PROTECTING THE ACRE
GROWING THE OPPORTUNITY

FROM MESSAGING TO MARKET: ESA COMMUNICATIONS PLANNING

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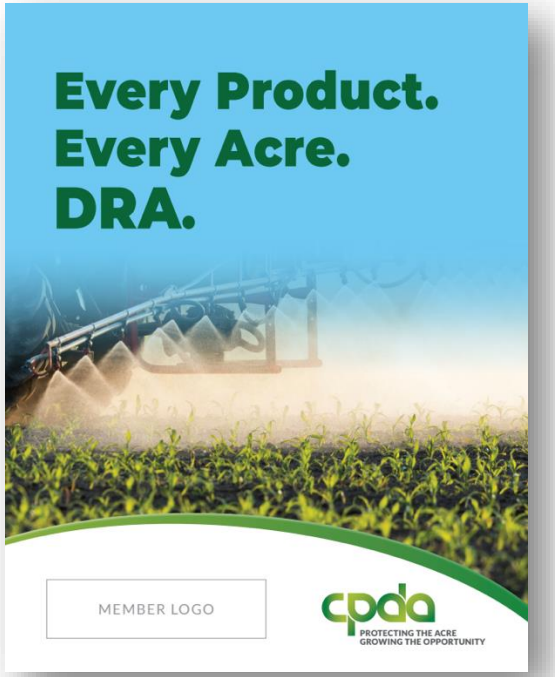
HARNESSING THE STORM. 2026 ADJUVANTS, INERTS & CROP PROTECTION CONFERENCE

Core Committee

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



A practical communications roadmap for turning ESA compliance from a policy conversation into a simple, field-ready agronomic decision, carried by the voices growers already trust

CPDA COMMUNICATIONS STRATEGY

Endangered Species Act Adjuvant Messaging Framework

When it comes to meeting Endangered Species Act (ESA) requirements, the solution is simple: Use an adjuvant. Adjuvants and Drift Reduction Agents (DRAs) are among the most effective tools for reducing pesticide drift and helping you stay in compliance with new ESA-related label requirements–like mandatory buffer zones. These products are already a key part of many spray programs and can help protect your yield while minimizing off-target movement and supporting environmental stewardship.

The answer is already in your tank.

Performance that Protects/Counts

Agronomic performance and environmental protection go hand in hand. The same tools (adjuvants and DRAs) deliver both: maximizing yield while meeting ESA requirements and reducing buffer zone risks

An Industry United

The ag industry is working together to communicate clearly, educate growers, and lead on ESA stewardship. Adjuvants and DRAs are central to this effort, delivering practical solutions that protect yields and the environment.

Clarity in a Complex Landscape

Regulations can feel overwhelming, but clear, consistent communication and practical resources help growers cut through the noise and stay confident in compliance.

Voice:

Attribute	Description	Example Phrases
Assured	Grounded in data and experience – we know this works.	"We've tested it. We've proven it. We're united around it."
Empowering	Gives growers confidence that they're already doing the right things – or close to it.	"You're already taking steps that make a difference."
Collaborative	Positions industry, agronomists, and growers as working together toward a shared goal.	"Together, we're leading stewardship forward."
Pragmatic	Real-world, no-nonsense, "this is how it works in the field" tone.	"This isn't new – it's good agronomy made even better."
Optimistic	Positions ESA changes as an opportunity to lead, not a burden.	"We have the tools, the knowledge, and the experience to get this right."

Voice Trait	Description	Use It To…	Example Language
Confident	We know what works. We've proven it in the field.	Reinforce trust and industry expertise.	"We've tested it. We've seen the results. We're united around it."
Collaborative	We're in this together – growers, retailers, manufacturers, and CPDA members.	Foster unity and shared purpose.	"Together, we're leading agriculture forward."
Practical	Speak from the field, not from the boardroom.	Keep ESA conversations grounded in agronomy and action.	"It's one simple step that delivers real results."
Empowering	Show growers they already have the tools they need.	Build confidence, not compliance fatigue.	"You're already doing what it takes – we're here to help you do it even better."
Optimistic	ESA isn't a setback – it's an opportunity for leadership.	Create energy, not anxiety.	"We're ready to lead with proven practices and practical stewardship."

