

**Judy Shaw &
Associates Inc.
Government, Public &
Regulatory Affairs
Consulting
for the Agri-Food Sector**

“Speak UP”

Connecting with the Customer

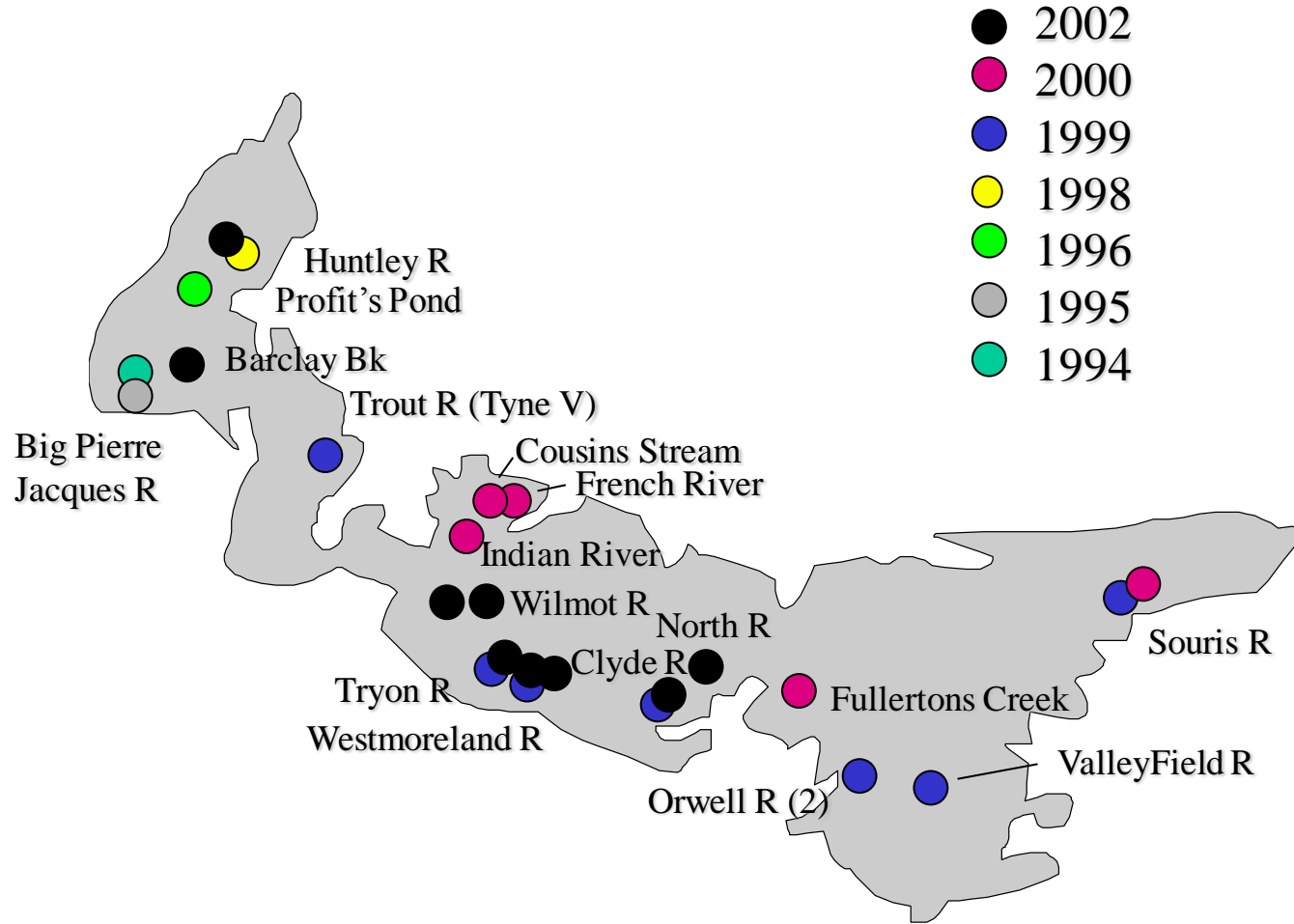
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Case Study: PEI Stewardship Program

PEI Fish Mortality:

- Regulators recognized it as a farm management practice issue
- Public saw it as a pesticide issue
- In PEI it affected agriculture and tourism.

