containers worldwide, with our industry recognized as a leader for this initiative.”

In 2011 global collection of empty pesticide containers amounted to 212,000 tonnes of plastic and for the first time ever, Africa is included in the graph with a collection of 10,000 tonnes. This can be further qualified in that, in Africa, we do not as yet have any established collection systems in place. We do however have about 15 projects in either the design or start-up phase.

An interesting development that emerged during the year is that the end product produced from the recycled plastics originating from our empty drums, switched strongly from fencing posts to the making of refuse bags.

In Africa we have a number of constraints and realities not found in the Developed World. Examples of these are:

- Empty containers have a value in Africa.
- Waste management is not seen as a priority with most governments in Africa.

It is therefore our role and intention to prioritize on those countries where we have a support base such as industry driven projects, donor agency projects, NGO activities or a strong export sector which is likely to be supported by GLOBALGAP.

Triple rinsing is a key factor for success for any programme and this is supported by the FAO / World Health Organization (WHO) recommendation that countries should classify properly rinsed containers that have been inspected, as non-hazardous.



Refuse bags produced from recycled empty pesticide containers

5.4. International Code of Conduct

CropLife Africa Middle East undertook an active role in the promotion of the adherence and compliance to the International Code of Conduct (CoC). The main objectives, in line with Vision 2020, were focused on awareness building, rollout of the CoC e-learning tool together with broadening outreach at regional and national levels.

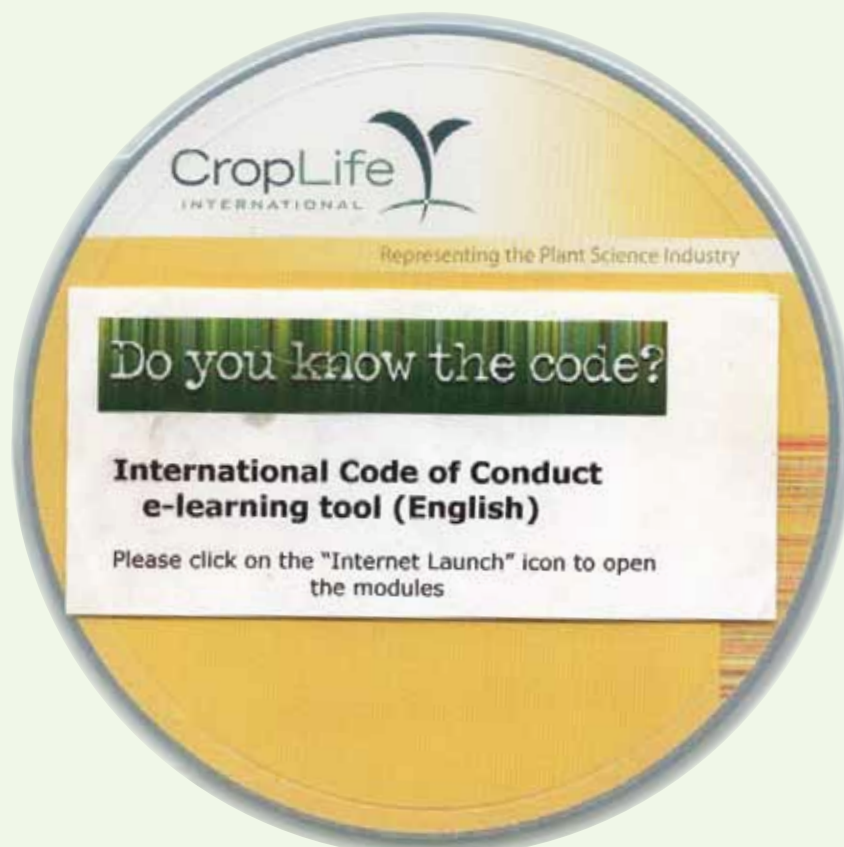
The three annual sub-regional conferences held in 2011, in Ouagadougou, Nairobi and Beirut were used as fora for promotion of the code. Three specialized workshops were held at these conferences where relevant presentations were delivered on the code highlighting the various stakeholders' commitments in line with the code articles.

Practical demonstrations on the use of the e-learning tool were undertaken in an interactive manner with audiences consisting of national association delegates, industry representatives, regulators, and politicians together with regional and international delegates. The e-learning CD's distributed at these events were in excess of 250 during 2011.

