



Elevating Our Voice

Impact Report 2025

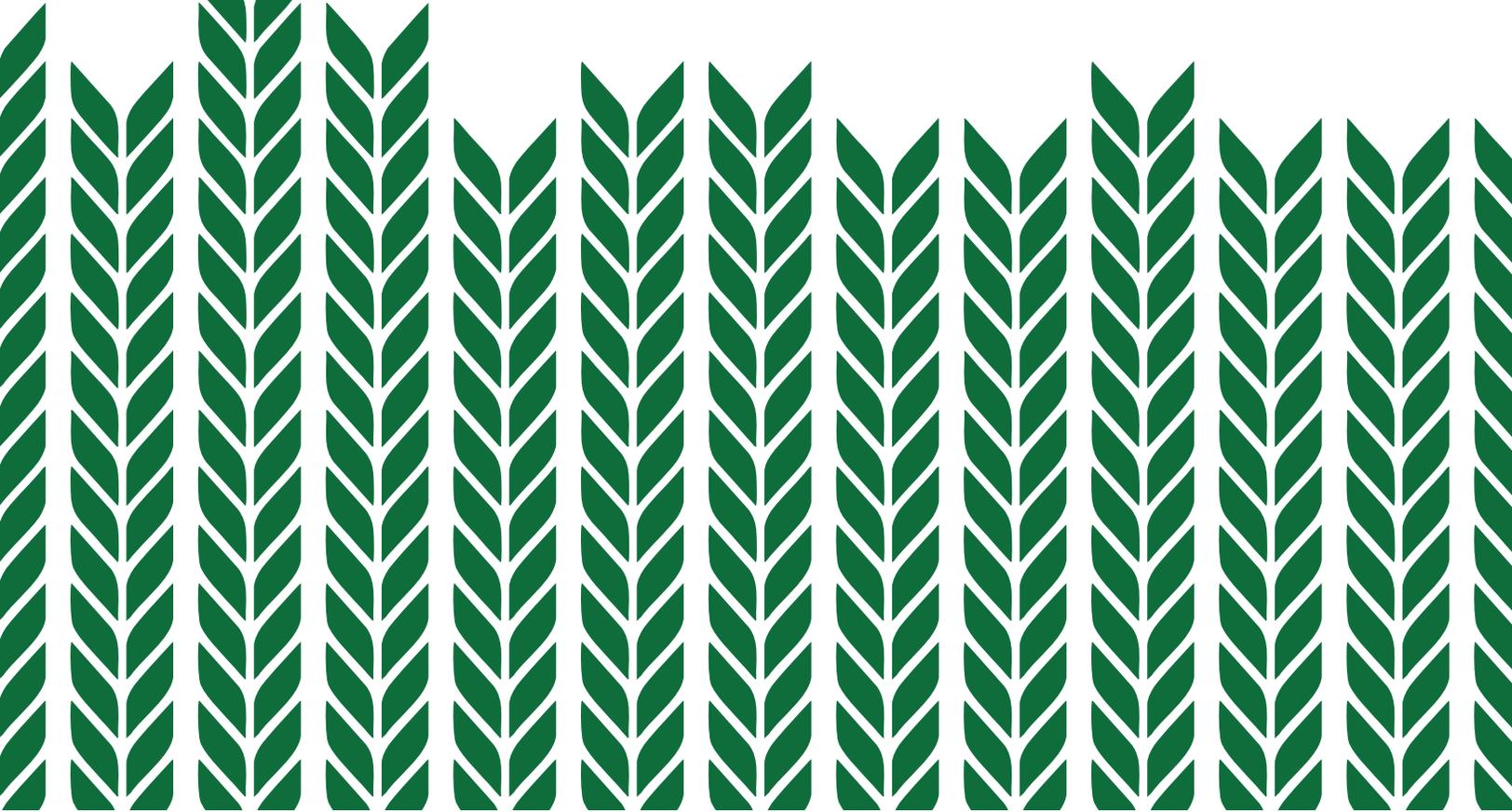




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Elevating Our Voice Through Connected Leadership

Dear CropLife America (CLA) Members, Friends, and Allies,

Late 2024 and 2025 were transformative for CLA and the agricultural community. Reflecting, I am grateful for the opportunities to join you at your headquarters, in the field, at conferences, and in your homes — offering me insights into the innovations shaping agriculture. Talking with member companies across many states and speaking at ally events honed my approach to CLA’s objectives. Trips to CropLife Canada strengthened our excellent cross-border partnership.