Tone:

Tone Dimension	What It Sounds Like	What To Avoid
Assured, not directive	"Here's what works best."	"You must do this to comply."
Collaborative, not corporate	"We're working together to build stewardship."	"The industry mandates this action."
Educational, not technical	"Here's how adjuvants support on-target performance."	"Under Section 7 of ESA regulations…"
Forward-looking, not reactive	"We're leading the next chapter of responsible application."	"We're trying to catch up to regulation changes."
Field-proven, not abstract	"Real results. Real farms. Real benefits."	"Theoretical regulatory implications…"

Our Core Objective

The goal is not awareness alone. It is helping growers understand that **adjuvants and DRAs are an easy, already-available solution** to support ESA compliance, maintain application performance, and protect productive acres.

Move the Conversation

Shift ESA from a policy discussion to a practical farm decision growers can act on today.

Simple, Proven, Field-Ready

Emphasize solutions that are already in the supply chain and familiar to trusted advisors.

Protect Productive Acres

Frame ESA stewardship as a tool to reduce compliance friction and keep growers spraying with confidence and give growers tools for success. Sell more adjuvants.

How to use the Messaging Framework

- Every grower-facing communication – regardless of channel – should follow this simple four-part flow. Keep it consistent, keep it practical, keep it actionable.
- Same story, consistently.

- 4 Steps to think about how to use this:
  1. **What is happening** → ESA requirements are evolving
  2. **What it means** → Application rules and labels may change
  3. **What can help** → Adjuvants/DRAs are a practical mitigation tool
  4. **What to do now** → Check labels, ask questions, make a plan

How to use the Messaging Framework to a grower

What is Changing	What it Means	What is the Solution	What's Next?
• Explain that ESA-related requirements are evolving and that growers should expect more product labels and application decisions to reflect those changes over time.	• Break the issue down into plain, practical language so growers understand how these changes could affect real-world spray decisions on their operation.	• Adjuvants and DRAs are one practical, accessible tool that can help support compliance, improve application performance, and reduce off-target risk.	• Encourage growers to review labels carefully, plan ahead, and work with their retailer or trusted advisor to choose the right mitigation approach for their acres.

What Success Looks Like for this committee

- For this communications group, success is defined by four tightly focused outcomes, not by the volume of activity, but by the quality and consistency of execution.

We are here

1

Message Consistency

Everyone says the same 3–5 things, in the same tone, with the same proof points. A unified "stacked hands" voice to growers and ag media.

2

Grower Language

Translate ESA into plain talk: what changed, why it matters, and what simple step a grower can take before the next spray pass.

3

Trusted Channels

Push the message through ag retailers, agronomists, applicators, local reps, crop advisors, farm broadcasters, and grower-facing media – not just CPDA.

4

Plug-and-Play Tools

Deliver practical toolkits, templates, checklists, quick guides, and webinars members can execute immediately without reinventing anything. Built for real conversations, not polished presentations.

Quick Wins: Get Communications Moving NOW

Build a One-Page "ESA at the Farm Gate" Sheet

Include the elevator pitch, 3 key talking points, 3 grower FAQs, and one clear CTA:

"Ask your retailer or applicator which adjuvant/DRA options can help support your spray program and ESA stewardship."

☑ Follow Up with Commodity Classic Media Immediately

Don't let event momentum die. Send a thank-you, recap the key takeaway, offer an interview, a grower/applicator source, or a contributed spring stewardship article.

Track articles on ESA resources site.

☑ Share the "3-Post Social Starter Pack" for Members

3 ready-to-post graphics, 3 captions, 1 short video script, and 1 co-branded template so member companies can amplify without reinventing anything.

