

# MANAGE RESISTANCE *Now*

## Welcome to the first Manage Resistance Now quarterly newsletter!



Welcome to Manage Resistance Now. Our goal is simple: to help Canadian farmers adopt strategies that will prevent or reduce weed, insect, and disease resistance.

The Manage Resistance Now initiative is a collaborative effort of industry, academia, and government experts, brought together by CropLife Canada, to increase knowledge and promote adoption of strategies that will lead to a reduction of weed, insect, and disease resistance. This is a first-of-its-kind initiative in Canada and provides a holistic approach that includes resources on cultural, mechanical, biological, and chemical best management practices.

We value your input! If you have new resistance topic suggestions in mind or content to share, please contact us via [email](#), [Twitter/X](#) or [Facebook](#).

## Partners

Manage Resistance Now is happy to recognize our 13 partner organizations. If you know of any other organization that you think would have interest in becoming a partner, please feel free to forward this newsletter or have them [contact us](#) for more information.



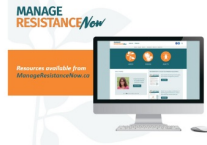
Hear from a grower



This spring, we're launching our "Hear from a grower" campaign, spotlighting tips, and tricks from growers on managing resistance. Do you know a grower implementing effective resistance management practices who would like to share their story? Please [contact us](#).

### PowerPoint Slides

Available for [download](#) are slides that introduce Manage Resistance Now (MRN) and provide an overview of the different resources. These slides can be easily added directly to any presentation used for communicating with crop professionals that work with farmers, or directly to farmers.



### Social Media

Please like and share MRN on [Twitter/X](#) and [Facebook](#). You can also [download](#) and post content directly on your channel. Remember to tag [@protectyourland](#) and use [#cdnag](#) [#agtwitter](#)



### E-Newsletter article

We have prepared an [article](#) introducing Manage Resistance Now and the resources available to farmers. Please share in your next newsletter or publication. If you would like to have this article customized for your audience, please [contact us](#).

### In the news

Check out the latest articles highlighting resistance management and other useful methods and tools.

- [Waterhemp is the new "oh-no" weed](#)
- [The problem with pigweeds](#)

### Events

#### Stewardship: Unlocking the potential of sustainable agriculture

March 19, 2024  
Virtual

The third edition of CropLife International's Festival of Stewardship will, for the first time, be open to everyone. If you want to learn from leaders in the field of stewardship, share your own experiences and contribute to the discussion about the role of stewardship in sustainable agriculture, [register here](#).

#### Ontario Ag Conference

Manage Resistance Now is a proud sponsor of the Ontario Ag Conference. Many topics touched on managing resistance and it's not too late to [register](#) for the virtual component, where you can get access to on demand sessions until the end of March.

**Plant Canada**  
July 7-10, 2024  
Winnipeg, MB

Would you like to suggest content ideas, upcoming events or other resources? Please contact the **Manage Resistance Team** with feedback and questions.

CropLife Canada and Manage Resistance Now is pleased to announce sponsorship of Plant Canada 2024. Stay tuned for more information. Event registration and abstract submission are now open [here](#).

Are you looking to promote Manage Resistance Now at your next event? Download resources and logos [here](#).  
Looking for hard copies of resources? Please **contact us**.

Please feel free to share this newsletter with colleagues in your organization. If you have colleagues who would benefit from these updates, please email the [Manage resistance Now](#) to have them added to the distribution list.



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**RESISTANCE***Now*

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