

Introduction to Modern Agriculture

As wide-scale public endorsement of certain specific farming practices contribute to the development of its own branded identity, the overwhelming majority of other, modern agricultural practices used by today's farmers are increasingly misunderstood and misrepresented. Terms such as "traditional," "conventional," "industrial" and "corporate" are often used to describe the majority of farming practices in use in the United States today, but these terms do not properly depict the innovation, stewardship and advancements continually made by growers to sustainably produce higher-quality products with a smaller environmental footprint.

CropLife America (CLA) has recently begun a new initiative to encourage the widespread adoption of the term "modern agriculture" in describing the wide majority of production practices employed by America's farmers. CLA leadership has met with a number of organizations across the industry spectrum, including The Fertilizer Institute, the National Corn Growers Association and the American Soybean Association, to promote the use of the new terminology and messaging.

To educate your employees, stakeholders, policymakers and the media about modern agriculture, CLA has developed the following initial talking points:

The crop protection industry is committed to helping farmers produce an affordable and sustainable supply of food to help feed a hungry world.

- The crop protection industry exists to provide an affordable supply of nutritious food to meet the needs of a growing population.
- By creating tools to allow more food to be grown on less land, the industry helps to provide essential nutrition at an affordable price.
- A balanced diet rich in fresh fruit and vegetables is essential for preventing a wide range of diseases. Crop protection products help ensure a reliable and plentiful supply of these nutritious foods.

The crop protection industry works closely with government agencies and other organizations to ensure that farmers have access to the technologies required to support modern and safe agricultural practices.

- Scientific integrity forms the cornerstone of solid, safe, science-based regulation.
- Replicated and controlled studies are key steps in finding reliable data which guides science-based policymaking decisions.
- When used according to the label and application instructions, pesticides can be used safely and responsibly.

Constant innovations in the development of agricultural inputs and farming practices provide growers with the tools that they need to reduce their environmental footprint and to make farming more sustainable.

- Crop protection products reduce crop losses by protecting plants from pests and disease. By making agriculture more productive, these products help prevent encroachment onto unfarmed land and preserve biodiversity.
 - Pesticides help increase crop yields, thus contributing to the preservation of land and biodiversity.
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- ❑ The use of crop protection products enables reduced-tillage farming, which reduces soil erosion, protects a critical natural resource and limits carbon emissions.

The modern agricultural practices adopted by today's farmers help ensure that all inputs are used with care and only when required.

- ❑ The World Bank, the Bill & Melinda Gates Foundation and others have noted that integrated crop management is based on agro-ecological principles and can increase yields while reducing environmental damage. Productivity and sustainability are both possible with modern agriculture practices.
- ❑ The crop protection industry works closely with government agencies and other organizations to encourage worldwide adoption of Integrated Pest Management (IPM) principles.
- ❑ Through the use of stewardship programs, the crop protection industry seeks to ensure its products are used responsibly.

ABOUT CROPLIFE AMERICA

Established in 1933, CropLife America (CLA) represents the developers, manufacturers, formulators and distributors of plant science solutions for agriculture and pest management in the United States. Our member companies produce, sell and distribute virtually all the crop protection and biotechnology products used by American farmers.

CLA is dedicated to supporting responsible stewardship of our products to promote the health and well-being of people and the environment, and to promote increasingly responsible, science-driven legislation and regulation of pesticides.

We are the voice of the industry, ensuring the safe and responsible use of crop protection products to secure our nation's food supply and feed a hungry world.
