

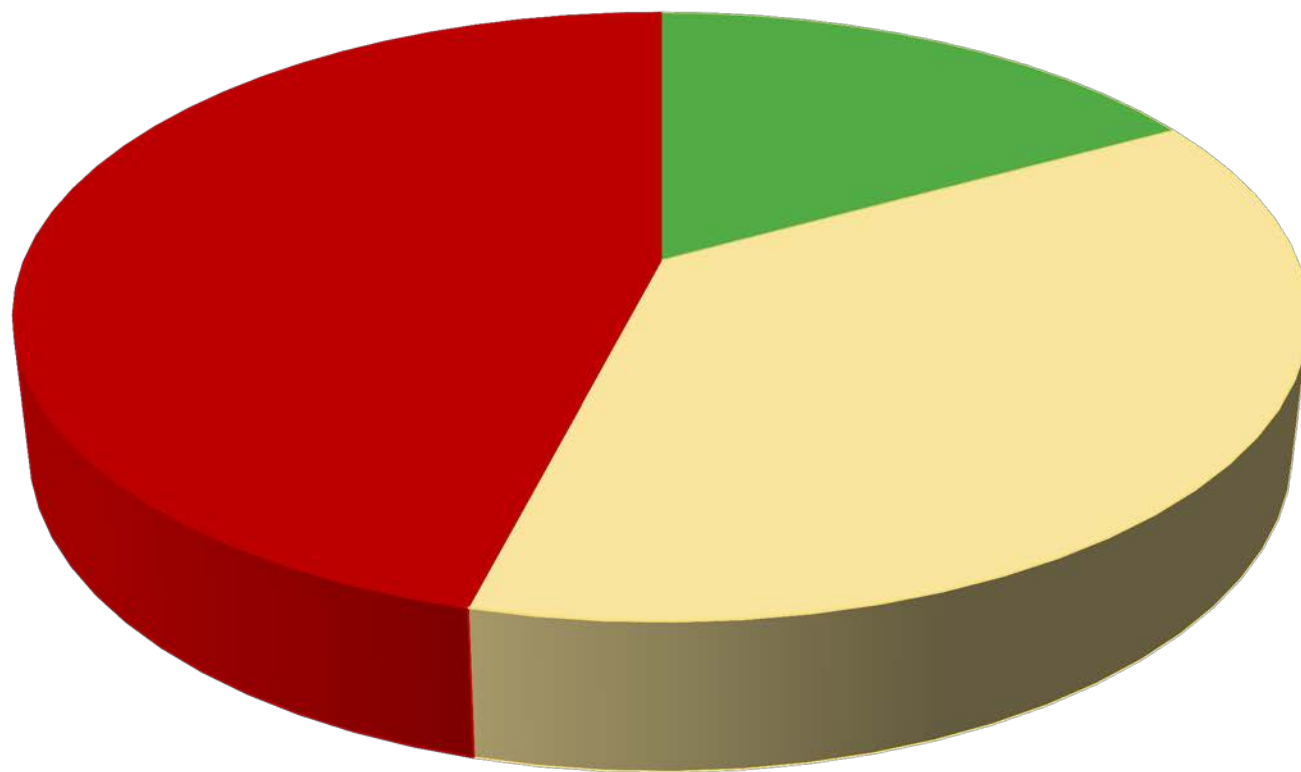


Public Trust – is progress possible?

Representing the Canadian developers, manufacturers and distributors of pest control products and products of modern plant breeding.



Media in 2008



■ positive ■ neutral ■ negative

How to change that?