Equip the Field with Plug and Play Assets

Give agronomists and retailers language they can say out loud:

"ESA requirements are changing. Adjuvants and DRAs are one practical step to keep spray on target. Let's look at your program together."

- *2 min talk track*
- *10 sec & 30sec Audio Read*
- *Member article topics*

Reaching Growers at the Farm Gate

- Growers act on what their trusted advisor says in the moment. The strategy is to **train the advisor first, then the farmer.** Use the channels growers already rely on when making spray decisions. Use their relationship.

→ Train Retail Agronomists

Give members CPDA One-Page "ESA at the Farm Gate Sheet" as a grower leave-behind.

- FAQ
- Watch outs
- 2026 & Beyond

→ Activate Your Applicators as Messengers

Applicators are highly credible voices on drift, deposition, and performance. Pair the talk track with real operator stories – hero testimonials beat corporate explanation every time.

→ Localize by Crop and Use Case

Using the messaging matrix, members can develop localized messaging. Row crop, specialty, aerial, and commercial applicators each need a slightly different angle to feel the relevance.

→ Amplify Through Earned Media

Leverage ag media momentum from Commodity Classic with interviews, contributed articles, spring stewardship stories, and broadcaster talking points that member companies can share locally.

Great way to promote your company and CPDA

30 / 60 / 90+ Day Rollout Calendar

0

Jan - March

Phase 0: Align. Finalize the elevator pitch, lock 3 message pillars, approve tone/do/don't language, and create the shared message house. Begin building training toolkit and 1-page FAQ.

1

April - May

Phase 1: Equip. Arm field teams with Plug and play assets, retailer talk tracks, and grower FAQs. Launch 3-post social starter pack and co-branded assets. Launch at Annual Conference.

2

May - June

Phase 2: Amplify. Push through ag media, broadcasters, retailers, agronomists, and applicator networks. Launch localized grower content, field stories, and ongoing social/email reinforcement. CPDA & member companies.

3

June - July

Phase 3: Impact Assessment. Trend tracking, media mentions, etc. Industry member activation and engagement assessment.

Simplest version for committee:
Phase 0 = Align. Phase 1 = Equip. Phase 2 = Amplify. Phase 3 = Assess. Every tactic belongs in one of these three buckets.

Key Owners by Workstream

- For a communications committee, clear single-owner accountability is essential. Assign one owner, two to three supporters, and one deadline per action – this moves a volunteer group far faster than shared group ownership.

Core Messaging

Owner: Jordan Lab + Bill Smith + CPDA committee
Support: Core committee
Elevator pitch, message house, FAQ, tone guardrails

Media Strategy

Owner: Terry Kippley / CPDA / Agency Support
Support: Jordan + 1–2 member spokespeople
Media list, follow-up, interviews, pitch calendar

Technical Accuracy

Owner: CPDA Education Committee. Member adjuvant technical leads
Support: Label references, FAQ review, etc.

Farmgate Activation

Owner: Member companies
Support: CPDA creative and assets, Media Kit, Website, etc.

All Assets / Digital Toolkit / Web Presence

Owner: CPDA
Support: Comms Committee + member marketing teams
Tailored Graphics, captions, email templates, one-pagers, etc.

WHAT'S AVAILABLE

- Customizable Social Media Graphics & Copy
- One-Pager ESA at the Farm Gate
- Top FAQ
- Grower Watch Outs
- 2026 & Beyond
- 2026 Customizable Media Pitch Template
- 3 x :30sec CPDA radio ads
- 2-min Talk Track
- 10-sec 1 sentence intro
- 10 slide Training Deck – *Coming Soon*