Together, we embraced a changed political landscape, a new administration and Congress, and an intensified focus on human health. CLA championed the role of our members in developing cutting-edge products that protect crops from weeds, pests, and disease. We celebrated deep relationships with farmers, the stewards of land and health. We stood up for the robust risk- and science-based programs at the U.S. Environmental Protection Agency. We met with decision-makers at the federal and state levels to tell our story: you are critical to providing safe, abundant, nutritious, and affordable food for families at home and globally.

As scrutiny of our sector grew, so too did our responsibility to advocate to sustain a viable farm economy. CLA focused on congressional and administration leaders in Washington, D.C., and state-elected and -appointed officials. We communicated that limiting farmers’ access to pesticides threatens domestic food production and risks shifting supply chains overseas — potentially putting healthy, affordable meals out of reach for millions.

This report shows how CLA meaningfully connected across agriculture, forged partnerships, and shaped policies that support environmental stewardship and the vitality of farming communities. Under our new Strategic Plan, we advanced CLA’s issues through our efforts via existing alliances and with new relationships. We sought to make pesticide registration more predictable, worked on state bills affecting pesticides, advanced legal cases, navigated a new trade landscape, and weighed in on scientific issues including emerging chemistries and further Endangered Species Act implementation.

CLA draws on a full toolbox — advocacy, communication, collaboration, litigation, science, speaking, boots in legislative halls, and boots in the field — we use all tools to achieve results. During a challenging period, the wins we realize reveal our shared dedication.

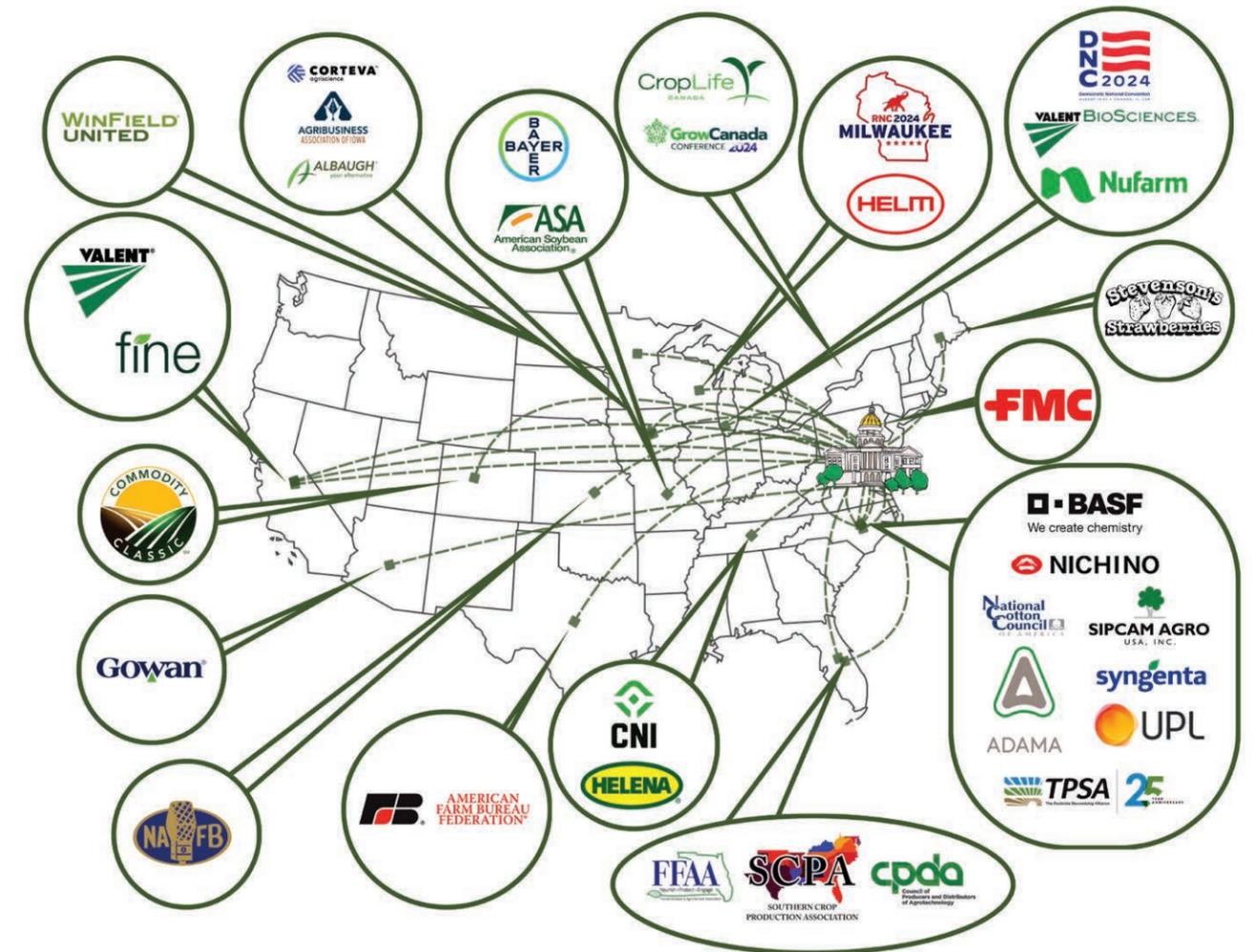
Many say, “if you want to go fast, go alone; if you want to go far, go together.” CLA will follow this sentiment as we progress into 2026.

