Council of Producers & Distributors of Agrotechnology

ADJUVANT STAKEHOLDER WORKING LUNCH

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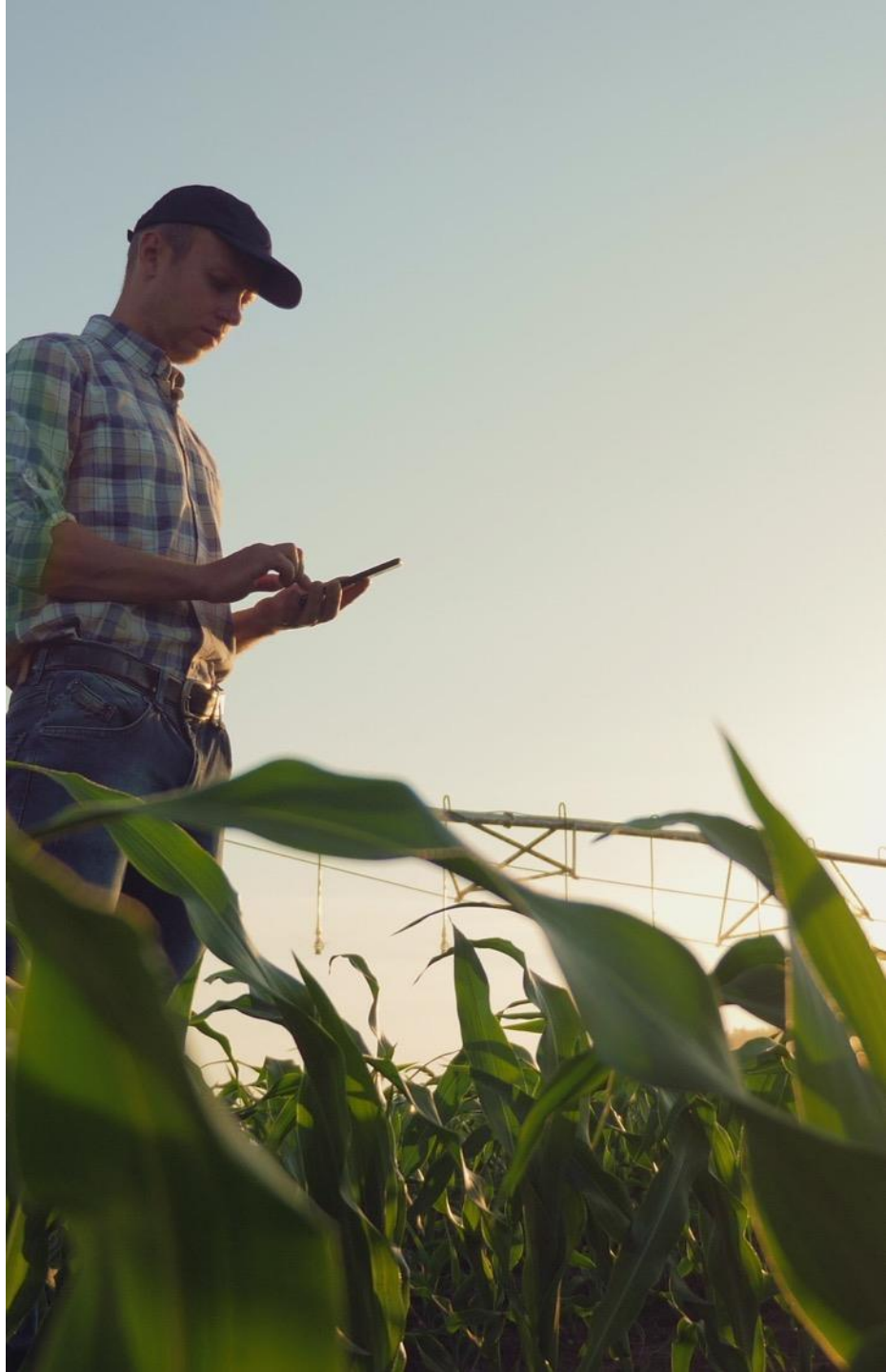
COUNCIL OF PRODUCERS & DISTRIBUTORS OF AGROTECHNOLOGY