ESA Watch Outs
DON'T ASSUME — READ THE LABEL
What You Need to Know About the Endangered Species Act (ESA)
Labels are not all the same
Buffers may differ
Approval ≠ ESA compliance
Plan ahead
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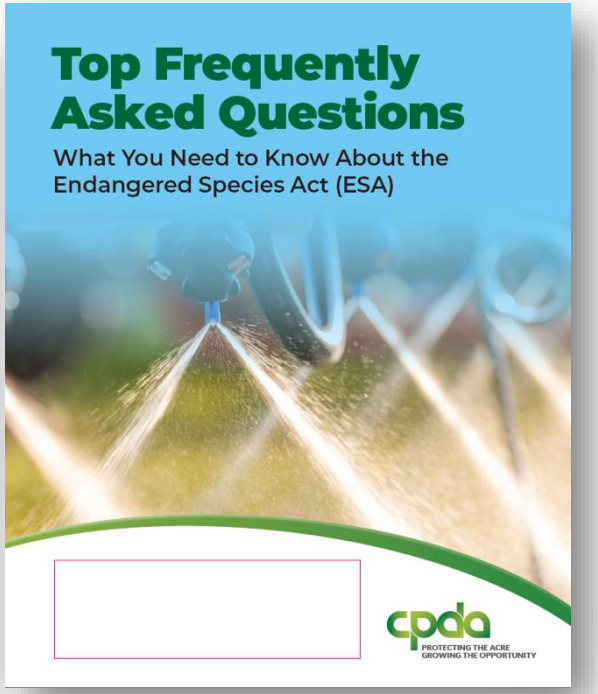
Top Frequently Asked Questions
What You Need to Know About the Endangered Species Act (ESA)
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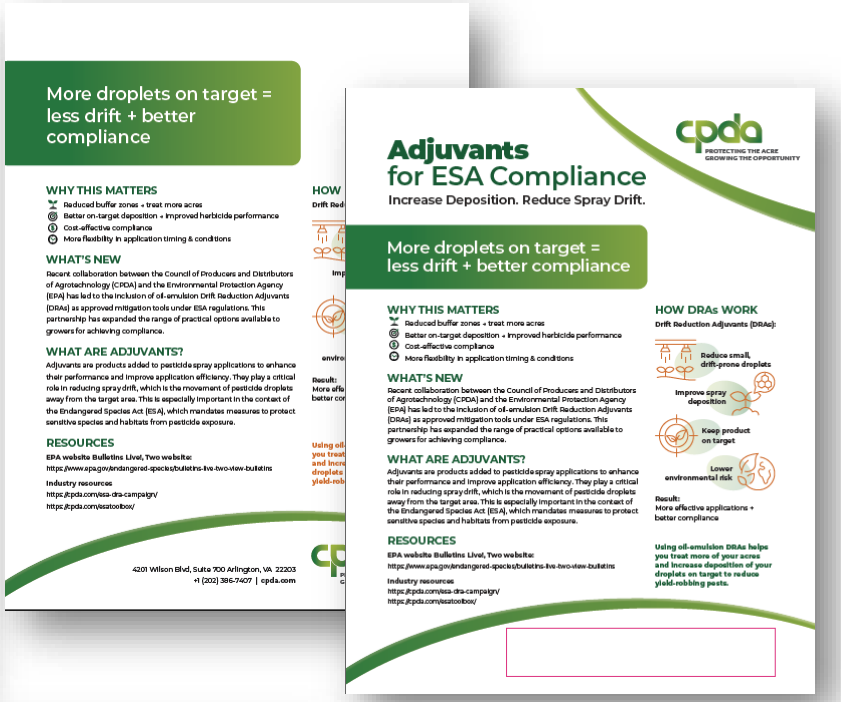
More droplets on target = less drift + better compliance
WHY THIS MATTERS
Reduced buffer zones + treat more acres
Better on-target deposition + improved herbicide performance
Cost-effective compliance
More flexibility in application timing & conditions
WHAT'S NEW
WHAT ARE ADJUVANTS?
RESOURCES
Adjuvants for ESA Compliance
Increase Deposition. Reduce Spray Drift.
More droplets on target = less drift + better compliance
HOW DRAs WORK
Drift Reduction Adjuvants (DRAs):
Reduce small, drift-prone droplets
Improve spray deposition
Keep product on target
Lower environmental risk
Result:
More effective applications + better compliance
Using oil-emulsion DRAs helps you treat more of your acres and increase deposition of your droplets on target to reduce yield-robbing pests.
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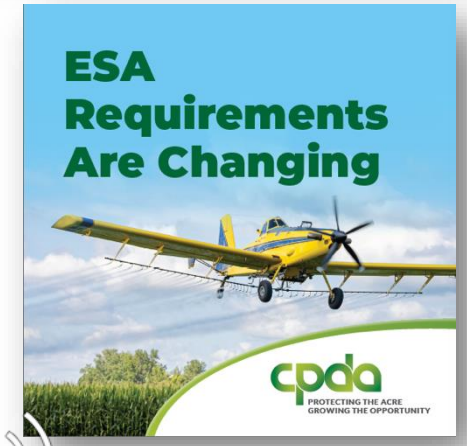
+1 (202) 386-7407 | cpda.com