PEI Fish Mortality Locations



Case Study: PEI Stewardship Program – Project

When: Start – 2002

What: Fish kills focused on agriculture, potato production and pesticides. Company supports sustainable potato production.

So what?:

- Reactionary solutions could result in the loss of pest management tools for use in PEI.
- As a partner in agriculture, company had a responsibility.
 - All pesticides rigorously assessed by Health Canada prior to commercial use - not always enough in regions where farm practices and environmental conditions result in challenges (e.g. intense rainfall events).

Case Study: PEI Stewardship Program - Now What?

Partnerships:

- Form a broad-based stakeholder solutions focused group (Environment Canada, PEI Environment, AAFC, PEI Agriculture, PMRA, Potato Board, Farmers, NGOs (BBEMA))

Information:

- Presentation of local requirements & opportunities – Best Management Practices/SUSTAINABLE RESOURCE CONSERVATION PROGRAM

Product Information:

- *Ecofact* Sheets on key potato products

Producer/distributor/dealer/government workshops:

- 2003: product and BMP focus (6 meetings)
- 2004: sprayer calibration, BMP, product
- 2005: sprayer calibration, BMP

Case Study: PEI Stewardship Program - Now What ?

(con't):

Project/Research Sponsorship:

- Sponsor of Community Based Social Marketing Project: Developing Strategies to Encourage Widespread Adoption of Soil Conservation and Integrated Pest Management Techniques in the Prince Edward Island Potato and Vegetable Row Crop Industry.
- Sponsor of Signage (PEI Potato Board Project)

Leveraging Industry Involvement:

- through the industry association:
- Encourage all companies to produce *Ecofact* sheets using Syngenta model.
- Encourage all companies to use BMP presentation
- Prepared presentation to distributors and Provincial Council.

Stewardship Program for Prince Edward Island

Introduction:

Agriculture (potato) is a major component of land use in Prince Edward Island (PEI) and as such, has a significant impact on the economic and environmental status of this province. The relatively small land base that the Island offers, contributes to the close proximity of farmed land to forest and aquatic environments, as well as human habitations. Concern over some of the impacts of agricultural practices on the environment have been heightened, particularly following a series of fish kills in PEI streams due to severe and unpredictable weather events, linked to the run-off from agricultural lands. As a result, increased water monitoring has been introduced in all major Maritime potato growing regions and detectable pesticide levels have been found. It has been recognized that these incidents are related to poor land management practices. On farm compliance in reducing soil erosion and improving sustainable land management practices have been recognized as needs.

Purpose:

Syngenta strongly supports the need for a grower communication and education projects in PEI. Syngenta has a 44% share of the Canadian potato crop protection market and as such is and has been the industry leader for a number of years. Syngenta has a number of popular products registered for use on potatoes and which are used in PEI. Some of these products are intensively used due to the potato late blight pressure and are toxic to fish. We believe, as responsible stakeholders in the agri-food business, that it is our responsibility to provide guidance and to demonstrate our commitment to the appropriate and responsible use of these products. This is particularly true with respect to PEI, with its land management and small land base challenges. The goals of this stewardship project were:

- To provide grower/retailer education on land management practices.
- To increase the understanding of the characteristics of our products and how to understand the product labels.
- To demonstrate land management practices (technology transfer).
- Partner with growers, environmental groups and government to demonstrate the Syngenta commitment to the environment.
- To establish a positive reputation for Syngenta and maintain a freedom to operate in PEI.

Description of the Project:

The PEI Syngenta stewardship program was multi-faceted to cover the goals and to support our customers, demonstrate our respect for the environment, build new partnerships, seek a better way of doing things and to achieve a high standard of results.

Establishing a partnership base: As a result of Syngenta concerns over the incidents of fish mortality, a committee was formed in 2002 to improve land stewardship measures. Members included representatives from Environment Canada, Agriculture and Agri-Food Canada, PEI Department of Agriculture & Forestry, PEI Department of the Environment, Syngenta Crop Protection Canada, PEI Potato Board and the Bedeque Bay Environmental Management Association (BBEMA), as well as a potato grower representation. The team looked into improving land management practices to reduce pesticide run-off, prevent soil erosion and effective means to increase the adoption of soil conservation. A project proposal was established and the partnership and trust with BBEMA and the other partners remains in effect today.