April 28, 2026
Renaissance Austin

AGENDA

- Meeting Kick-Off
  Patrick Ewan, CPDA Chairman
- ESA Overview
  Dr. Eric Spandl, CPDA ESA Technical Committee Co-Chair
- ESA Communication Update
  Committee Co-Chairs Jordan Lab, Bill Smith
- CPDA Certified Adjuvant Program Update
  Bruce Bollinger, CPDA Technical Director
- CPDA/ARA Adjuvant Advantage Topics, Season 5
  Greg Dahl, CPDA Adjuvant Education Director



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WELCOME

Patrick Ewan
CPDA Chairman, Helena Agri-Enterprises

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EFED OVERVIEW

Dr. Eric Spandl
CPDA ESA Technical Committee Co-Chair, WinField United

Where We Started

Goal: Get all DRA classes (oil, guar, poly) approved for all CPP products as drift mitigation methods for buffer reduction

Simple approach- not like dicamba (product x product, certain nozzles)

Progress: Data Submitted

Fungicide + Herbicide DRA data (6-24)

- 1095 total measurements (6-24)- Complete DSDs herbicides: 510 Measurements, Incomplete DSDs herbicides: 907 Measurements
- 16 nozzles, 19 herbicides, 5 fungicides

Herbicide- guar and polymer data (9-24)

- 1,063 total measurements
- 9 nozzles, 27 tank mixes, 5 DRAs

Insecticide- DRA data (12-24)

- 1008 total measurements, 279 more on 2-2026
- 4 nozzles, 11 Insecticides, 6 DRAs

Progress: Data Submitted, *continued*

Hewitt – public comment (9-24)

- Data on >250 DRAs

Fungicides- DRA data (4-25)

- 1072 total measurements (rows/lines) (884 new, 188 from 5-24)
- 20 fungicides, 8 nozzles, 253 combinations

Complex tank mixes (9-25)

- 110 total measurements
- 7 herbicide and fungicide combinations, 5 nozzles, 2 DRAs

Summary of Progress

	DRA		
	Oil Emulsion	Guar	Polyacrylamide
Herbicide	✓	S	S
Insecticide	S	S	S
Fungicide	S	S	S

✓ done
S- Submitted, no further questions, draft strategy expected soon
S- Submitted, standard needed

Labels with ESA Mitigation

Labels w ESA language, following H and I strategy

- Commercial (2/26)
  - Liberty Ultra
  - Incipio/Vertento/Opello (plinazolin/isocycloseram)
  - Dicamba (Stryax, Engenia, Tavium)

Expected soon

- Diflufenican/Covintro- Bayer
- Trifludimoxazin, premix- BASF
- Epyrifenacil, premix- Valent
- Others, Mitigation tracker: FIFRA Endangered Species Task Force - Mitigation Tracker

2026

Actions

- Guar for H,I,F and oil emulsions for I,F are in spring (2026) draft strategy
- CPDA to advise/advised on guar rates
  - Proposed guar rate language to membership- 4/28 email
- Further comments may be provided in comment period
- Poly pathway to approval- develop ASTM standard. Sub-committee started. Submit draft to ASTM in fall.
- Questions/comments or to volunteer- Check w Eric

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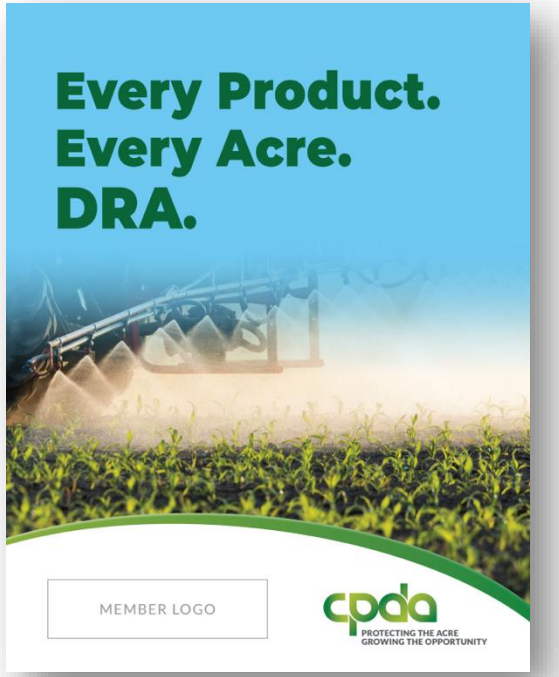
ESA COMMUNICATIONS UPDATE