Thank you for your commitment as we elevate our collective voice. It is a privilege to lead CLA.

Sincerely,



Alexandra Dunn
CropLife America President and CEO



Making Connections

From field tours to board rooms, CLA President and CEO Alexandra Dunn traveled across the country to connect directly with members and allies. She visited over 30 member companies and events in 15 states, gaining a firsthand understanding of your priorities. We are grateful for the hospitality, openness, and commitment that drive our shared success.



CropLife America is the leading national trade association representing the pesticide industry. Our members drive innovation and sustainability by discovering, producing, selling, and distributing the essential pesticide products that empower American farmers to grow the world's food.

Our Vision To help ensure that our members' dedication, expertise, and technologies are recognized for the crucial role they play in supporting agriculture and protecting our nation's food supply.

What We Do We advocate for our member companies in policy, legislative, regulatory, and legal forums to help ensure that pesticide products reach the marketplace, offering growers access to tools they need to protect their livelihoods and to grow food that is safe and affordable. We partner with agricultural allies across the nation and outside the U.S. to advance a science- and risk-based system of pesticide regulation that facilitates trade, and to further understanding of innovations and advances in pesticide technologies and practices.

CropLife America's 2025–2030 Strategic Plan These statements are drawn from CropLife America's new Strategic Plan, adopted in March 2025 following a thoughtful three-month development process with the Strategic Oversight Council and Board of Directors. Designed to guide the association from 2025 through 2030, the Strategic Plan serves as the foundation for this report, shaping our priorities, actions, and accountability.



The Backbone of Our Organization

Our members drive us forward and shape the future of agriculture. Their commitment enables us to advocate for policies that protect the food supply, ensuring our industry stays innovative and essential. From setting our mission and strategy to aligning priorities with action, our strong membership provides vital support and guidance.

Together, we will lead with innovation and responsibility, securing our industry's role in feeding communities nationwide.

Thank you.

Paul Rea
Chairman
BASF Agricultural Solutions
North America

Andrew Lee
Immediate Past Chair
Valent U.S.A. LLC

Donald Chew
Vice Chair and Treasurer
PBI/Gordon Corporation

Jeremy Dirks
Vice Chair
Corteva Agriscience

Brian Naber
Vice Chair
Bayer Crop Science

Jonathan Akins
Tessengerlo Kerley, Inc

Jeffrey Allison
Tide International
USA, Inc.

Darren Anderson
Vive Crop Protection

Leah Anderson
WinField United

Brian Angeli
(Nominated)
FMC Corporation

Kenneth Barham
Nufarm
Americas, Inc.

Troy Bolt
Simplot Grower Solutions

Jeff Bunting, Ph.D.
GROWMARK, Inc.

Randy Canady
(Nominated)
Atticus LLC

Jeff Cole
Tenkoz, Inc.

Eric Cowling
Helena
Agri-Enterprises, LLC

Damian Eldred
Fine Americas, Inc.

David Elser
UPL NA Inc.

Wade Firestone
Helm Agro US, Inc.

Spencer Harris
Nutrien Ag Solutions, Inc.

Vern Hawkins
Syngenta

Douglas A. Kaye, III
AMVAC

Chad Kern
Schirm USA, Inc.

Tyler Koschnick
SePro Corporation

Brent Marek
Sipcam Agro USA, Inc.

Willie Negroni
Wilbur-Ellis Company

Chris Payne
CNI

Steve Petersen
Gowan USA, LLC

Leigh Shockey
Drexel Chemical Company

Dustin Simmons
Nichino America, Inc.