- Started with more media capacity
- 2010 established the ACT committee
 - Building grassroots support
 - New messaging focus on benefits that people can relate to/care about
 - New initiatives



Confident Conversations



Delivered to > 1,300 people

- Encourages people to speak positively about our technologies
- Explains how to manage challenging social situations
- Alumni follow up to help participants build their knowledge about the industry

Social media

Twitter

Twitter Team

Blog

YouTube

Refreshed website for a gen pop audience



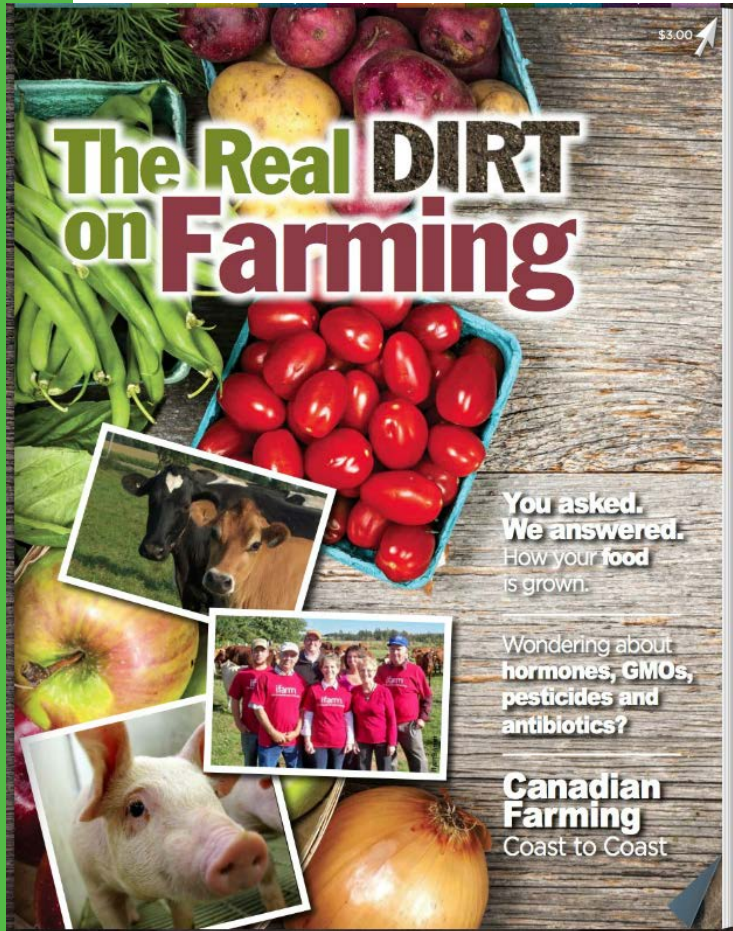
Helping Canada Grow



WITHOUT PESTICIDES AND BIOTECH
CROPS CANADIANS WOULD PAY ABOUT

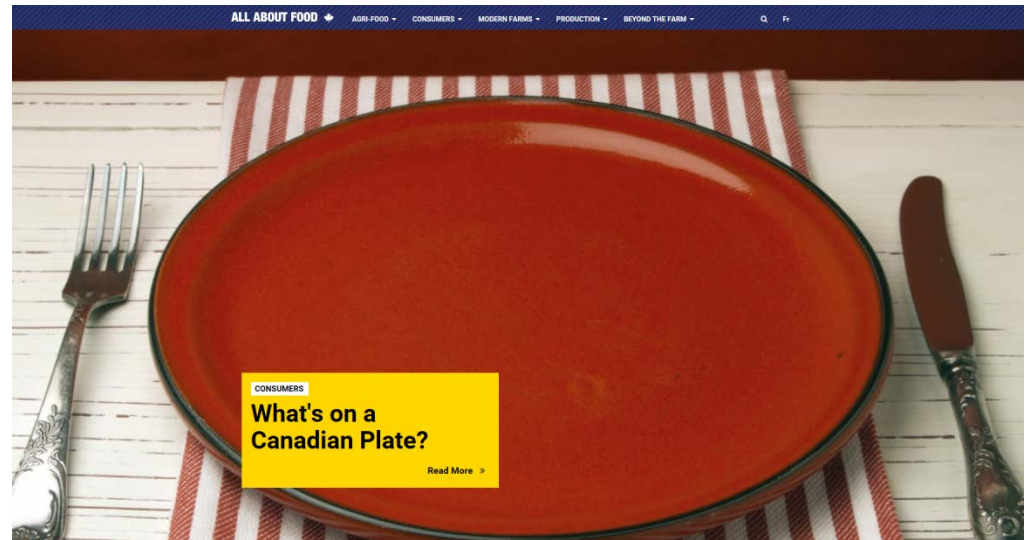
**55% MORE
FOR FOOD**

Partnerships

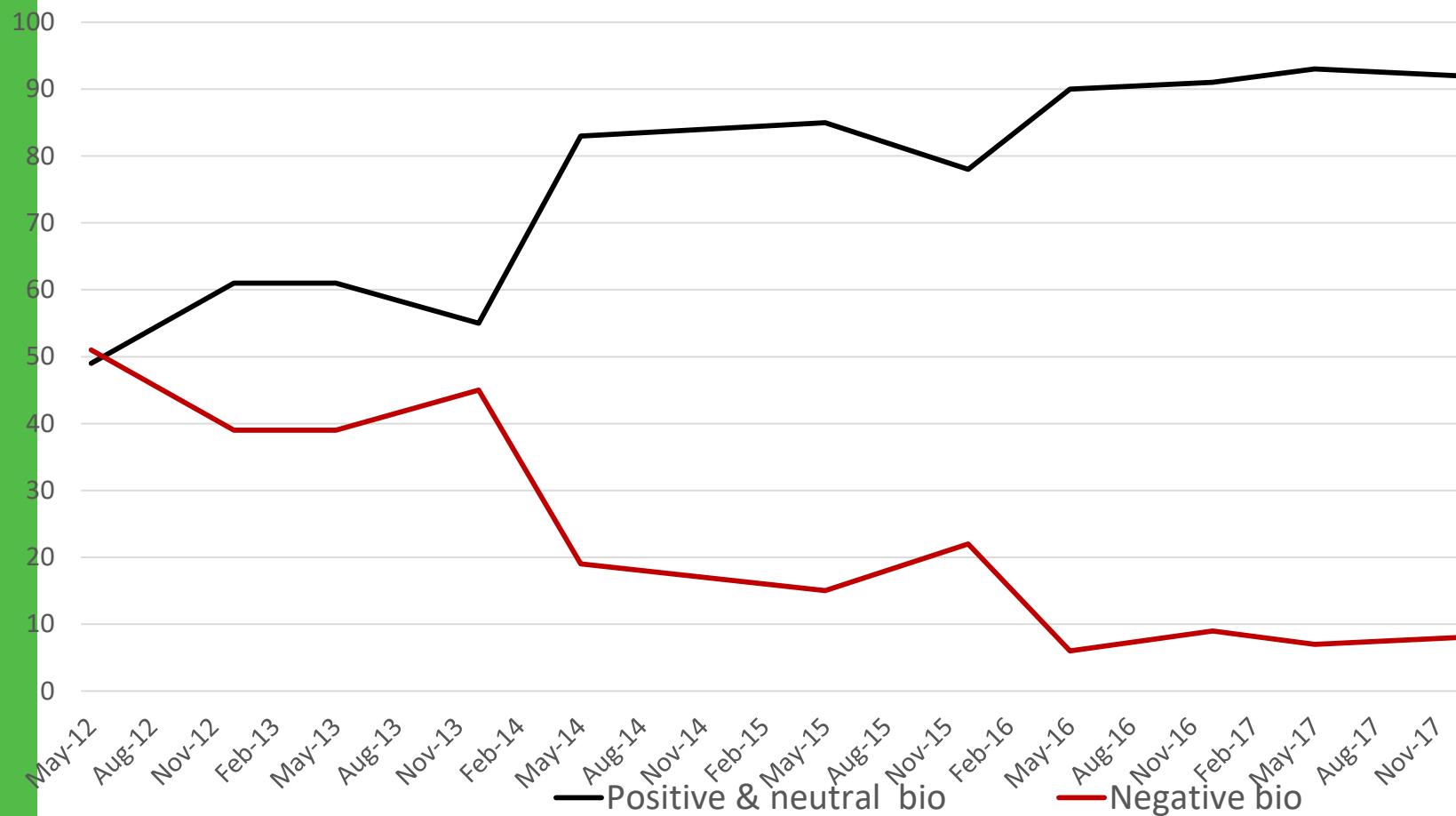


Working with others to talk about ag:

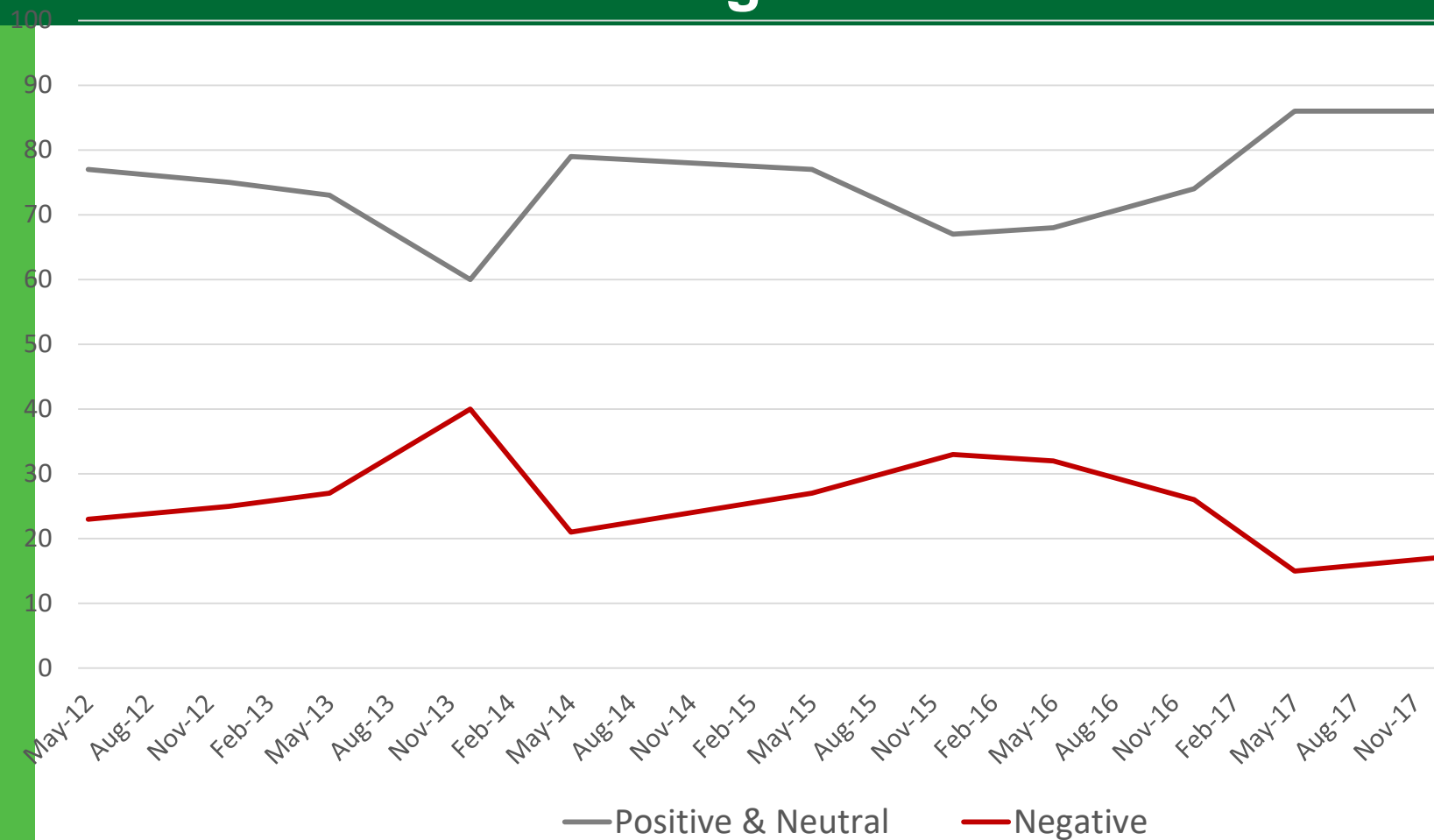
- Farm and Food Care
- Ag in the Classroom
- AG More Than Ever



Plant biotechnology media coverage



Pesticide media coverage



CropLife Canada

2017 ACT Polling Results

insightrix®



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Through the focus group discussions, top of mind thoughts on the food we consume in Canada are generally positive, with mentions of healthy and fresh food.