Jordan Lab
CPDA ESA Communications Committee Co-Chair, Wilbur-Ellis

Bill Smith
CPDA ESA Communications Committee Co-Chair, Helena Agri-Enterprises

Core Committee

- Jordan Lab – Wilbur-Ellis
- Bill Smith – Helena
- Michelle Wilkinson – Helm AG
- Joe Vaillancourt – Land O' Lakes
- Holly Ewig – Precision Labs
- Terry Kipling - CPDA
- Carra Strazzo - CPDA



PURPOSE

Turn the Endangered Species Act (ESA) into a simple, field-ready conversation at the farm gate.

Key Message

The goal is not just to raise awareness of ESA changes. It is to help growers understand that adjuvants and DRAs are a practical, already-available way to support compliance, protect performance, and keep productive acres moving forward

Main Points

- Move ESA from policy language to practical farm decisions
- Make the message easy for trusted advisors to carry forward
- Position stewardship and performance together, not separately

PROCESS

We align the message, package it into usable tools, and activate it through the trusted voices growers already listen to.

Align the Message

- Use one messaging framework and consistent grower language
  - Core message, proof points, tone, etc.
  - Practical, grower-friendly

Equip the Field

- Equip teams with a variety of pre-built tools & assets.
  - FAQs, one-pagers, talk tracks, and social assets, etc.
  - Armed for real conversations

Amplify Through Channels

- Activate agronomists, applicators, retailers, and ag media to carry the message
  - Member communications, ag media, local field activation, farm broadcaster

PAYOFF

The payoff is not just more materials or more activity. It is a stronger, more consistent Industry voice that helps growers better understand ESA changes, know what steps to take, and hear the same practical message from the people they already trust.

- Increase in adjuvant use & increase in acres
- More consistency
  - Gives industry clear voice
- More confidence
  - Growers understand the changes and what to do
- More action
  - Make it easy for members to execute quickly

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ADJUVANT CERTIFICATION PROGRAM UPDATE

Bruce Bollinger
Technical Director, CPDA Adjuvant Certification Program

Current Status of CPDA Adjuvant Certification Program

- 2200+ Adjuvant products being sold in the US
- 244 Products are currently posted on the CPDA website
- 43 Companies are marketing CPDA Certified Products
- 26 Companies hold "Primary Certifications"
- 17 Companies are marketing under a Sub-Certification

Opportunity for CPDA Certification Program Growth

- CPDA, under Austin Anderson's leadership, is working with the major Basic Manufacturers to add the following language to their pesticide labels: *"When tank mixing an adjuvant with (Name of Product) the use of a CPDA Certified Adjuvant is recommended."*
- Meetings held with Bayer, BASF, Corteva and Syngenta have been very receptive to the addition of this language to their labels.
- CPDA is working with EPA to consider this addition as a non-notification
- Ray McCallister TELUS research
  - 41 companies posted one more pesticide label
  - 5095 total number of label posted
  - 527 labels contained the Use CPDA Certified Adjuvant language
- Increased number of customers requesting CPDA Certified Adjuvants

Certification Expansion

- Researched opportunity to expand certifications with four companies marketing adjuvant in the US
- Looked at selected proprietary products posted on TELUS and/or company website
- Excluded Utility Adjuvants – Focused on Activator Adjuvants
- Results:

Total Products Evaluated	Functionality ASTM Defined	Chemical Descriptor	% Surfactant Breakout Needed	Not for Aquatic Use Needed	CPDA Certified	% Surfactant Not an Issue
136	134	135	56	50	23	46

- Listing % surfactant is the major issue
- Adding NOT FOR AQUATIC USE is an easy fix

Why Not CPDA Certify?