We also want to thank these board members for their service to CropLife America:

Jake Brodsgaard
Member
ADAMA
2021–2025

Darren Dillenbeck
Chair
FMC Corporation
2023–2025

Julio Negreli
Member
FMC Corporation
2025–2025

Judd O'Connor
Vice Chair
Corteva Agriscience
2022–2025

Rahoul Sawani
Vice Chair
Corteva Agriscience
2025–2025

A Conversation with Paul Rea

Chairman, CropLife America Board of Directors and
Senior Vice President, BASF Agricultural Solutions North America



Q: You are serving as Chairman of the CropLife America (CLA) Board of Directors for a second time. What does this role mean to you and for agriculture?

Paul: It is a pivotal moment for American agriculture and the pesticide industry, and serving as Chairman of the CLA Board for a second time is a true honor. I feel a deep responsibility to represent the voices of our member companies. What drives me every day is knowing that the work of this organization and member companies' innovations help farmers grow abundant, healthy, and affordable food for families here and around the world. Being part of that mission — and working alongside such dedicated leaders across the industry to ensure we have a reliable and predictable regulatory system that supports a healthy agricultural industry — is both humbling and inspiring.

Q: Looking back on the past year, what stands out as the most significant accomplishment for the industry?

Paul: This past year has been turbulent and unpredictable at times, but the power of agriculture's collective voice and the ability of a united purpose have been a leading force of which we should all be proud. There is no better example than how CropLife America, with the support of its members and partners, raised its voice to highlight the potential impacts of the Make America Healthy Again (MAHA) commission findings. By stressing the importance of the pesticide sector, trust in science and a sound risk- and science-based process, and by highlighting the urgency of these issues, we proved that collective action drives change. It was particularly impressive how CropLife America worked across the agriculture sector to elevate the voice of the American farmer and reestablish why our products are critical to a successful agricultural sector, which benefits our entire country — not only farmers. We are truly grateful to all our partners, fellow industry leaders, grower associations, and our members who led this effort to steady our position as vital to American agriculture.

Q: How does CLA create partnerships to grow a healthy agricultural economy?

Paul: Crops like corn and soybeans aren't just food — they are essential to animal feed, biofuels, industrial products, and everyday goods, and pesticides are a driving force in enabling these industries. By staying connected to its members and listening closely to growers' concerns, CLA advocates effectively to navigate regulations, legislation, and market pressures. By elevating the industry's voice, CLA provides clarity and delivers solutions, ultimately helping farmers thrive and strengthening the agricultural economy.

Q: Looking toward the next 10 years, what will guide the industry forward?

Paul: Innovation will shape agriculture's future, and it's essential we maintain a long-term focus to keep the progress and momentum of the industry. By making smart investments, strengthening partnerships across the value chain, and relying on science-based decisions, we will address farmers' toughest challenges. The decade ahead will demand urgency, diligence, and unity to protect innovation, support farmers, and advance the industry sustainably.

Improving the Pesticide Registration Process

- ★ **CROPLIFE AMERICA'S GOAL:** Pursue timely and predictable registration actions for our members' products that are science- and-risk-based and legally defensible.
- ★ **WHERE WE STAND:** In 2025, CLA advanced science-driven policy by educating decision-makers, defending the pesticide regulatory process in court, advocating for streamlined pesticide registration, and amplifying agriculture's voice on Capitol Hill and across the country. These efforts strengthened trust in the regulatory process and protected farmers' access to critical tools.
- ★ **KEY PRIORITIES:**
 - PROCESS IMPROVEMENTS** Continue to work with the Environmental Protection Agency (EPA or the Agency) to advance tools and policies that streamline and accelerate the pesticide registration review process of the Office of Pesticide Programs (OPP) while maintaining scientific rigor and legal defensibility.
 - TECHNOLOGY AND INFORMATION SYSTEMS IMPROVEMENTS** Work with OPP to identify and implement technological improvements.
 - OPTIMIZATION** Explore and validate transformational ideas to optimize OPP's performance given the reality of reduced staffing and resources.
 - PESTICIDE REGISTRATION IMPROVEMENT ACT (PRIA) 6** Lead the passage of PRIA 6 and include consideration of bold, creative ideas.

★ Championed Full Funding for EPA's Office of Pesticide Programs

Led the partnership with RISE and other PRIA Coalition members to advocate for the \$166 million PRIA-mandated level of congressional appropriations, highlighting the impact of underfunding on registration delays and urging timely approvals to support innovation, food security, and regulatory certainty for farmers and small businesses.