Rollout of the e-learning tool at national level was undertaken by CropLife associations at various levels and occasions in the three regional hubs. Salient events were conducted in Kenya, Tanzania, Ethiopia, Mali, Burkina Faso, Egypt, Jordan, Tunisia and Sudan in addition to several other countries of the region.

The total regional rollout of the e-learning tool is estimated to have exceeded 1200 units.

A major emphasis should remain on improving the reporting on activities on the code that are undertaken by the different stakeholders in the region.



6. Regulatory Matters and Harmonization Initiatives

A real highlight of the year 2011 was the decision by the Council of Ministers of the SADC Member States to approve and adopt the Regional Guidelines for the registration of plant protection products. The respective guideline was prepared by the SADC Secretariat and funded through an EU Food Safety Project for the SADC region. The guideline was based to a large extent on the previously developed SEARCH initiative and CropLife experts (RRC and Bernhard Johnen) contributed significantly to this final document. We are now carefully following country implementation of this guideline over the coming years.

During 2011 CropLife Africa Middle has placed a high priority on the internal and external launch of the global project "Principles of Regulations" (POR). The project is guided and supported by the global Regulatory Steering Committee and in particular by Dr. Bernhard Johnen, Director of International Regulatory Policy at CropLife International. Our region has been privileged to receive the presence and support of Bernhard at two of the three hub and regulatory meetings, first in April in Ouagadougou in Burkina Faso and then in Nairobi, Kenya in August. In the third meeting held in Beirut in October the project was further developed by the CropLife AME team and members of the Regional Regulatory Committee (RRC). At the key meetings with participation of regulatory functions from the various countries the overall concept and philosophy of "good governance" principles for pesticide management as defined in the project was presented and discussed.

In addition to these general presentations and discussions, more detailed activities were undertaken both internally with staff of our member companies and with external regulatory experts. The project POR offers a very detailed questionnaire in its project toolbox. The standard questionnaire allows for a globally standardized assessment or "Health Check" of a given regulatory system in a country or region. This gap analysis was initially done by the RRC, and respective country and sub regional priorities were agreed for further project roll out. In Nairobi the same exercise was conducted involving a larger number of industry regulatory experts from the sub region. Finally in November the same exercise was conducted with the members of the Sahelien Pesticides Committee (Comité Sahelien de Pesticides). It was particularly encouraging to find that in the overall there was a high level of agreement in the rating of these regulatory schemes irrespective of the rating being performed by industry groups or official regulatory groups. These encouraging findings have led to a continuation and intensification of these discussions together with regulatory experts in other countries in 2012.

Another highlight of the regulatory activities in 2011 was the "equivalence" workshop presented by Dr. Thomas Wood at the Nairobi Regulatory Meeting. The workshop and related discussion were much appreciated by all participating registrars of the sub region. Quite often registrars need to decide on the registration of generic copies of off-patent pesticides without the necessary training and needed laboratory resources and tools in their countries. The workshop discussed options and possible processes on how to deal with such challenges.

7. Anti-Counterfeiting Activities

Our association's anti-counterfeiting activities continued as in previous years. Due to this rapidly growing problem we now receive increased support from other stakeholders who have become aware of this issue globally but particularly on the African continent. Most of our national associations continued with their local awareness and advocacy campaigns. The biggest campaigns were performed by CropLife Egypt, CropLife Kenya and CropLife Uganda.

In addition to these national campaigns, normally led by our local CropLife teams, Interpol and the Commercial Law Development Programme of USAID (USAID-CLDP) have continued to raise the issue of counterfeit and illegal products across Africa but in particular in West and Central Africa. Though Interpol and USAID-CLDP are looking at all economic sectors suffering from counterfeit activities, they have discovered that pesticides in addition to medical drugs deserve particular attention. Through our early contacts with Interpol, established by D'Arcy Quinn, Director Anti-Counterfeiting at CropLife International, Yao Bama Octave our Regional Coordinator for West and Central Africa has become a regular speaker at these Africa Interpol and USAID-CLDP workshops addressing the issue of counterfeiting.