- Concern over confidentiality
  - No CBI or statement of formula is required
  - Label, SDS and tox studies are required submissions
  - Label & SDS are public information on TELUS and/or the company website
- Certification Committee members review applications responsibly and in good faith
  - Committee members represent all segments of the adjuvant industry
  - There has never been an issue of bias in 30 years
  - Currently need a couple of volunteers to join the committee
- Only CPDA staff review sub-certification applications
- Statement of % Surfactant seems to be a major issue
  - While considered confidential, ASTM test protocols are available to test for % surfactant content

Drift Reduction Agent (DRA) Certification

- Consider adoption and implementation of the proposed CPDA Drift Agent Standards
- CPDA DRA Certification Summary:
  - Evaluate DRA reduction of the volume of spray droplets below 150 µm
  - Adjuvant must be CPDA Certified
  - Test product at recognized wind tunnel
  - One standard spray solution and use rate
  - Use XR-11003 nozzle
  - Reduce volume of spray droplets below 150 µm by 30%

Dicamba OTT Label Changes for 2026

- EPA approved labels for 2026 on Engenia, Stryax and Tavium now read:

  "Applications of this product must include an oil emulsion Drift Reduction Agent (DRA) at a concentration of 0.3% volume to volume (v/v) of the final spray tank volume and a qualified pH buffering Volatility Reduction Agen (VRA). The user must check **https://www.stryaxapplicationrequirements.com/** *for a list of qualified VRAs and VRA application rates." (Eugenia and Tavium will also have websites.)*

- These labels further state:

  "When a specific adjuvant products such as a Drift Reduction Agent (DRA) is to be used with this product, (BASF; Bayer CropScience; Syngenta) recommends the use of those adjuvants certified by the Council of Producers & Distributors of Agrotechnology (CPDA)."

- There is no change regarding adjuvant usage for Enlist One and Enlist Duo for the 2026 season

Dicamba OTT CPDA Website Update

- Previous website:

Product	Category 1	Category 2	Enlist One	Enlist Duo	Engenia	Tavium	ExtendMax
A	Crop Oil Concentrate	Retention Aid	X	X		X	
B	Non-Ionic Surfactant	Drift Reduction Agent		X	X		X
C	Modified Vegetable Oil Conc.	Non-Ionic Surfactant	X		X	X	X

- Current Website

Product**	Category 1	Category 2	Enlist One	Enlist Duo	Oil Emulsion Adjuvants w/Drift Reduction Agent (DRA) **see note below
A	Crop Oil Concentrate	Drift Retention Aid	X	X	
B	Non-Ionic Surfactant	Reduction Agent		X	X
C	Modified Vegetable Oil Conc.	Drift Retention Aid	X		X

**Note Applications of Engenia – Stryax – Tavium (Dicamba) formulations must include an "Oil Emulsion" Drift Reduction Agent (DRA) at a concentration of 0.3% volume to volume (v/v) of the final spray tank volume.

Dicamba OTT CPDA Website Update

- The CPDA's website online application has been updated and this information will be required when submitting a new application for CPDA Certification
- Mid-February the following request was sent to the key contact in each company responsible for administering the CPDA Certification Program:

  We will be updating this page on the CPDA website to identify products that are "Oil Emulsion" formulation, the label claims "Drift Reduction Agent" (DRA) functionality and provides directions for use as a DRA. To accomplish this, we need for you to identify your company's CPDA Certified product(s), on the attached list, that meet the criteria noted above in this paragraph.

- Response to date has been minimal. Please provide this information ASAP as people are looking for guidance on adjuvants that meet the "Oil Emulsion" criteria mandated by EPA.

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CPDA/ARA ADJUVANT ADVANTAGE TOPICS

SEASON 5

Greg Dahl CPDA Adjuvant Education Director

Season IV: Adjuvant Advantage for the Sales Agronomist

Series Topic	Date
Adjuvants & Biologicals	1:00 EST, Wednesday November 5, 2025
Adjuvants and Insecticides (ESA Strategies update)	1:00 EST, Tuesday December 9, 2025
Tune up your Tank Mix: How to optimize pesticide performance with adjuvants in difficult environmental factors	1:00 EST, Wednesday January 7, 2026
Drift Reduction Adjuvant & effective nozzle selection	1:00 EST, Wednesday February 11, 2026
ESA Technical Field guide: How to Comply	1:00 EST, Wednesday March 11, 2026

Bonus Content

- Dicamba over the top registration and the importance of nozzle selection to minimize drift
- Drop size performance myth