Most top of mind thoughts relate to:

Nutrition and quality

Variety and selection of food available

Cost of food

Amount of processed and fast food consumed

Food content, sourcing, and methods of production

Changes in Positive Impressions

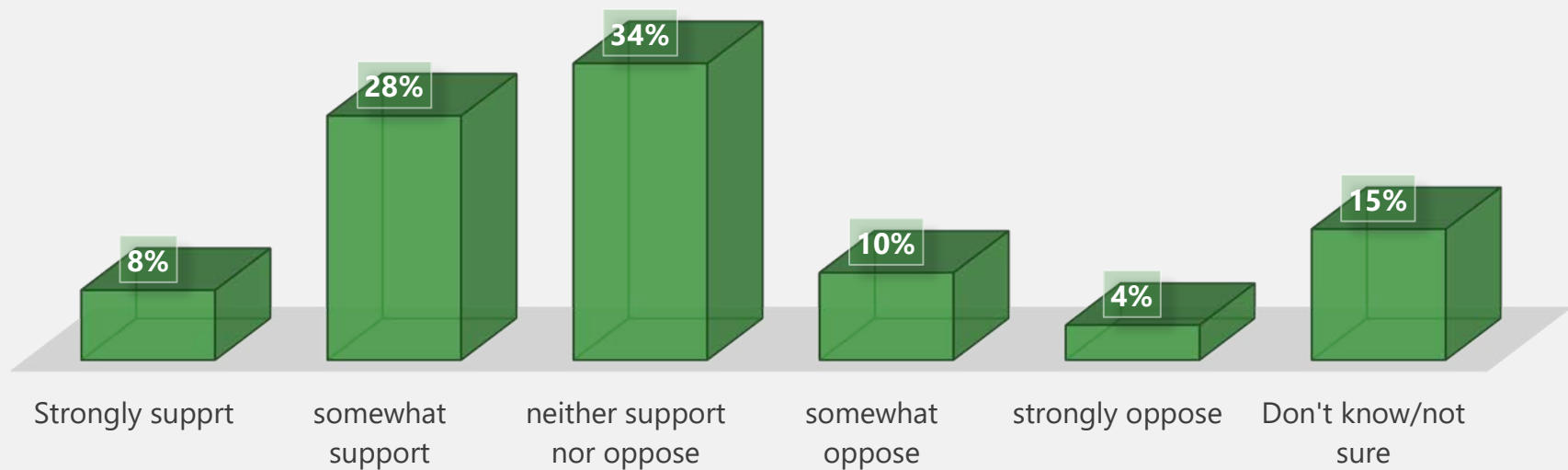
	% Very positive & somewhat positive		% Change 2013 to 2017
	2013	2017	
Canadian Food Inspection Agency	46%	65%	19%
Health Canada	53%	71%	18%
Pest control products	21%	36%	15%
Plant biotechnology	28%	41%	13%
Genetically modified plants/crops	14%	26%	12%
Crop protection products	33%	44%	11%
Modern agriculture	48%	57%	9%

5. To begin, please indicate whether you have a positive or negative impression with respect to each of the following?

Base: All respondents, 2010: n=1,061, 2013: n=1,004, 2017: n=1,001.

SUPPORT OR OPPOSE USE OF PLANT BIOTECHNOLOGY/MODERN PLANT BREEDING

Before message testing



7. Generally speaking, do you support or oppose the use of [pest control products/pesticides] and [plant biotechnology/modern plant breeding]?
Base: All respondents, n=1,001.

Perceived Safety of Plant Biotechnology - Trended

	*Plant Biotechnology			% Change 2013 & 2017
	2010 n=1,061	2013 n=1,004	2017 n=501	
Safe	31%	37%	56%	19%
Very safe	5%	7%	10%	3%
Somewhat safe	26%	30%	47%	17%
Not Safe	23%	17%	21%	4%
Not very safe	16%	12%	18%	6%
Not at all safe	7%	5%	3%	-2%
Don't know / Not sure	46%	45%	23%	-22%

9. Overall, do you consider the use of each of the following to be...? [Plant biotechnology/Modern plant breeding] Base: All respondents, n=1,001.

