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HOW MODERN AG REDUCES FOOD WASTE

And The Role of MRL Harmonization

2016 MRL Harmonization Workshop
June 1, 2016

Jay Vroom, President, CropLife America



What is CropLife America?

- Issue Management Advocacy
- Reputation Outreach
- Stewardship, Sustainability, Benefits



CropLife America Is . . .



- 110 Member Trade Association for USA
- U.S. Representative in CropLife International Federation



- 30+ FTE Staff



CropLife America Is . . .

- Engaged in Every Significant Ag/Environmental Coalition
- Dozens of Member Volunteer Committees, Boards, Issue Management Teams and Working Groups





Did You Know?

- CLA Formed a Food and Beverage Committee in 2013
- There are Now 14 Food and Beverage Companies / Associations As Members (including The Coca-Cola Company, Nestlé USA, American Spice Trade Association, and Tea Association of the USA)
- Main Work: MRLs and Harmonization





Before MRLs / Food Waste

- Big “Trade Debate”
- End of Obama Administration Pesticide Policy Threats

Big “Trade Debate”



- 2016 Presidential Candidates, Anti-Trade Rhetoric



- Ag Must Gather Our Pro-Trade Voices to Push Back

End of Administration Pesticide Policy Threats



- Products Under Attack
- Policies Challenges

Need Your Help / Engagement

- Grassroots Messages To:
 - ✓ EPA
 - ✓ USDA
 - ✓ Congress
- #ScienceOrSwat – Social Media Outreach



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YOU can make more of a difference!



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How Modern Ag REDUCES FOOD WASTE And the Role of MRL Harmonization



The Food Waste Conversation Ramps Up!



- U.S. House of Representatives Food Waste Hearing, May 25, 2016
- NY Times Business Section Story “Leftovers, Scrap, Profit” – May 27, 2016
- *SOCIAL MEDIA!*



Food Waste Facts

In the U.S.A.

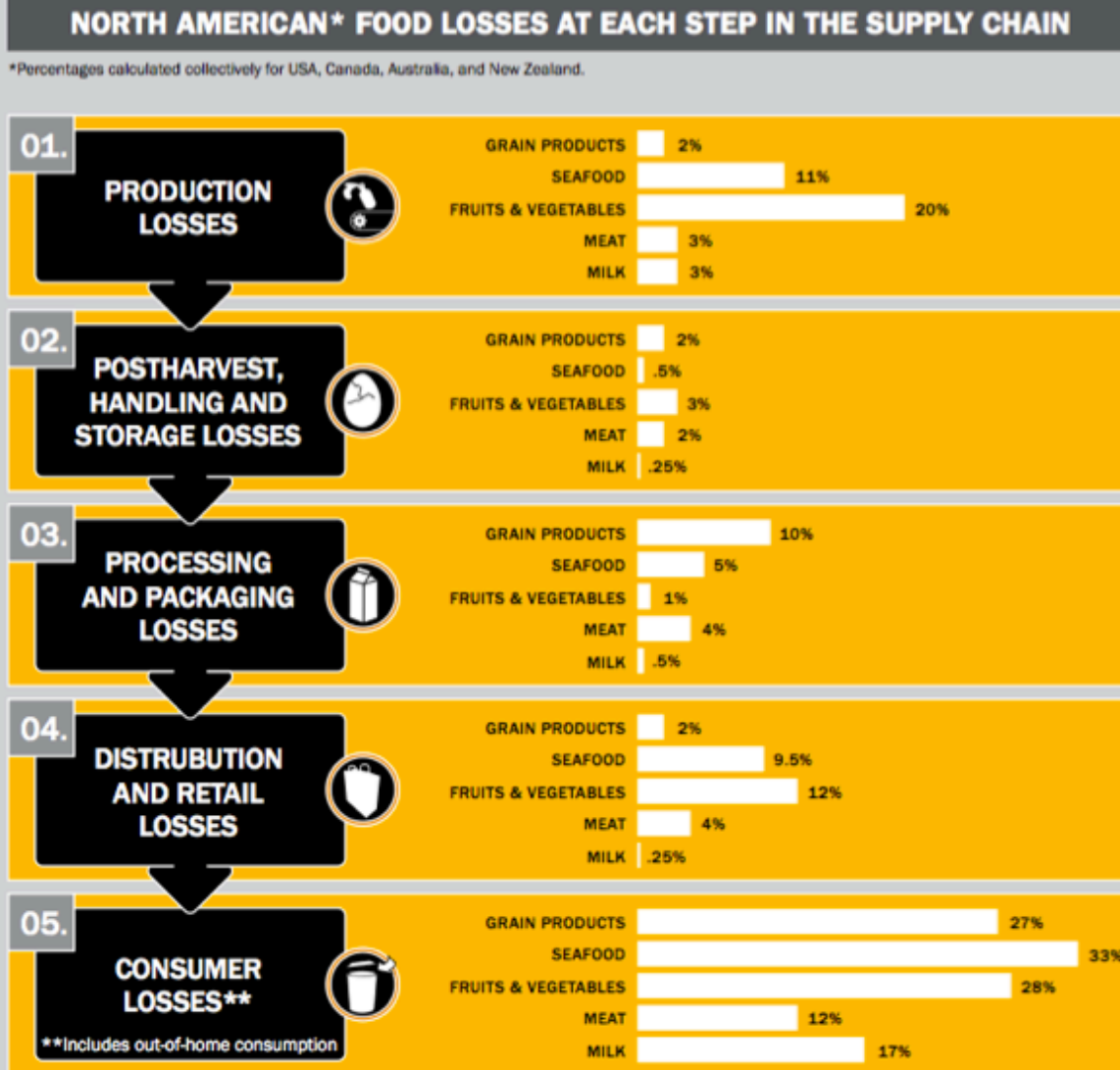
- 30-40% of the “food supply” is never eaten
- 80 billion pounds / year of food → 20% of landfill content
- Reduction of 15% of U.S. food waste could feed 25 million hungry people
- Food waste = 30% of fertilizer; 25% of fresh water in ag; 2% of total U.S.A. energy consumption.