EARN IPM CEU CREDIT

CERTIFIED CROP ADVISER

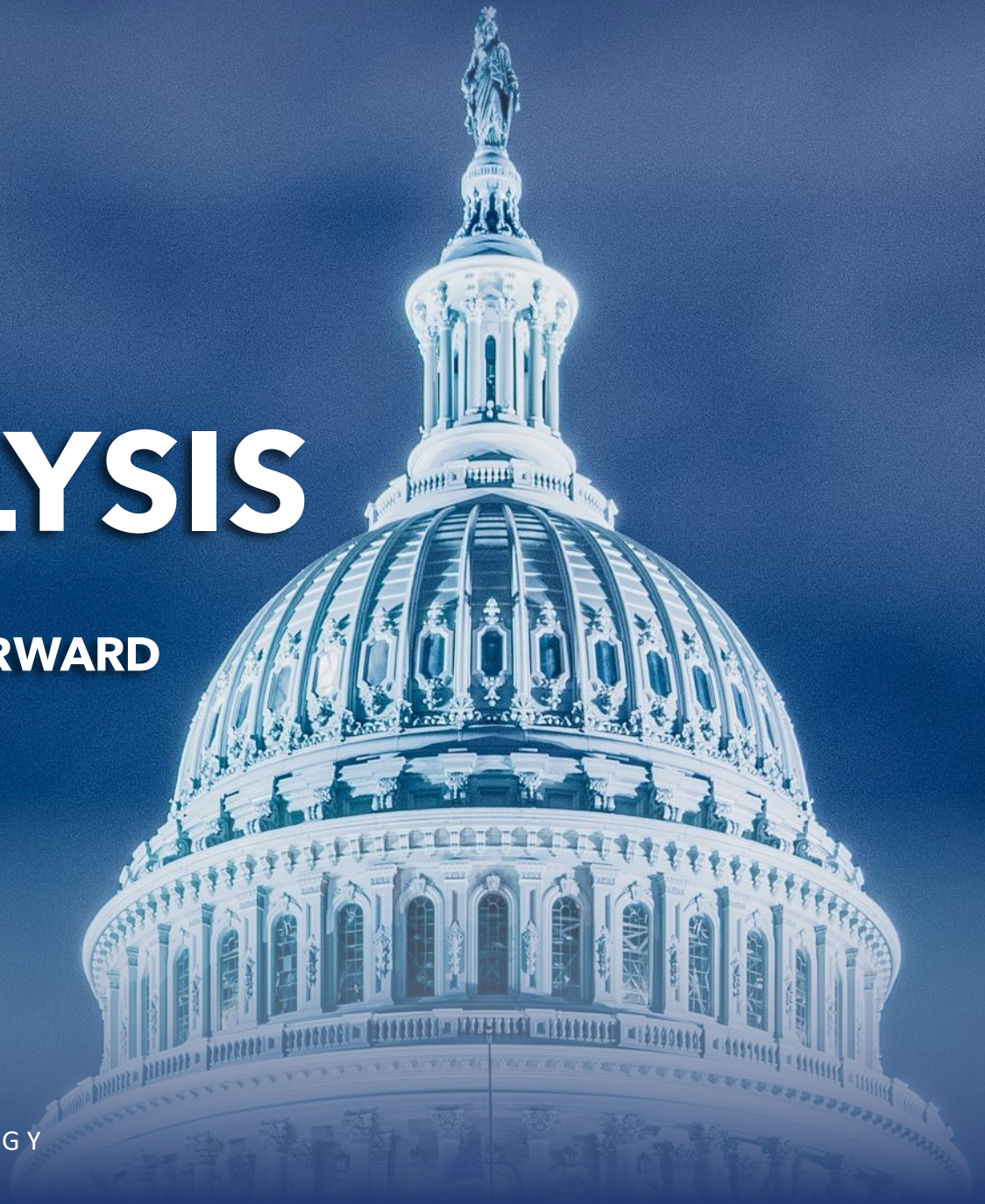
ARA's promotional reach per campaign targets over 25,000 between direct mail, LinkedIn & Facebook with multiple posts per webinar.