PRIA Coalition members wrote to Congress in support of full funding for EPA's Office of Pesticide Programs, ensuring resources to maintain effective pesticide review and oversight.

“

Our coalition continues to request a total of \$166 million in funding, reflecting the level required in statute to meet PRIA 5 statutory responsibilities and ensure that the program operates efficiently and transparently. While there are positive steps towards achieving these statutory goals outlined in the Budget in Brief, we believe the FY2026 proposed funding levels will not result in the delivery of timely decisions for pesticide reviews.

”



★ Advanced Bilingual Labeling Tracking Under PRIA

A dynamic workgroup of CLA and RISE members worked together to meet weekly and to submit comments to EPA recommending a streamlined approach to Spanish labeling implementation, supporting statutory compliance while reducing the administrative burden for the Agency and registrants.



CropLife America's Impact

★ Litigated in Federal and State Courts to Defend the Pesticide Regulatory Process

CLA intervened and filed multiple briefs defending the Federal Insecticide, Fungicide, and Rodenticide Act's (FIFRA) label uniformity provision, defending EPA's use of the treated article exemption for treated seeds, and advocating for science-based decision making. CLA also helped negotiate a settlement in the Endocrine Disruptor Screening Program litigation, increasing certainty in the registration process.



★ Provided Policy Materials to Both Presidential Campaigns

Provided policy materials to both presidential campaigns and the Trump transition team, and also to members and allies. This included a CLA Presidential Campaign Briefing Paper, along with CLA's contributions on pesticide policy to the Ag CEO Council's Presidential Campaign Briefing document.



★ Hosted Educational Webinars to Support Regulatory Transparency and Efficiency

Delivered webinars on understanding Data Evaluation Records (DERs) and improving EPA ESA Risk Assessment, engaging 100+ participants and showcasing CLA-EPA collaboration to strengthen scientific reviews and inform decision-making. Through its Law Committee, CLA also hosted legal webinars for members and allies on recent Supreme Court rulings that reshape administrative law and may affect how EPA defends pesticide registration decisions in court.



CLA President and CEO Alexandra Dunn briefed Agri-Pulse viewers on the importance of full OPP funding, farmers' perspectives in pesticide registration, and supporting American competitiveness in global markets.

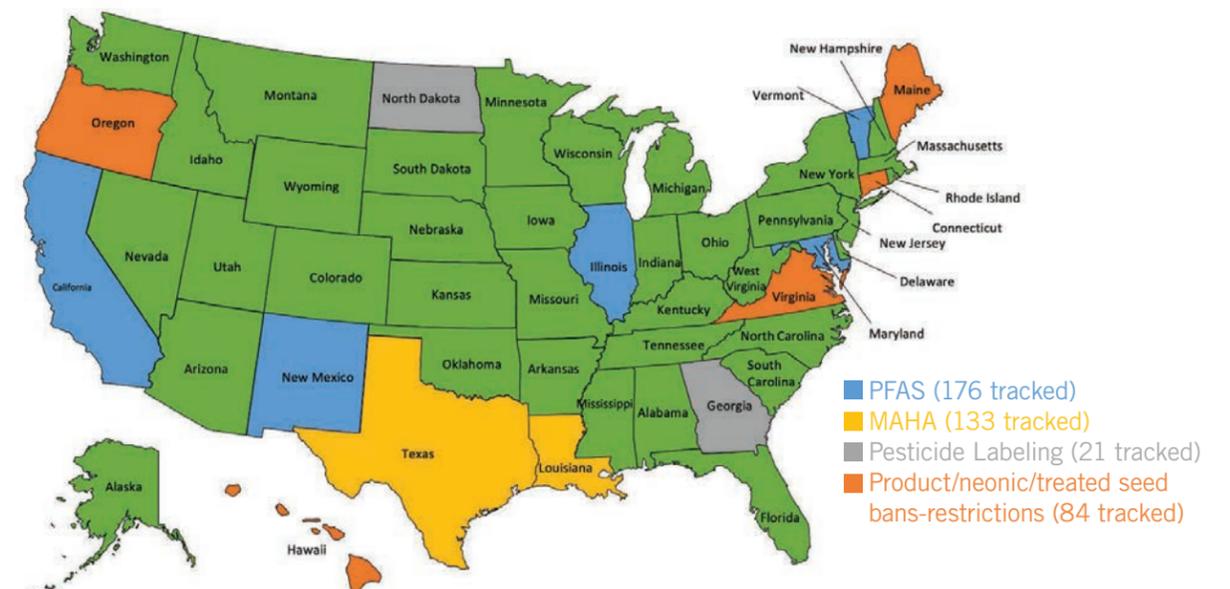


Regulatory leadership members met with EPA to discuss ways OPP could improve efficiencies, helping pesticide products reach the marketplace and farmers' hands faster while maintaining strong environmental and health reviews.

