

Jay Vroom
President and CEO
CropLife America



Jay Vroom has served as president and chief executive officer of the trade association known as CropLife America (CLA) since 1989 and has been a leader in U.S. agribusiness trade associations for his entire career. In addition, he has served as chairman of the CropLife Foundation since its inception in 2001. In his current role with CLA, Vroom heads the leading U.S. trade group for the crop protection industry in the U.S. CLA is primarily involved in issue management and advocacy for the industry and its agricultural allies.

CLA performs federal and state lobbying, science and regulatory advocacy, and proactive litigation work on behalf of its members. Its principal issues revolve around articulating the benefits of crop technology in enhancing food, fiber and renewable fuel production; and advocating for clear, science-based regulations, which ensure the safe and effective use of crop protection tools. Through its membership in the Brussels-

based global federation CropLife International (CLI), the CLA is a strong voice in many international venues on issues critical to the plant science industry. Vroom also sits as a senior member of CLI's Crop Protection Steering Council. He also sits on the Board of Directors for The Friends of the National Arboretum, an independent, non-profit organization established to enhance the National Arboretum.

Based in Washington, D.C., CLA has a principal staff of nearly 30 professionals. CLA operates with several affiliated organizations including CropLife Foundation, of which Vroom serves as board chairman; CropLife Political Action Committee, of which he serves as treasurer; and RISE (Responsible Industry for a Sound Environment), a parallel organization to CLA which addresses issues pertinent to the non-agricultural uses of public health protection products and fertilizers.

Prior to joining the CropLife staff, Vroom has various positions in executive capacities with the National Fertilizer Solutions Association, the Merchants Exchange of St. Louis and The Fertilizer Institute. He graduated with honors from the University of Illinois College of Agriculture. Vroom was raised on a grain and livestock farm in north-central Illinois and continues to own the farming operation.