cpda

WEBINAR ANALYSIS

PROFESSIONAL GROWTH MARKET & PATH FORWARD

March 28, 2026



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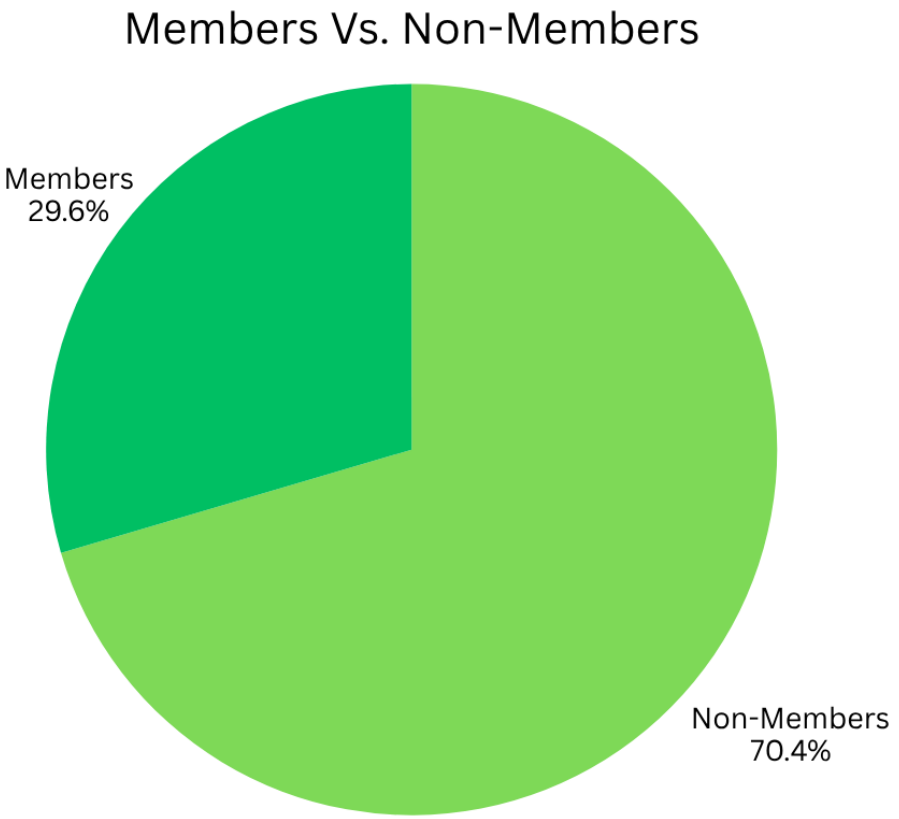
Webinar Audience Takeaways

Professional Growth: Does a market exist for CPDA?

- 814 Attendees across 4 webinars
  - First: 124
  - Second: 226
  - Third: 266
  - Fourth: 198
- 47 Member companies, 112 Non-Member Companies
- Webinars at no cost for all attendees