ESA Requirements Are Changing
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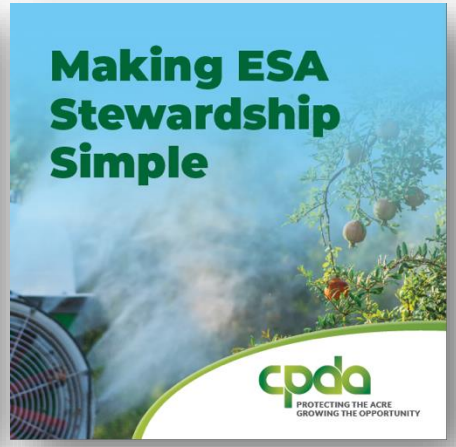
Making ESA Stewardship Simple
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Stay on Target to Support ESA Stewardship
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What's Coming in 2026 & Beyond
What You Need to Know About the Endangered Species Act (ESA)
2026 = Readiness, Not Panic
More active ingredients are entering re-registration and new registration phases. As ESA evolves, up to 1,100 products could be impacted by new buffer requirements.
IMPACTED ACTIVE INGREDIENTS
Active Ingredients Impacted by ESA
2,4-D
Acephate
Acetamiprid
Atrazine
Chlorothalonil
Clothianidin
Dicamba
Diuron
Fipronil
Glyphosate
Imidacloprid
Malathion
Mancozeb
Metolachlor (s-metolachlor)
Metribuzin
Pendimethalin
Propanil
Propiconazole
Tebuconazole
Tetraconazole
Thiamethoxam
Trifluralin
Pyrethrin & derivatives
Carbaryl
Chlorpyrifos
Diazinon
Fluometuron
Thiobencarb
Thiophanate-methyl (carbendazim)
WHAT'S HAPPENING NOW
Current ESA Updates
Insecticides
Insecticide Strategy Finalized
Released: April 29, 2025
ESA mitigations may now appear on product labels as EPA registers or reevaluates products
Fungicides
Fungicide Strategy in Progress
Draft expected: FY 2026
Finalization anticipated: FY 2026 after public comment
Talk with your agronomist, retailer, or applicator about the right adjuvant or DRA approach for your spray program. Learn more at CPDA.com/esatoolbox.
4201 Wilson Blvd, Suite 700 Arlington, VA 22203
+1 (202) 386-7407 | cpda.com

TAKE ACTION.

Download all ESA Assets Today!

1. Download all ESA Assets at https://cpda.com/esatoolbox
2. Click on the communications campaign
3. Add your logo to the assets for the CPDA & Member Company Co-Promotion
4. Share with your social media teams
5. Share all printed assets with your company teams

cpda PROTECTING YOUR FREEDOM TO OPERATE

The One Sentence Answer

Get ESA to the farm gate by making it a simple agronomic conversation — carried by the voices growers already trust,

CPDA Member Companies & Agronomists.

THANK YOU