Maintain Market Access

- ★ **CROPLIFE AMERICA'S GOAL:** Help ensure pesticides remain available to the grower community once registered and prevent and reduce unwarranted or political barriers post approval.
- ★ **WHERE WE STAND:** In 2025, CropLife America advanced its mission by navigating complex trade and tariff challenges, shaping policy at both the state and federal levels, engaging in international forums, and defending science-based regulation in the courts. Through proactive advocacy, coalition building, and member coordination, CLA safeguarded market access, protected innovation, and ensured that sound science remains at the center of pesticide policy.
- ★ **KEY PRIORITIES:**
 - STATE AND FEDERAL LEGISLATION** Engage proactively on high-priority state and federal legislation that could unnecessarily restrict pesticides.
 - TRADE** Support fair trade that benefits U.S. farmers, ranchers, food security, and access to affordable pesticides.
 - INTERNATIONAL** Promote U.S. engagement at multi-lateral forums to maintain science- and risk-based food safety systems.
 - FUNDING** Advocate for a fully funded pesticide registration program.
 - LEGAL** Advance market access via participation, coordination, and support of advocacy and communication efforts, as well as bringing the pesticide sector voice to precedent-setting state and federal lawsuits.
 - COMMUNICATIONS** Support and amplify market access efforts through messaging and campaigns that help reach regulators, policymakers, decision-makers, and key influencers driving impact at the federal and state level.

- ★ **Successfully Opposed Restrictive Neonicotinoid and Treated Seed Legislation**
 Defeated proposed bans in Hawaii, Maine, and Oregon, and secured an agricultural exemption in Connecticut. In Maine, CLA provided testimony and organized strong grower participation that helped stop a ban bill. Partnered with an industry coalition in Minnesota to support denial of a petition seeking restrictions on neonicotinoid-treated seed.
- ★ **Monitored and Engaged on State-Level Legislation**
 Tracked over 600 bills across 50 states, collaborating with member companies, allied associations, and state partners to protect members' operations and market access.
- ★ **Supported Proactive Pesticide Labeling Legislation**
 Helped secure passage of state laws in North Dakota and Georgia by providing technical testimony on the FIFRA process, ensuring stronger regulatory alignment for members.
- ★ **Intervened in Lawsuits to Defend Pesticide-Treated Seed Regulations**
 Secured a favorable federal court decision upholding EPA's use of the treated article exemption and reached a settlement in California requiring Department of Pesticide Regulation to propose regulations through public dialogue. Continued to engage in additional state cases to oppose overbroad and duplicative regulation of treated seed.
- ★ **Prevented State-Level Pesticide Restrictions**
 Engaged policymakers, provided testimony, and coordinated grassroots outreach, ensuring no state-level restrictions passed in 2025 despite numerous proposals.



CropLife America's Impact

★ Actively Defended Member Interests in Federal and State Courts

Filed briefs with the U.S. Supreme Court on FIFRA label uniformity and opposing forum shopping. Also joined allied associations in urging the U.S. Court of Appeals for the Seventh Circuit to exclude unreliable expert testimony opinions that do not follow accepted scientific methods. Appealed a California decision imposing attorney's fees on non-profit intervenors, arguing the standard would discourage association participation and deprive courts of critical agricultural context.

★ Educated Lawmakers and Engaged on Legislation Targeting Fluorinated Pesticides

In partnership with RISE, CLA tracked 176 bills on fluorinated products, supporting an amendment in New Mexico that became the first law to exempt FIFRA-registered pesticides. CLA and allies also helped defeat or amend proposals in California, Illinois, Vermont, Maine, and Maryland, mobilizing grower testimony and providing expert input that advanced the use of a two-carbon PFAS definition. Through coordinated committee efforts, CLA developed materials to educate regulators on EPA's rigorous pesticide approval process. As a result, no state passed legislation targeting fluorinated pesticides in 2025.

★ Formed Cross-Disciplinary Treated Seed Policy Taskforce

Brought together member representatives from law, registration, environmental science, government affairs, and communications committees, along with the American Seed Trade Association, to proactively coordinate efforts and address ongoing challenges in this space.