In Kenya our CropLife team continued with their information and advocacy campaign which is conducted in close cooperation with the local regulatory authorities. A local Anti-Counterfeiting Steering Committee, which is composed of industry, regulatory and police force representatives, guides the implementation of their carefully designed three-pillar strategy. The three pillars are advocacy, working for a clean supply chain and law enforcement.

A particular highlight was the local team's contribution to the national Anti-Counterfeiting Day with a well-prepared float and the spectacular action of burning some (dummy) fake pesticides, which was captured and reported by the daily TV news.



Samples of fake and genuine products



Burning "dummies" of fake pesticides

Finally the CropLife Quality Scheme saw its first public rollout in December in Ghana. As expected many external stakeholders received this project very positively. Particular interest was noticed with cocoa buying companies and with all those stakeholders working for an improved cocoa production in West Africa.



Mr. Kwasi Ahwoi, Minister of Agriculture in Ghana and Mrs. Ama Benyiwa-Doe, Central Regional Minister listening to the explanation of the Holospot[®]



Farmer sending unique code from the Holospot[®] to the local SMS platform and receiving authentication feedback

In Uganda it has been the International Centre for Soil Fertility and Agricultural Development (IFDC), the Grameen Foundation and other external stakeholders who are driving the launch of the project, which is now progressing towards formal launch in 2012.

8. Plant Biotechnology

In 2011, African farmers planted a record 2.5 million hectares of biotech crops, an 11 percent growth over 2010 and a positive sign of continuing acceptance of plant biotechnology in the region. Burkina Faso, South Africa and Egypt all cultivate biotech varieties, with many more countries holding confined field trials of biotech crops and adopting biosafety laws.

South Africa continued to have the largest hectarageof biotech crops, and the ninth largest area in the world. In 2011, 72 percent of all maize grown, 100 percent of all cotton grown, and 85 percent of all soybeans grown in South Africa were biotech varieties.

Burkina Faso has been actively growing biotech cotton since 2009 with over 76,000 farmers planting biotech varieties and gaining over US\$70 million in cumulative income benefits over the past three years as a result of a 20 percent increase in productivity. Egyptian farmers continued to cultivate herbicide tolerant maize, which has provided growers with a nearly 30 percent yield increase and US\$281 in extra income per hectare.

These economic benefits have encouraged neighbouring African countries to move forward with critical steps towards commercialization. In August, Kenya published its Biosafety Act, putting the country on track for Bt cotton cultivation in 2014. Nigeria and Ghana's legislative bodies both passed biosafety regulations, which are just awaiting Presidential approval. In Uganda, Nigeria and Malawi, new confined field trials for cassava, cowpea, banana, sweet potato and other locally adapted varieties were approved; an essential step in moving plant biotechnology towards commercialization and farmer's fields.

Major strides in the adoption of the technology across the continent for several years, shows that Africa has embraced biotechnology as a tool in ensuring food security. As Jumanne Maghembe, Minister of Agriculture for Tanzania, recently stated about the technology, "We are standing at crossroads where we have to open all doors."



Biotech Farmers in Southern Africa

9. Alliances and Partnerships

The development of stakeholder alliances and partnerships as a target and tool for broadening our activities, outreach and impact has been clearly outlined in Vision 2020 as a global and regional key priority.