*No trending available for modern plant breeding.

More or Less Supportive of Plant Biotechnology/Modern Plant Breeding based on Messages*

Crops improved through [plant biotechnology/modern plant breeding] enjoy a remarkable food safety record, having been grown for 20 years and more than a trillion meals have been consumed worldwide with no reports of human health concerns.



Extensive safety reviews are completed by the Canadian Food Inspection Agency (CFIA) and Health Canada to ensure all products of [plant biotechnology/modern plant breeding] are safe for people, animals, plants and the environment.



The reality is that farmers have been working to improve the quality of plants by increasing yields and reducing unfavourable traits like tough skins or hard seeds. Today's plant breeders have carried on this tradition by using plant breeding innovations such as [plant biotechnology/modern plant breeding] to identify genes, introduce beneficial genes, modify existing genes and remove detrimental ones with a range of very precise tools.



Genetically modified (GM) crops allow farmers to grow more food on less land while leaving valuable green spaces and wildlife intact. Farmers are also able to minimize or even eliminate tilling the soil to control weeds, leading to significantly enriched soil and reduced greenhouse gas emissions.



● More likely to support

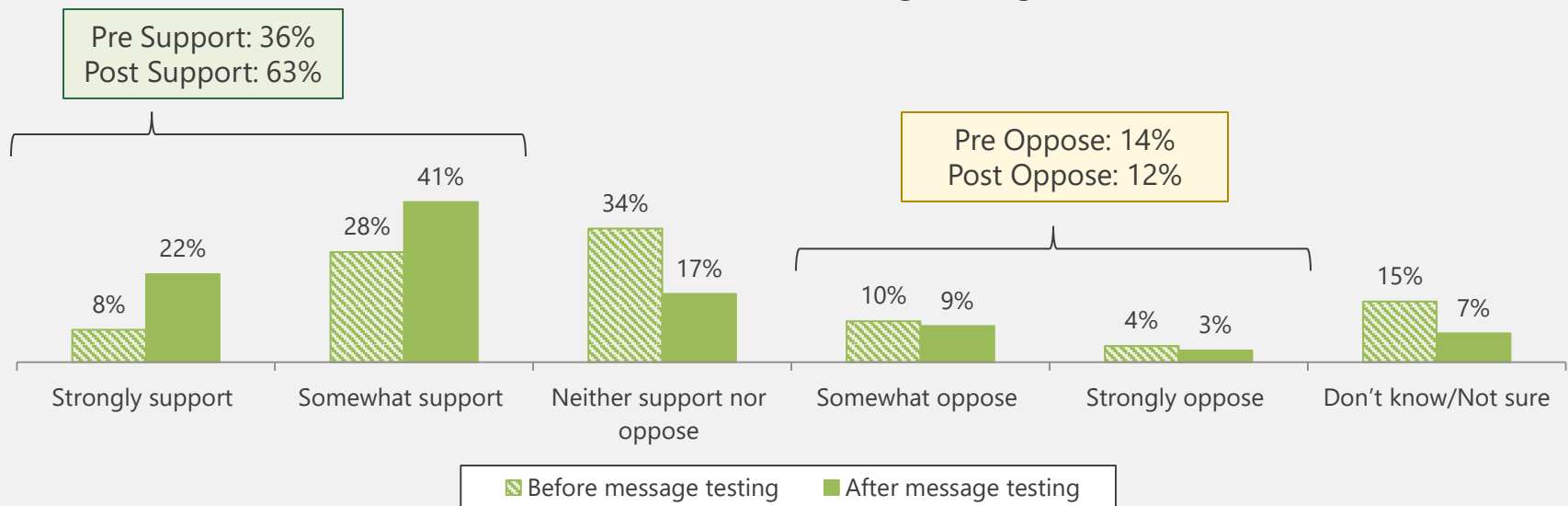
● Makes no difference

● Less likely to support

13. Would you be more or less likely to support the use of [plant biotechnology/modern plant breeding] in light of the following information?