★ Navigated Turbulent Trade and Tariff Landscape

Delivered guidance and resources to help companies understand and navigate the impact of trade policies on the pesticide industry. Established the Tariff and Supply Chain Working Group to track and organize advocacy efforts on the ever-evolving tariff landscape. Surveyed members to understand economic impacts to members, and ultimately potential impacts to the American farmer, to help further drive data to support advocacy efforts.

★ Supported Passage of Miscellaneous Tariff Bill (MTB)

Advocated for bipartisan legislation to eliminate outdated tariffs on unavailable inputs, reducing costs for manufacturers and farmers, and enabling greater investment in innovation, food production, and public health protection. Due to changing trade dynamics, the bill was not moved forward in the 118th Congress. CLA continues to support and work to see the introduction and passage of MTB in the 119th Congress.

★ Represented CLA at International Forums and Events

Participated in meetings around the globe representing CLA members and priorities on international trade policy. CLA staff continued coordinating with partners including CropLife regions, domestic and international grower groups, and international and U.S. embassies to emphasize the importance of a risk-based regulatory approach and maximum residue levels (MRLs).



Supporting U.S. Partnerships with IICA

Leadership engaged with the Inter-American Institute for Cooperation on Agriculture (IICA) to highlight its role in advancing agricultural priorities across the Americas and globally, reinforcing U.S. agricultural interests.



CLA calls for Continued Use of CODEX

CLA staff and members participated in a dialogue on CODEX, emphasizing the importance of science-based international food safety standards that protect growers and the agricultural sector.

CLA board members and staff joined CropLife Canada in Ottawa, Canada for the Spring Dialogue Days.



Alexandra Dunn joined Erin Gowriluk, Canada Grain Council, on their Fireside Chats podcast and talk growing tensions between the U.S. and Canada in agriculture and environmental policy.



Endangered Species Act Implementation

★ **CROPLIFE AMERICA'S GOAL:** Support legal, scientifically defensible, commercially viable, and predictable decisions that meet both Endangered Species Act (ESA) and FIFRA requirements and keep innovative products coming to market.

★ **WHERE WE STAND:** Following decades of litigation challenging our members' products, in 2025, CLA played a key role in shaping EPA's ESA implementation policies, including advocating for mitigation menu flexibility in the Final Insecticide Strategy. Through releasing practical ESA resources with our partners, the Agricultural Retailers Association (ARA) and the Council of Producers and Distributors of Agrotechnology (CPDA), advocating for science-based approaches, and engaging stakeholders via expert webinars on pesticide impacts, CLA demonstrated an unwavering commitment to sustainable and effective crop protection.

★ **KEY PRIORITIES:**
PURSUE AND ACHIEVE RISK ASSESSMENT REFINEMENTS.

ENGAGE CROPLIFE AMERICA MEMBERS, GROWERS, RETAILERS, AND OTHER STAKEHOLDERS in educational, partnership, and advocacy efforts that advance understanding of FIFRA and ESA intersections and support improved processes for required ESA review of pesticide registration decisions.

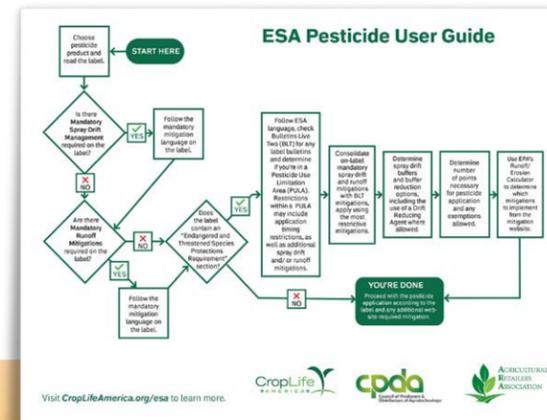
IMPROVE MAPS THAT IDENTIFY SPECIFIC PESTICIDE USE LIMITATION AREAS (PULAS).

ENGAGE ON RELEVANT SPECIES LISTINGS.

WHERE APPROPRIATE, ENGAGE IN LITIGATION IN SUPPORT OF OUR STATED GOALS.

★ Released ESA Informational Materials

Led efforts to develop a decision-support tool to help farmers, applicators, and ag retailers in deciphering the new ESA label language. This collaborative approach with ARA and CPDA is geared towards promoting regulatory clarity, environmental stewardship, and continued agricultural productivity.



Through a comprehensive integrated outreach campaign, CropLife America engaged farmers, members, and stakeholders to raise awareness and understanding of the EPA's Endangered Species Act Workplan.

