



COUNCIL OF PRODUCERS &
DISTRIBUTORS OF AGROTECHNOLOGY

CPDA and CLA Collaboration

May, 2019



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CPDA and CLA have changed

- Consolidation
 - Member mergers
 - New ownerships
 - Association restructuring
- Association dues income decreased
- Presidents changed
 - Restructuring of staff
- Increased responsibility to members



CPDA restructure for the future

Collaborate with CLA staff regarding issues of common concern to both associations

- Active and support DC industry associations

Focus on issues important to membership

Need to address state issues

- Contract consultants
- Collaborate with state and regional associations.

Determine CPDA appropriate staffing



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CPDA Future Direction

Effectively collaborating together on issues of mutual interest

Pesticide Policy Coalition operates as a non-profit organization.

- The organization is comprised of businesses involved in the food, agriculture, and pest management industries.
- Promotes pesticide policies sympathetic to member industries.
- Achieves its goals through general advisory services, and legislative advocacy.



CPDA Future Direction

CPDA joined the PRIA coalition collaborating on issues of mutual interest

EPA Challenges

- Registration staff down from 120 to 80
- Rehiring
- New staff

Priority of registrations

Notifications 25 % reviewed by end of 2019

Non-PRIA actions



Collaboration with industry associations

- Responsible Industry for a Sound Environment
- Agricultural Retailers Association
- Regional associations
 - Western Plant Health
 - Washington Friends of Farms & Forests

Building Upon A Foundation of Partnership

A New Possible Working Arrangement for CLA & the Council of Producers and Distributors of Agrotechnology (CPDA)





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Vision: Memorandum of Understanding

The leaders of the Council of Producers & Distributors of Agrotechnology (hereinafter CPDA) and CropLife America (hereinafter CLA) share a common vision for promoting agricultural innovation, preserving operating freedom, and expanding market opportunity for our members.

As supply-chain partners in the crop protection and specialty chemistry markets, CPDA & CLA need to work cooperatively on issues facing our respective members.

The Memorandum of Understanding creates an operating framework that defines a more collaborative relationship between the two organizations.



Overview – This agreement aims to:

1. Improve Information Exchange

Develop a robust flow of information between CPDA & CLA members and staff regarding policy, regulatory, and legal challenges facing our respective industry segments.

2. Enhance Policy Coordination

When possible, work collaboratively to develop common policy solutions to challenges facing our members. When such agreement is not possible, CPDA & CLA will seek to minimize any conflict, as each organization pursues its independent priorities.

3. Realize Synergies

A collaborative partnership should provide a means for reducing costs, sharing services and information, and/or sharing investment in programs and activities that are of mutual benefit to both organizations.



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CPDA and CLA advantages

- Enhanced policy collaboration and coordination between the two associations.
- CPDA and CLA would benefit from having the efficiencies and cost savings.
- Two associations working together will achieve greater influence on agencies.
- CPDA desires industry support from distributors and generics resulting in increased membership.

What does CPDA offer

- Advocate for agricultural adjuvant and inert ingredient suppliers with support for formulators, distributors and manufacturers of post patent pesticide products and biorationals.
- Approximately 80% of the inert ingredients used in agricultural production products throughout the U.S. are provided by CPDA members.
- Chartered in 1987, CPDA's work includes legislative advocacy at a state and national level, member education, and business networking.
- Headquartered in Washington, DC with a staff of 3 people.

Collaboration and Vision

Relationship to RISE model within CLA

- CPDA
 - Maintains own president and staff
 - Maintains own Board of Directors
 - Maintains own dues structure
- MOU proposed working agreement as a foundation for strengthening the partnership – with prospects for fuller integration in the future.

MOU Working Concept

1. Shared arrangement on CLA and CPDA Regulatory Conference
2. Engagement from CPDA in CLA Legislative Rally (invited)
3. Identify opportunities for CPDA involvement in 2020 CLA Annual Meeting
 1. Combined and separate meetings co-located
 2. Networking between CLA and CPDA members
4. CLA regulatory/technical support to CPDA
5. Shared services agreement on state legislative affairs
6. Joint Inerts Working Group – completed
7. CLA provide office space for CPDA employees
8. CLA provide HR services/support for CPDA employees
9. Collaboration on issues related to the EPA and industry issues.

Next Steps?

- Review concept with CLA Executive Committee – Feb 15
- CPDA Board reviewed and approved MOU concept
- CLA Board consideration and approved MOU guidance - first week of March
- CPDA Board approved



Propose to move forward by considering two agreements

- The first agreement would be a collaboration agreement to gain the advantage of both organizations working together on issues of mutual interest.
- The second agreement would consider efficiencies including costs and staffing. The costs considerations could include shared office space, meeting rooms, phone, and services supporting the office.
 - This agreement likely could be patterned after the successful RISE agreement.
 - It would be developed after successfully implementing the collaboration agreement.



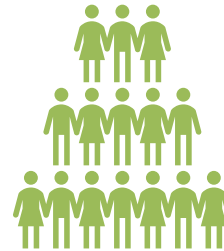
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Second agreement considers efficiencies in costs and staffing



The implementation of this second agreement is delayed due to the current CPDA office contract that runs through December 2021.

CLA office contract up about the same time



Examples of potential for CPDA and CLA of having an enhanced policy collaboration and coordination between the two groups will be the primary benefit of this close relationship in areas of collaboration.