



IFDC Association Workshop: Mali

What's happening?

- Multiplier training in South Africa
- More training in Mauritius
- Cooperation with IFDC
- New CropLife International constitution
- Latest Executive Committee for CropLife Africa Middle East
- Many activities coming up

The IFDC ran a training workshop in Bamako, Mali for members of agricultural input dealers associations, entitled the "International Training Program on Sustainable Management of Agricultural Traders and Producers Organisations". The five day training workshop, from 17-June-2006 to 24-June-2006, addressed structure, finance, marketing, education, advocacy and communication issues for associations. Included in the participants were members of CropLife Ghana and CropLife Cote d'Ivoire. The workshop was facilitated by Scott Wallace, newly appointed IFDC coordinator in Nigeria, Manon Dohman IFDC association specialist, based in Ghana. Also invited to the workshop to present lessons on education, advocacy and com-

munication, were Peter Mills of CropLife Africa Middle East and Aziza Yuldasheva (pictured below, left), executive secretary of the Kyrgyzstan input dealers association. There were 23 association participants, from Nigeria, Ghana, Togo, Mali, Senegal, Malawi, Burkina Faso, Benin, Ivory Coast. Participants carried out case studies and the group with the best presentation collected special certificates and prize money (pictured below, right). This was an extremely important training for agricultural input dealers, which could easily be transferred to CropLife staff, associations and members. More such workshops are planned for the future. Watch the back page of future Newsletters for details. Contact: bama-croplife@aviso.ci





Multiplier Training in South Africa

Israel Mashile (pictured right), of Bayer CropScience in South Africa was a participant in the CropLife Africa Middle East's Master Trainers course in Lilongwe, Malawi early in 2005. Since then, Israel has been very active in training others. His feedback is that he has been training three categories of trainees: extension officials, agricultural college students and farm workers. In each category, a different format is being used. Extension officials and students write a pre-course test before training and another test after training. With farm labourers most of the training is practical using a common local language or a

mix of indigenous languages to accommodate the others. These farm labourers learn and understand better when they are involved in practical exercises.

After training the participants receive certificates with a Bayer logo to indicate that they attended a course on "The Safe Use of Agrochemicals".

A total of 8648 participants have been trained and there is still a demand from farmers to train their workers. Provinces included in the training were Limpopo, Mpumalanga, Gauteng, Free State, North West and KwaZulu-Natal. Training was also done in Lesotho.



Swaziland will be covered in August, 2006.

According to Israel, there is still a lot of training to be done at Universities, Agricultural Colleges and at farm level. Contact:

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Training, Training, Training

Mauritius Cascade Training

Kathy Bucktowar (left), one of CropLife Mauritius' Master Trainers has been busy training sales staff, storekeepers, drivers and field assistants in Mauritius. She was one of 12 Master Trainers who successfully completed the Training of Trainers course in May, 2005. Encouraging to see that she has also been using the Training Materials which are provided to the participants in these Training of Trainers courses. Contact: peter.mills@mweb.co.za



New CropLife International Goes Live

In the most significant re-alignment since its inception in 2001, CropLife International unveiled its new structure at the Annual Meeting on 1 June, following the unanimous adoption of the new Articles of Association and by-laws by the General Assembly. The revised federation structure seeks to streamline both strategic oversight and operational focus for both crop protection and plant biotechnology (see Heads Up No. 226).

"The restructuring sets a new gold standard for the industry federation, building upon the solid foundations to date and positioning CropLife to provide yet further positive outcomes on behalf of the plant science industry," said Eric Fyrwald, Chairman, CropLife International, at the information session organised for CropLife's membership.

Under the new structure, direction and funding will come via a Board of Directors (succeeding the President's Advisory Group), composed of the CEO/Presidents of the six leading member companies. Two Strategy Councils, one for crop protection and the other for plant biotechnology, will provide strategic direction. These Councils are composed of senior executives from member companies and associations. Dedicated project teams and CropLife secretariat staff will support implementation under their respective issue areas.

The inaugural meeting of the Crop Protection Strategy Council, chaired by CropLife International's President and CEO Howard Minigh, took place on 2-3 June in Brussels with the council reaching

agreement on five priority areas for crop protection activities under the new federation. These include intellectual property, regulatory issues, reputation management, stewardship, and trade issues. The meeting generated alignment amongst the council members to promote food safety, user safety and environmental protection. A productive and collaborative working atmosphere prevailed throughout the meeting, and will continue as members work out of session to map strategic priorities to current operational and support infrastructure prior to the next meeting. Ruediger Scheitza (Bayer CropScience) was elected as Chair of the Council for the next two years, with Janet Giesselman (Dow AgroSciences) elected as Vice-Chair.