Grower/Retailer meetings in a partnership with government officials. This was initiated in 2003 and continues to this day with 4 to 5 meetings per year. Syngenta sales personnel hold meetings with both retailers and growers. Presentations are given by Syngenta product management and environmental science or Government Affairs. Provincial government regulators and researchers are also involved. These meetings focus on ensuring that both our retail partners and our grower customers are well informed about the best management practices for Syngenta products in potatoes, the scientific characteristics of our products particularly in relation to use on potatoes, as well as the land management practices and principles of Integrated Pest Management (IPM). EnviroFact Sheets on our key fungicides were prepared for the major use products QUADRIS, BRAVO and FULFILL.

Industry wide presentations: Syngenta lead the industry by preparing a generic Stewardship and land management presentation to be used by all CropLife Canada members. This would ensure a common message and approach.

PEI Sprayer Calibration Project: Syngenta partnered with McCain Foods Canada, PEI Federation of Agriculture and the PEI Department of Agriculture, Fisheries and Aquaculture to offer growers an on-farm sprayer calibration service. This service included the calibration and full inspection of spray equipment. A properly calibrated sprayer ensures optimum coverage of the crop and protects the environment from over-spraying and poorly functioning equipment.

Ducks Unlimited Canada Small Marsh Restoration Program (Maritime Provinces): This program restores the productive capacity of wetlands within agricultural areas to improve water quality and provide a habitat for wildlife. The program is targeted towards agricultural lowland landscapes and creates shallow open water areas with some vegetation for cover. Buffer strips are left around the edge of the wetland and livestock access to the wetland is controlled. They are also useful for catchment of storm water runoff therefore protecting streams and rivers from severe weather events. This program allows farmers in the Maritime provinces to take pride in restoring lost natural areas, and in turn demonstrates that farmers are leaders in environmentally sustainable, safe and innovative food production. Initiated in 2004, it continues today with over 200 projects being completed.

PEI Eco Goods and Services (EG&S) Project: This project is in its second year. It is also a partnership with PEI Wildlife Federation, Trout River Environment Committee, PEI Government, Agriculture and Agri-Food Canada, PEI Federation of Agriculture, Ducks Unlimited Syngenta and Cavendish Agri Services. It is conducting specific research on producer costs and the public's willingness to pay for EG&S in small, predominantly agricultural, watersheds. The project includes delivering of a Comprehensive Land Management Package, that is, a policy tool consisting of a set of financial incentives to agricultural producers for the production of ecological goods and services in two watersheds; monitoring at the field and watershed level and modelling to determine long-term environmental improvements to be expected at the watershed scale; and evaluating the Comprehensive Land Management Package's effectiveness for encouraging the adoption and implementation of practices that address watershed environmental priorities established through a watershed planning process that will yield ecological goods and service, more specifically, improved water quality and biodiversity in the watersheds.

Outcome:

The benefits of this stewardship project are far reaching. They affect various parties and the sustainability of the projects, are guaranteed into the future. The partners such as DUCs benefit by obtaining the necessary funds and participation from Syngenta intended to reach their conservation goals. Participating growers benefit from the restored natural habitats on their properties and from the financial and environmental benefits of including sustainable practices on their farms. The adoption of these practices also helps to ensure the sustainability of their operations for future generations. Syngenta benefits through the on through the public recognition that the partners provide Syngenta.

Fish mortality incidents from agricultural lands decreased from an average of 7 per year

Diversion Terraces



Potatoes



Strip Cropping (with grassed waterway)



Sustainable Farming in Prince Edward Island – potatoes



Sustainable Farming in Quebec – corn



Fondation de la faune du Québec



Back to PEI - 2012

- **Bedeque Bay Environmental Management Association**
- **Kensington North Watersheds Association**
- **Community driven initiative**

Company Stewardship Program Conclusion

- We are here for the long term
- We care about agriculture, Canadian farmers, food and environmental safety and our products.
- We are exploring more ways to partner with agriculture in areas of need and to increase communication.
- **We are making are employees proud and attracting the “best of the best”.**

THANK YOU!

QUESTIONS?