Food Waste Voices



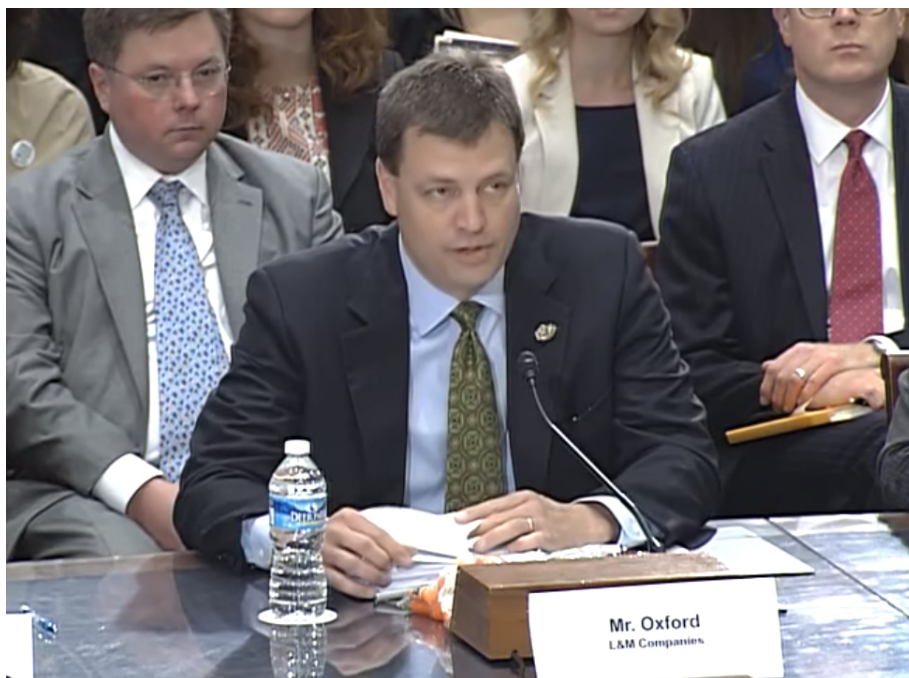
- Google Analytics: Consumer engagement in food waste conversation is EXPLODING
- Hunger Groups such as “Feeding America” are actively engaging programs to direct unused food from Costco, ConAgra, General Mills to food banks
- Virtually NO VOICE from farm or ag organizations

North American Food Losses at Each Step



Source: Food and Agriculture Organization 2011.

House Ag Food Waste Hearing, May 25, 2016



“Growers also need crop protection tools. Without the ability to defend our crops from pests and diseases, the volume of produce waste would quickly stack up....Regulatory decisions that would limit or eliminate access to crop protection tools must balance risk and benefit and should be made on sound science rather than emotion or tangential agendas. As a producer, we are worried about some of the recent messaging from the [U.S. Environmental Protection Agency] and the direction the agency has gone in some instances.”

