



MEDIA ADVISORY:

**CROPLIFE FOUNDATION TO RELEASE NEW REPORT HIGHLIGHTING
WEED CONTROL PROBLEM ON AFRICAN FARMS**

WHAT: The Crop Protection Research Institute (CPRI), part of the CropLife Foundation, will release a new report highlighting the impact of handweeding on African women farmers and crop yields. The latest report from CPRI, "*Solving Africa's Weed Problem*," details the current issues with handweeding, the prevalent form of weed control on smallholder African farms. African women represent 90% of the workforce and dedicate billions of hours each year to weeding, preventing them from pursuing educational and business opportunities. Yet crop yields still suffer due to wrongly timed and insufficient weeding, with yield losses averaging 30%. Leonard Gianessi, director of CPRI, will highlight key findings from the report and discuss industry efforts to introduce modern weed control technology to smallholder African farms.

WHO: **Leonard Gianessi**, Director, CPRI

WHEN: **Thursday, Dec. 10, 2009**
10 a.m. – 11 a.m.

WHERE: **University Club, Governor's Room**
1135 16th Street N.W.
Washington, DC 20036

CALL-IN

DETAILS: Participants unable to attend the conference may dial in toll-free:

- 1-866-846-3997, passcode #986345 (listen only)
- 1-888-208-1812, passcode # 8665448 (join question and answer session)

CONTACT: To RSVP for the event, please contact Susan Helmick at 202-872-3847 or SHelmick@croplifeamerica.org

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CropLife Foundation is a 501(c)(3) tax-exempt charitable and research organization. CropLife Foundation was created in 2001 to promote and advance sustainable agriculture and the environmentally sound use of crop protection products and bioengineered agriculture.