

WHAT'S NEXT IN CROP SCIENCE FROM BAYER AND CROPLIFE

Page 1 of 2 - Luncheon/Webcast • October 1, 2015 • Penn Club



This meeting features two speakers who will explore the far-reaching efforts of CropLife America and Bayer CropScience. First, Jay Vroom will give his dual insights as both an active farmer and the CEO of the premier USA trade organization in the crop technology space.

First Speaker: CropLife America

UN projections for world food demand through 2050 are daunting for global agriculture. The only way to meet the demand is through extensive investment in science and innovation in the crop sector. Global Crop protection and biotech / seeds companies are reinvesting a larger percentage of annual sales in R&D than any other sector of food and agriculture.

Despite a recent value decline, the future for agriculture and innovation companies is bright with amazing offerings in combination with advances in precision farming technology, modern fertilizer strategies and information management systems.



Speaker: Mr. Jay Vroom has served as president and CEO of CropLife America (CLA) since 1989. Based in Washington, DC, CLA lobbies for the benefits of crop technology in enhancing food, fiber and renewable fuel production; and advocates for science-based regulations. CLA is a member of the Brussels-based global federation CropLife International (CLI). Vroom is co-founder and Vice Chair of the CropLife Foundation.



Vroom was a member of the Future Farmers of America, and served as an elected state officer in Illinois. He was Director for the Friends of the National Arboretum (FONA). Vroom served at the National Fertilizer Solutions Association (now the Ag Retailers Association), the Merchants Exchange of St. Louis and the Fertilizer Institute. He graduated with honors from the College of Agriculture, Consumer and Environmental Sciences at the University of Illinois Urbana-Champaign. Vroom was raised on a grain and livestock farm in north-central Illinois and continues to own the farming operation.

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Event Schedule

Location:

Penn Club
30 W 44th Street, NYC

Event Times: (ET)

11 am - noon Registration
12 pm - 1 pm Luncheon
1 pm - 2 pm Talk-Webcast

Luncheon Fees

\$120 for non-members
\$90 for members

Check Early-bird savings

Webcast : \$30. Free for ACS members

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December 8, 2015

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Prior to a panel discussion, Dr. Iain Kelly from Bayer CropScience in RTP will profile the changing regulatory landscape and the new approaches needed to address new challenges and simultaneously engender public trust.

Second Speaker: Bayer CropScience

Population growth and dietary changes demand agricultural efficiency. In the face of limited or diminishing natural resources, the agriculture industry is tackling this challenge using diverse technologies to provide integrated solutions to farmers and producers. These technologies range from seed improvements through genetic modification to the application of synthetic crop protection chemicals and the use of biological solutions, all of which are dependent on innovation, novel approaches and cutting-edge science.

As technology changes and improves, the testing required to assure a safe food supply must develop in parallel. While testing methodology and protocol development have traditionally been the purview of the government, academia and the regulated industry, increased public demand for participation, understanding and transparency in the use of new technology has added additional responsibilities and costs to the regulatory process.



Speaker: Iain Kelly, Ph.D., is Research Fellow and Director Regulatory Policy and Issue Management at Bayer CropScience in Research Triangle Park.

He has over 30 years' experience in the agrochemical industry with Bayer CropScience and legacy companies, holding a wide variety of technical and regulatory positions relating to assessing and managing the risks and benefits associated with the use of crop protection products.

He is currently Director of Regulatory Policy and Issue Management and is a Bayer Research Fellow. Over the last few years a primary responsibility has been coordinating a range of bee health related topics. He is the immediate past chair of CropLife America's Pollinator Team. A native of Scotland, he has lived in the U.S. since 1986 and is now a citizen.



Bayer CropScience

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