John Oxford, President & CEO L&M Companies, Chairman-Elect Produce Marketing Association, testifies before House Ag Committee

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New Crop of Companies Reaping Profits From Wasted Food

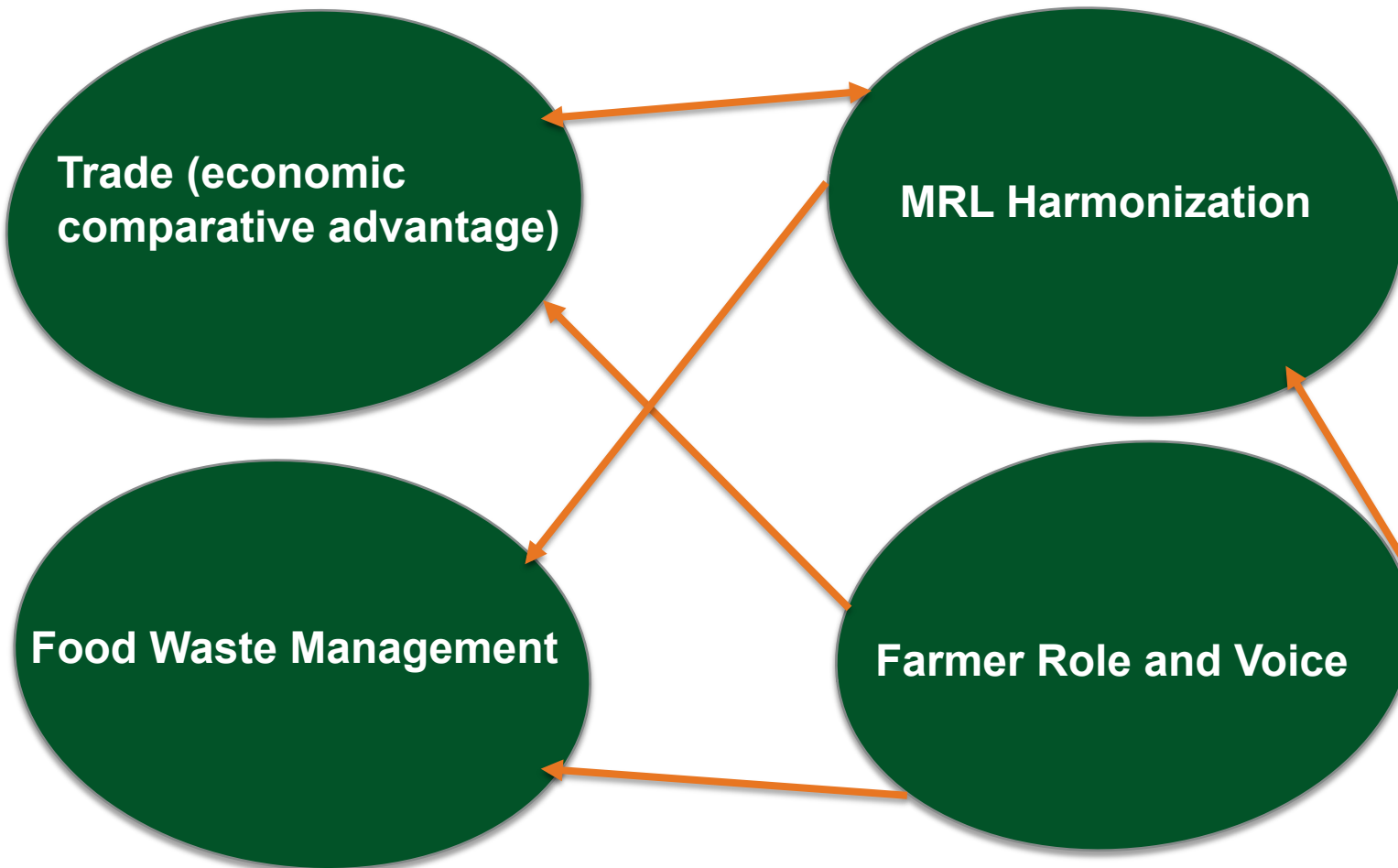
By STEPHANIE STROM MAY 24, 2016



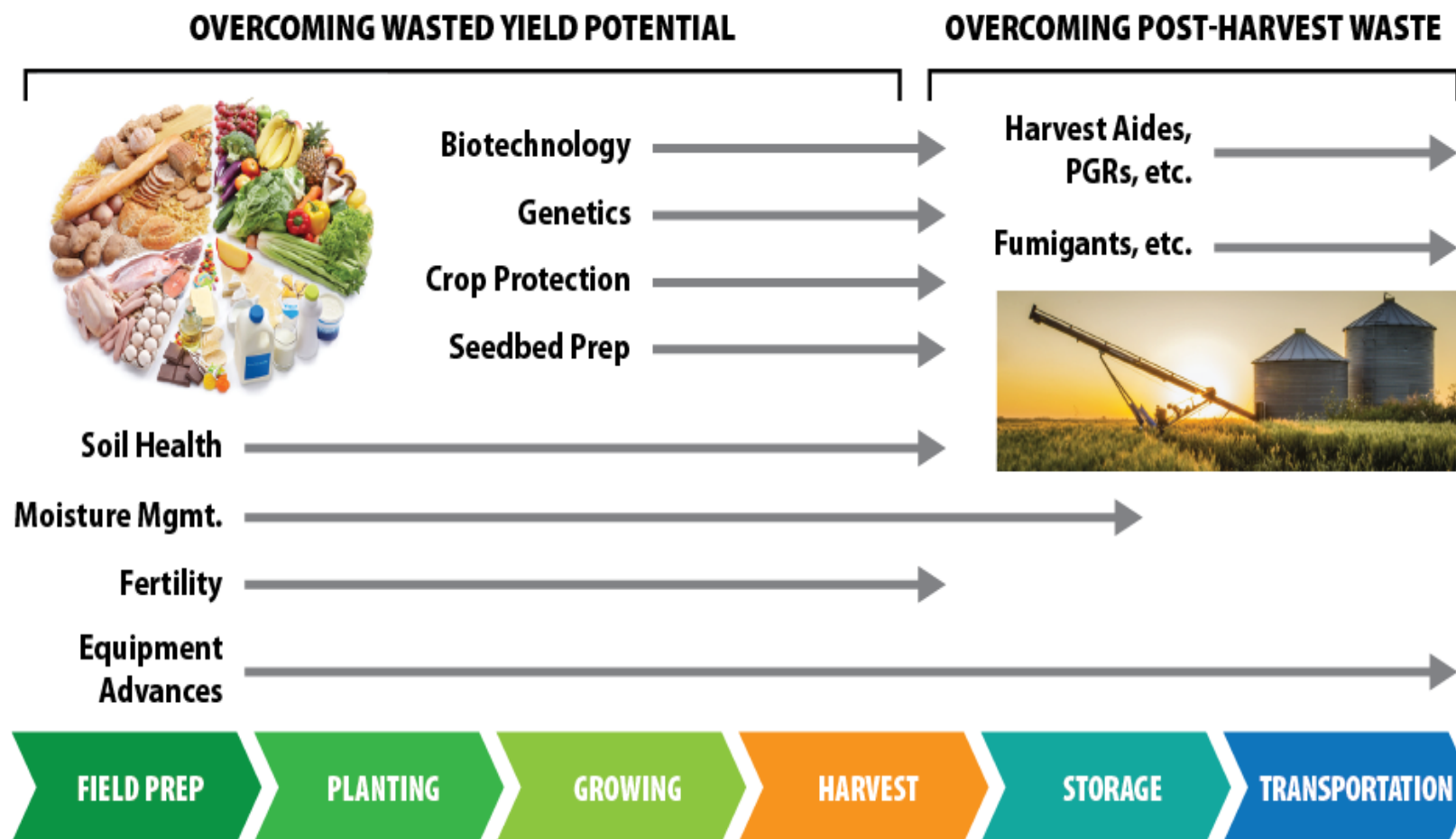
Andrew Northrup, a "produce hustler" at Cerplus, carries strawberries left over at the end of a farmer's market in South Berkeley, Calif.



Interdependence...MRL Link to Food Waste Reduction



Opportunities for Crop Protection and Biotech





“Farmer Voice” in Food Waste Conversation

- Opportunity “Wide Open”
- Traditional Anti-Ag Tech NGOs Not Present
- Need to Develop “Facts”



“Farmer Facts” Needed

- Insect, Disease, Weed, PGR, Fumigant Direct / Indirect Food Waste Data
- By Crop → Direct Human Consumption
- By Protein → Meat / Milk / Eggs Indirect

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Crop Protection Products



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THANK YOU!



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