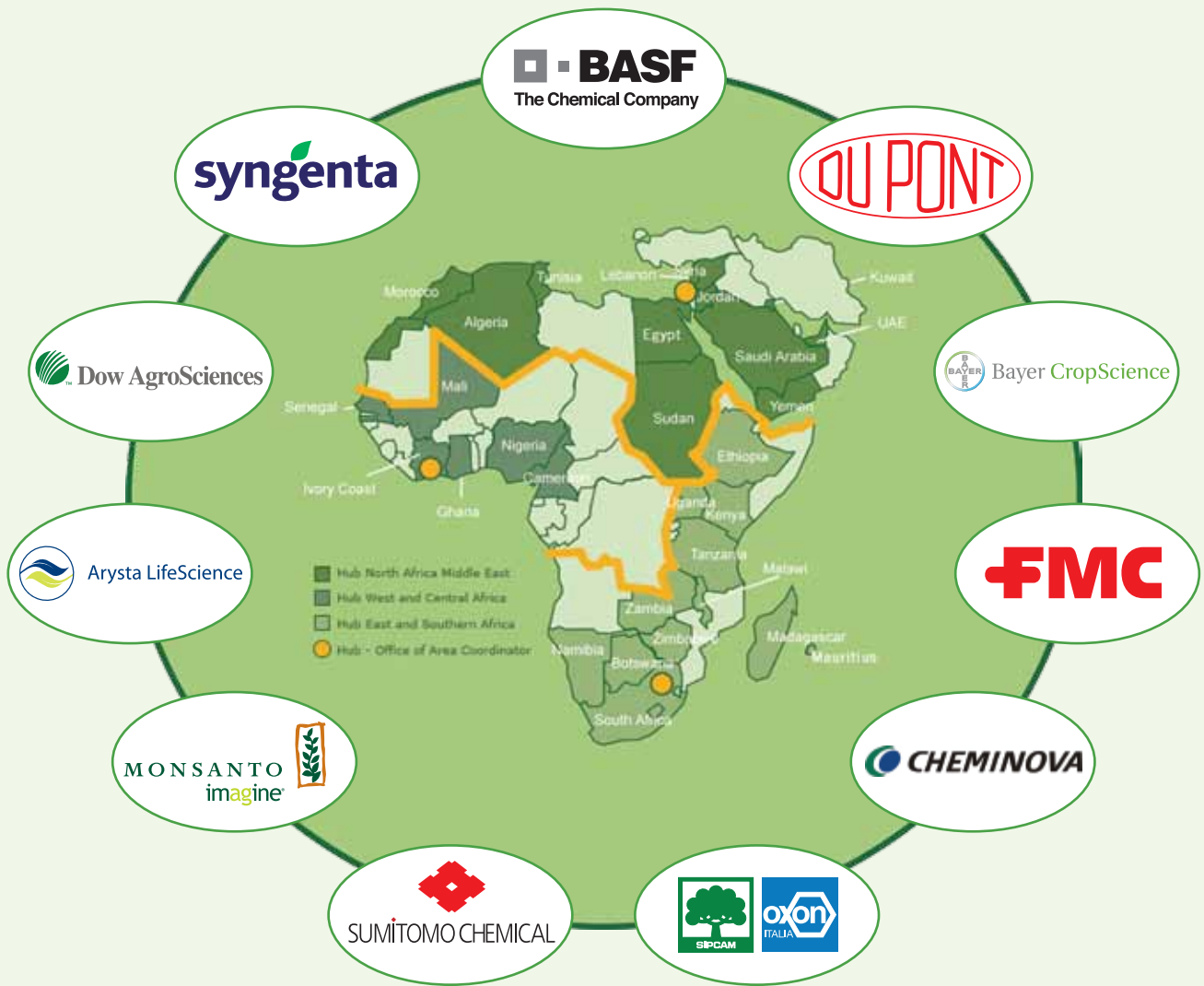
CropLife Africa Middle East is engaged in a number of joint projects that have been established in recent years and were continued into 2011. The following initiatives are worth noting but are not necessarily exclusive:

- Regulatory Initiative for North Africa and the Middle East countries co-driven with the Arab Organization for Agricultural Development.
- Pesticide Operators and Applicators Certification and Licensing Project in Egypt in partnership with ACDI-VOCA.
- Sprayer Service Provider Project in Zambia in partnership with PROFIT. Now duplicated in Madagascar with the Agricultural Research Centre for International Development (CIRAD).
- Stakeholder involvement in the SADC regulatory guidelines for plant protection products.
- Agro-input dealer projects co-driven with IFDC and ATP in West & Central Africa.
- Cocoa Livelihood Programme in alliance with GIZ (Gesellschaft für Internationale Zusammenarbeit) in Côte d'Ivoire and Ghana.
- Virginia Tech and CNFA IPM Programme in Mali.
- CleanFarm projects in Kenya, Malawi, Nigeria, Cameroun and Ghana.
- Regulatory initiative for ECOWAS countries in West Africa.

Building and strengthening alliances relative to the implementation of our key priorities with identified stakeholders will remain an ongoing commitment, both in the short and longer term.







GROWING FOOD - CREATING RENEWABLES - SUPPLYING SUSTAINABLY

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