PROTECTING THE ACRE
GROWING THE OPPORTUNITY

COUNCIL OF PRODUCERS & DISTRIBUTORS OF AGROTECHNOLOGY
THE BUSINESS COUNCIL FOR AGROTECHNOLOGY

FOR IMMEDIATE RELEASE

CPDA Launches National Campaign Promoting Drift Reduction Agents as Cornerstone of ESA Stewardship and On-Farm Efficiency

"Every Product. Every Acre. DRA." initiative highlights practical tools to protect crops, species, and grower access to modern crop protection while improving application performance.

ARLINGTON, VA – The Council of Producers & Distributors of Agrotechnology (CPDA), the Business Council for Agrotechnology, announced the launch of a new industry-wide education and stewardship campaign focused on the expanded use of Drift Reduction Agents (DRAs) to support compliance with the Endangered Species Act (ESA), improve application efficiency, and protect on-farm productivity during a challenging farm economy.

The campaign, branded "Every Product. Every Acre. DRA.", reflects a growing consensus across the agricultural value chain that drift mitigation must become a standard practice in modern crop protection programs. CPDA officially kicked off the initiative at Commodity Classic in San Antonio on February 25th.

"The agriculture industry has joined forces to communicate clearly, educate growers, and champion ESA stewardship," said Terry Kippley, President and CEO of CPDA. "But this is also about economics. When margins are tight, every input has to perform. Drift Reduction Agents help more of the product reach its intended target, improve spray quality, and reduce waste. That translates directly into better performance in the field and stronger returns on investment for growers."

CPDA and its member companies are setting the standard for responsible application by promoting the routine inclusion of DRAs in spray tanks and providing clear, science-based guidance on their performance and role in pesticide risk mitigation strategies.

"DRAs are not just a compliance tool," Kippley said. "They are a practical way to make crop protection applications more precise and effective. Better deposition, less off-target movement, and more consistent coverage mean farmers get more value out of every pass across the field."

As part of the initiative, CPDA has developed a new online resource hub to help growers, applicators, regulators, and other stakeholders better understand:

- How ESA requirements are evolving for crop protection products
- The role of DRAs in reducing spray drift and exposure risk
- How DRA use can support compliance with EPA mitigation measures
- How improved spray performance can enhance product efficacy and input efficiency
- Best practices for selection, application, and performance verification

These materials are now available at: https://cpda.com/esa-dra/

“Stewardship and profitability should go hand in hand,” Kippley added. “Using DRAs is about protecting the acre and growing the opportunity. It helps farmers stretch their crop protection investments further while meeting environmental expectations and maintaining access to critical tools.”

The campaign will roll out through digital resources, grower-focused education, industry partnerships, and ongoing engagement with policymakers and regulators as ESA implementation continues to evolve.

ABOUT CPDA

The Council of Producers and Distributors of Agrotechnology (CPDA) is the Business Council for Agrotechnology. Our members provide and distribute the adjuvants, inerts and post-patent crop protection tools that farmers rely on. CPDA is working with EPA and Congress to cut the regulatory backlog so safe, reliable products reach the field faster. CPDA’s members comprise a nationwide network that accounts for nearly 90% of the $15 billion U.S. crop protection market. For nearly 40 years, CPDA has championed science-based regulatory policies that protect the environment while preserving growers’ access to safe, effective crop protection tools. We’re also advancing ESA compliance options like drift-reduction adjuvants that reduce no-spray buffers.
Protecting the acre. Growing the opportunity. Learn more at cpda.com.

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