Base: All respondents, n=1,001. *Don't know responses not shown.

Support or Oppose Plant Biotechnology/Modern Plant Breeding – Pre and Post Message Testing



	Plant Biotechnology		% Change Pre & Post	Modern Plant Breeding		% Change Pre & Post
	Pre Message Test	Post Message Test		Pre Message Test	Post Message Test	
SUPPORT	35%	62%	27%	37%	64%	27%
Strongly support	7%	21%	14%	9%	24%	15%
Somewhat support	28%	41%	13%	28%	41%	13%
Neither support nor oppose	33%	20%	-13%	35%	15%	-20%
OPPOSE	15%	11%	-4%	14%	13%	-1%
Somewhat oppose	12%	8%	-3%	9%	10%	1%
Strongly oppose	3%	3%	0%	5%	3%	-2%
Don't know / Not sure	17%	7%	-10%	13%	7%	-6%

15. Generally speaking, in light of all the statements about [pest control products/pesticides], [plant biotechnology/modern plant breeding] and plant science that you just reviewed, please indicate whether you support or oppose the use of each of the following. Base: All respondents, n=1,001.

7. Generally speaking, do you support or oppose the use of [pest control products/pesticides] and [plant biotechnology/modern plant breeding]?

Base: All respondents, n=1,001.

Broadening Public Confidence

May 2, 2018



Our objective

*Strategically engage new audiences to **broaden public confidence** and further increase public acceptance of plant sciences and the use of CropLife Canada members' products in modern farming.*

Target audience

Edelman recommends focusing on the persuadable 'greys', who do not yet know or care enough to support or oppose, but may be converted with the right message and the right messengers.

Based on 2017 polling, this target is more likely to be:

- Men and women age **35-50**
- **Mid to higher income earners**, but also concerned about costs, particularly of food
- Living in cities of **more than 20,000 people**
- Have **limited to no connection** to farming or agriculture

We can also expect this target to:

- Consume news and information from **many sources and formats**
- Be **more informed** than the general public
- **Make practical decisions**
- Have **generally high trust in government** (regional differences do exist)

Strategic approach

ENGAGE

Entertain through series profiling the daily lives of Canadian farmers and linking to content that supports topics covered in each episode


EDUCATE

Provide useful and interesting facts

Demystify false preconceived notions of pesticides and GMOs on CroLife Canada

ACTIVATE

Shareworthy content supporting the role that GMOs and pesticides play in modern farming

A man wearing a dark cap and a jacket stands with his hands on his hips, looking out over a vast, green, rolling landscape. The scene is captured in a cinematic style with soft lighting.

Say the word “farmer” to most Canadians and a clichéd image will come to mind: overalls, chewed straw, and an ol’ reliable tractor.

That’s changed dramatically, yet as more of us have moved to cities we’ve become increasingly disconnected from the people and places that our food comes from.

So, we will take farms and farmers to the public, building trust by showing our audience the dizzying advancements, the path from field to table, and the diverse group of people that make it all possible.

Real Farm Life

Farm families

Documentary-style web series following the trials, tribulations, and triumphs of three Canadian farming families from across Canada.

Capture the real-life events that take place on professional farms from sowing to harvest seasons.

Work with our partners to identify potential farm families – our first opportunity to engage partners in this project



Did you know?

Bite-sized, consumer content highlighting interesting pesticide and plant breeding facts, reflective of key topics covered in the Farm Families webisodes.

The Did You Know (DYK) content would live on RealFarmLife.ca. At the end of each webisode, a compelling call to action would be included to drive audiences to click Did You Know.

DYK content would also be leveraged for retargeted digital banner ads and social content.

CREATIVE CONTENT

- Web series
- Factoids
- Graphics

OWNED MEDIA

- RealFarmLife.ca
- Facebook
- Twitter
- Instagram

EARNED MEDIA

- Editorial calendar

PAID MEDIA

- Social media
- Programmatic digital
- Sponsored content
- SEM

THOUGHT LEADERSHIP

- Forums, events and speaking engagements
- Op-eds and bylines
- Executive positioning