



Communications Expert Group for the  
International Year of Plant Health  
**PROGRESS REPORT - 2019**

FAO estimates that up to 40% of food crops are lost to plant pests and diseases annually. This results in over USD \$220B in trade losses in agricultural products annually.

# UN International Year of Plant Health 2020

- Raise awareness about the importance of plant health
- Highlight the vital role of regional and national plant health organizations
- 4 themes:
  - helping to end hunger
  - reduce poverty
  - protect the environment
  - boost economic development

# Expert Group Objectives

- Define specific IYPH target audiences
- Build on the International Plant Protection Convention's IYPH messaging
- Explore options for using IYPH to advance NAPPO regional priorities
- Identify and mobilize partner organizations
- Identify communications activities for IYPH

Raising awareness about  
plant health is crucial for  
all life on earth.

# 2019 Activities

- Partnership engagement
- Collaborative Efforts
- Communications outreach



# 2020 Activities

- Outreach
- Influence
- Visibility
- Events
- Expression



# Next Steps

- Save the date - Official launch December 2 and 9, 2019!
- Kick-off – January 2020
- Implement activities and monitor engagement
- International Day of Plant: December 6, 2021 (TBC)
- Evaluation and final report





# Expert Group Members

**Canada:** Ifi Chafy, Dominique Pelletier, Lisa Lafontaine

**United States:** Heather Curlett, Greg Rosenthal

**Mexico:** Beatriz Martinez Reding Garcia, Javier Calderón Elizalde,  
Victor Hugo Rodriguez Diaz



Food and Agriculture  
Organization of the  
United Nations



International  
Plant Protection  
Convention



INTERNATIONAL YEAR OF  
**PLANT HEALTH**

2020

PROTECTING PLANTS,  
PROTECTING LIFE

**EVERYONE HAS A PART  
TO PLAY IN #PLANTHEALTH  
PROTECTION.**

**MAKE A COMMITMENT  
FOR #IYPH.**

[IYPH@fao.org](mailto:IYPH@fao.org) [www.fao.org/plant-health-2020](http://www.fao.org/plant-health-2020)