The Plant Biotechnology Strategy Council met on 11-12 May 2006, and identified five global strategic results areas as priorities: Biosafety Protocol, adventitious presence, intellectual property, emerging regulatory issues and acceptance (outreach). In addition, the council provided 2007 budget guidance for these areas. Regional associations provided valuable insights and perspectives, and will help ensure execution of strategies on the ground. The Plant Biotechnology Strategy Council strongly endorsed the use of coalitions at both global and local levels in moving forward. While the decisions taken at the meeting represent an evolutionary progression and some redirection of focus, they make use of the successful industry structures already in place.

The next meeting of the Plant Bio-

technology Strategy Council is scheduled to take place in Washington DC on 12-13 July, to be chaired by Jerry Steiner (Monsanto), with Sarah Hull (Syngenta) serving as Vice-Chair, to further progress business plans for these strategic priorities.

At its Annual Dinner on 1 June, CropLife honoured the outstanding contributions of two long-time members of the plant science industry. Gabriele Timme (Bayer CropScience) has chaired CropLife's Chemicals committee for the last four years and has made an invaluable contribution to crop protection regulatory policy. Oskar Boettcher (IVA - the German national Crop Protection Association) was given a CropLife award for his four decades of commitment to the plant science industry.

For more information, please contact Christian Verschuere (christian@croplife.org) or Howard Minigh (howard@croplife.org)

**General
Assembly
approves new
constitution.
Strategy
Councils hold
inaugural
meetings**

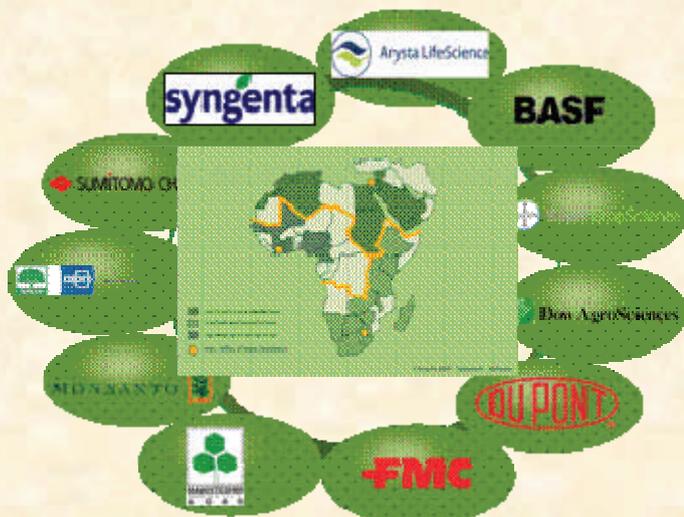
News Snippets

The East-Southern Area of CropLife Africa Middle East held their annual hub and regulatory meetings in Nairobi, Kenya between 13 and 14-June-2006. The meeting was addressed by The Honourable Permanent Secretary, Ministry of Agriculture, Dr Romano M. Kiome. Guest speakers gave their inputs on Harmonisation of the Phytosanitary Legislation of the Indian Ocean Islands (Dr Claude Soopramanien, PRPV); FANRPAN's Experiences in Generating Evidence for Policy Harmonisation (Dr Lindiwe Sibanda, FANRPAN); Implementing the FAO Code of Conduct at Global, Regional and National level (Dr. Keith Jones, CropLife International); Status of Biotechnology in the World and Africa (Kinyua Mbijewe, Monsanto Kenya). More details in next month's Newsletter.

In its second meeting in 2006 held on 15-June-2006, in Nairobi, Kenya, the Executive Committee for CropLife Africa Middle East, concluded its constitution by electing the following office bearers: Rudolf Guyer (President); Michel Chartouni (Vice-President, North Africa Middle East); Yves Demeure (Vice-President, West Central Africa); Bjoern Neumann (Vice-President, East Southern Africa); Wolfgang Roesch (Treasurer); Peter van den Hoek (Director); Sarwat Sakr (Director); Gitau Macharia (Director); Tom Mabesa (Director).

FORTHCOMING EVENTS

- Training of Trainers for CropLife Syria: 06 to 10-August-2006.
- Training of Trainers for CropLife Tanzania: 21 to 25-August-2006.
- Training of Trainers for CropLife Tunisia: 04 to 08-September-2006.
- Training of Trainers for CropLife Morocco: 11 to 15-September-2006.
- CropLife Africa Middle East Executive Committee meeting, Cairo, Egypt: 23-November-2006.
- Secretariat of the Strategic Approach to International Chemicals Management, in Cairo, Egypt: 11 to 14-September-2006.
- North Africa Middle East hub & regulatory meetings, Cairo, Egypt: 21 to 22-November-2006.



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