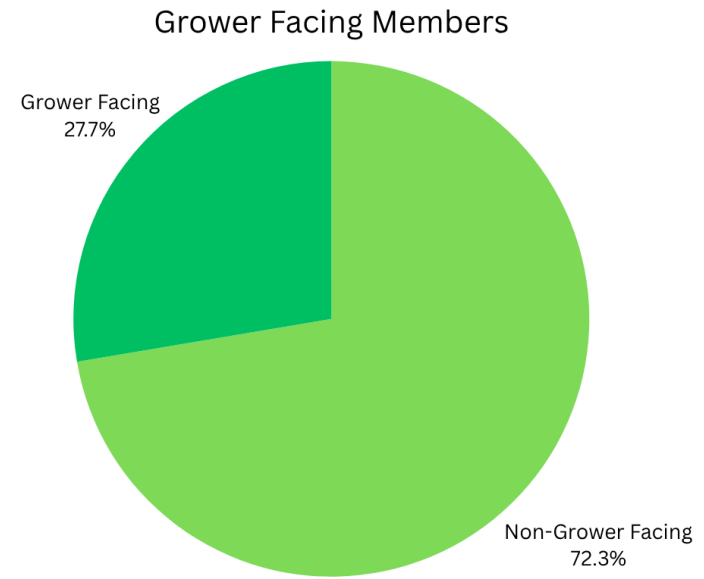


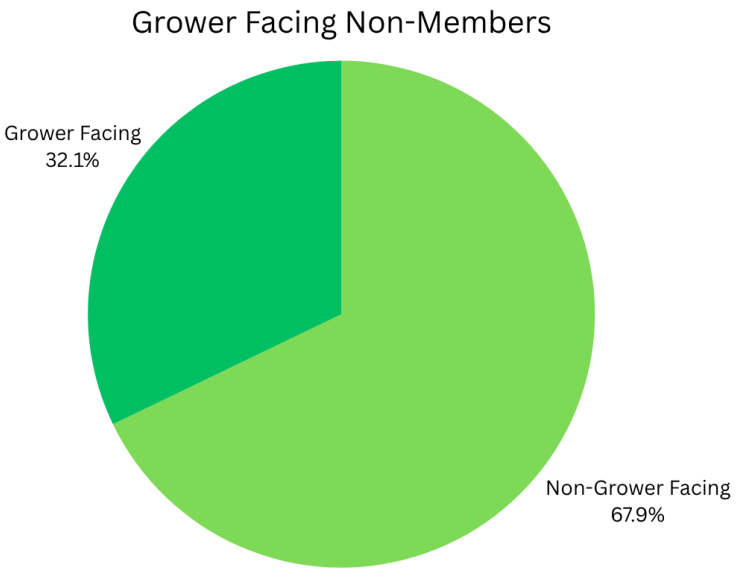
Webinar Audience Takeaways

Grower Facing Companies

Out of 818 attendees total, 304 individuals were representing grower facing companies.

- 13 out of 47 member companies were grower facing
- 36 out of 112 non-member companies were grower facing





Webinar Audience Takeaways

Grower Facing Companies

Out of Grower Facing Non-Members:

- 30 Individuals attended more than once
- 7 Individuals attended all 4 webinars

Company	Name	Attended
Agoro Carbon	Seth Urbanowitz	2
Agrow Solutions	Craig Holland	3
Asmus Farm Supply	Kevin Adolph	2
Asmus Farm Supply	Eric Winters	2
Asmus Farm Supply	Amy Asmus	3
Asmus Farm Supply	Nate Eitzmann	3
Asmus Farm Supply	Wes Baddeley	2
Central Ohio Farmers Co-Op	Karie Staley	3
Emerald Fertilizer	Lindsay Roberts	3
Frenchman Valley Coop	Jeff Wessels	4
Frenchman Valley Coop	Brian Van De Stroet	4
Insight FS	PATRICK PRASALOWICZ	3
Lipman Family Farms	Elizabeth Malek	3
McGregor	Brian Becker	2
McGregor	Tanner Schwartz	2
Montevideo Cenex	Jerome Fragodt	2
Northside Elevator	Drew Mizgalski	3
Novus Ag	Glen Teels	3
Pro Co-Op Ag Center	Tanner Trower	4
Pro Co-Op Ag Center	ROBIN FLADAGER	4
Pro Co-Op Ag Center	Charley Hawbaker	4
Ramsdell F&M Ltd.	Kelly Pederson	2
RW Griffin	Carlton Perry	2
RW Griffin	John Dockery	2
Skagit Farmers Supply	Ashley Norberg	3
Stockton Chemical	Jimmy Tyler	4
The Andersons, Inc	Jeff Boswell	3
Three Rivers FS	Tyler Smith	4
Valley Ag	Scott Freiburger	3

Webinar Audience Takeaways

Grower Facing Companies

Out of Grower Facing Non-Members:

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Company	Name
Agoro Carbon	Seth Urbanowitz
Agoro Carbon	Seth Urbanowitz
Agrow Solutions	Ben Cochran
Agrow Solutions	Craig Holland
Agrow Solutions	Craig Holland
Agrow Solutions	Craig Holland
Asmus Farm Supply	Kevin Adolph
Asmus Farm Supply	Eric Winters
Asmus Farm Supply	Amy Asmus
Asmus Farm Supply	Nate Eitzmann
Asmus Farm Supply	Wes Baddeley
Asmus Farm Supply	Nate Eitzmann
Asmus Farm Supply	Eric Winters
Asmus Farm Supply	Amy Asmus
Asmus Farm Supply	Ned Callan
Asmus Farm Supply	Amy Asmus
Asmus Farm Supply	Harlan Asmus
Asmus Farm Supply	Jason Hackbart
Asmus Farm Supply	Kevin Adolph
Asmus Farm Supply	Nate Eitzmann
Asmus Farm Supply	Wes Baddeley
Bear River Valley Coop	bryon young
Centerra Co-Op	Lauren Schettler
Central Ohio Farmers Co-Op	Karie Staley
Central Ohio Farmer's Co-Op	Karie Staley
Central Ohio Farmer's Co-Op	Karie Staley
Emerald Fertilizer	Lindsay Roberts
Emerald Fertilizer	Lindsay Roberts
Emerald Fertilizer	Lindsay Roberts
ESRI	Jennifer Parker
FAC Cooperative	Derek K
Flory Farms	Bill Flory
Frenchman Valley Coop	Jeff Wessels
Frenchman Valley Coop	Brian Van De Stroet
Frenchman Valley Coop	Nicole Davis
Frenchman Valley Coop	Brian Van De Stroet
Frenchman Valley Coop	Jeff Wessels
Frenchman Valley Coop	Jeff Wessels
Frenchman Valley Coop	Brian Van De Stroet
Frenchman Valley Coop	Jeff Wessels
Frenchman Valley Coop	Brian VanDeStroet
Heritage FS	Scott Seim
Indigo Ag, Inc	Lauren Lindner
Insight FS	PATRICK PRASALOWICZ
Insight FS	PATRICK PRASALOWICZ
Insight FS	PATRICK PRASALOWICZ
Kanza Co-op	Jon Price
Keystone Co-Op	Douglas Whicker
Lipman Family Farms	Elizabeth Malek
Lipman Family Farms	Elizabeth Malek
Lipman Family Farms	Elizabeth Malek
McGregor	Brian Becker
McGregor	Brian Becker
McGregor	Cat McGregor
McGregor	Tanner Schwartz
McGregor	Tanner Schwartz
McGregor	David Todd
Montevideo Cenex	Jerome Fragodt
Montevideo Cenex	Jerome Fragodt
Montevideo Cenex	Madeline Wersal
Montevideo Cenex	jordan voorhees
Montevideo Cenex	KEVIN RHODE
New Century FS	Jimmy Goff
Northside Elevator	Drew Mizgalski
Northside Elevator	Drew Mizgalski
Northside Elevator, Inc.	Drew Mizgalski
Novus Ag	Joseph Rasnic
Novus Ag	GLEN Teels
Novus Ag	GLEN TEELS
Novus Ag	Glen Glen Teels
Pro Co-Op Ag Center	Tanner Trower
Pro Co-Op Ag Center	ROBIN FLADAGER
Pro Co-Op Ag Center	Charley Hawbaker
Pro Co-Op Ag Center	Charley Hawbaker
Pro Co-Op Ag Center	ROBIN FLADAGER
Pro Co-Op Ag Center	Tanner Trower
Pro Co-Op Ag Center	ROBIN FLADAGER
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Pro Co-Op Ag Center	Charley Hawbaker
Pro Co-Op Ag Center	Tanner Trower
Pro Co-Op Ag Center	ROBIN FLADAGER
Pro Co-Op Ag Center	Charley Hawbaker
Ramcides CropScience	Vasanthakumar Arumugam
Ramsdell F&M Ltd.	Kelly Pederson
Ramsdell F&M Ltd.	Kelly Pederson
RW Griffin	John Dockery
RW Griffin	John Dockery
RW Griffin	Carlton Perry
RW Griffin	Carlton Perry
Skagit Farmers Supply	Ashley Norberg
Skagit Farmers Supply	Ashley Norberg
Skagit Farmers Supply	Ashley Norberg
Stockton Chemical	Jimmy Tyler
Stockton Chemical	Jimmy Tyler
Stockton Chemical	Jimmy Tyler
Stockton Chemical	Jimmy Tyler
Stutsman	Jenny Miller
Sunrise Cooperative	Bryan Reeb
The Andersons, Inc	Jeff Boswell
The Andersons, Inc.	Jeff Boswell
The Andersons, Inc.	Jeff Boswell
Three Rivers FS	Tyler Smith
Three Rivers FS	Tyler Smith
Three Rivers FS	Tyler Smith
Three Rivers FS	Tyler Smith
Valley Ag	Scott Freiburger
Valley Ag	Scott Freiburger
Valley Ag	Scott Freiburger
Valley Ag	Alan Moehring
Vane Ag	Darcie Meador
Willard Agri-Service	Tyler Adams

Webinar Audience Takeaways

Question:

Do we need to make our professional growth opportunities more exclusive?

THANK YOU

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