★ Urged Practical Implementation of EPA's Final Herbicide Strategy

Submitted detailed comments advocating for a science-based, balanced approach that protects endangered species while reflecting real-world farming practices and emphasizing the need for flexible, workable mitigations and continued stakeholder engagement.

ESA Workplan Session

CLA members participated in a Pesticide Policy Coalition (PPC) meeting focused on the ESA Workplan. This session provided an opportunity for grower organizations and other applicators, as well as registrants and associations, to talk through some of their key concerns and opportunities.



CropLife America's Impact

★ Hosted Webinars on Endangered Species Protection and Pollinator Health

Convened expert discussions on EPA's Final Insecticide Strategy and the future of monarch conservation, providing stakeholders with insights into regulatory impacts and habitat protection efforts. Under the direction of the Law Committee, CLA also held a workshop focused on distributor needs and questions related to the implementation of the ESA workplan.



★ Litigated to Protect ESA Consultation Process and More

CLA intervened in federal court to defend a final biological opinion by U.S. Fish & Wildlife that followed the ESA consultation process outlined in EPA's ESA Workplan. The Law Committee also supported efforts to complete and file comments on the U.S. Fish and Wildlife Service's proposed designation of the monarch butterfly as a threatened species, advocating for coordination with EPA's ESA Workplan and the pesticide registration process.

★ Educational ESA Videos

CropLife America developed educational ESA videos to support member companies in promoting on-farm understanding. The series featured Dr. Stanley Culpepper, University of Georgia Extension Weed Scientist, who shared his expertise on ESA policy, label compliance strategies, pollinator health, and endangered species protection. Full videos to come in October, 2025.



“We have found commonsense ways to keep endangered species safe that won't place unneeded burden on the growers who rely on these tools for their livelihood, and which are necessary to ensure a safe and plentiful food supply. We are committed to ensuring the agriculture community has the tools they need.”

– The Honorable Lee Zeldin
EPA Administrator



“Thank you to Administrator Zeldin for working towards unleashing regulatory burdens for American farmers and ranchers with the release of this final insecticide strategy today. This strategy provides much needed improvements that will undoubtedly better protect U.S. homegrown crops from pests and diseases.”

– The Honorable Brooke Rollins
U.S. Secretary of Agriculture



A Pivotal Year for Agriculture

The past year has been one of turbulence and uncertainty for American agriculture and the pesticide industry. Yet amid the challenges, one force remained steady: the collective voice of agriculture, united by a shared purpose. That unity has been a source of strength and progress, something we can all take pride in.

A defining example was the industry's response to the *Make America Healthy Again* (MAHA) initiative, which distorted facts about essential crop protection tools and undermined the very science on which our industry stands. By elevating the importance of pesticides, reinforcing trust in science, and underscoring the urgency of these issues, agriculture demonstrated the power of collective action to drive meaningful change.

2025 made one thing clear: Farmer Voices Matter. When the agricultural community stands together, it not only overcomes obstacles — it helps shape the future.

★ **CROPLIFE AMERICA'S GOAL:** Minimize the impact of non-science-based actions and rhetoric from the MAHA Commission while strengthening trust in the U.S. regulatory system and food supply. Ensure farmers and technical experts have a voice in addressing MAHA issues, reaching federal and state policymakers, the agriculture industry, and consumers, including in state capitals where misinformation is spreading.

★ **INTEGRATED EFFORT:** CLA actively engaged policymakers, media, and stakeholders through targeted lobbying, strategic media outreach, and rigorous fact-checking to address MAHA Commission report findings that conflicted with science and regulatory best practices. These efforts safeguarded farmers' ability to produce affordable food and ensured their perspectives, along with the broader industry, were represented.

CropLife America's Integrated Effort

★ CLA Launches *Farmer Voices Matter*

Farmer Voices Matter is an initiative to raise public awareness about the critical role pesticides play in supporting American farmers and sustainable food production. It serves as a platform for American farmers to share their experiences and make their voices heard, highlighting the real-world impacts of policies on those who grow our food.



★ Federal Advocacy on MAHA Commission

CLA federal affairs team, alongside member company representatives, met with lawmakers and administration officials to safeguard sound science in policy. They coordinated with Hill champions to deliver a letter signed by over 75 members of Congress to USDA Secretary Brooke Rollins and EPA Administrator Lee Zeldin, urging protection against misguided policies promoted by activist groups under the guise of health solutions.



★ Grassroots Advocacy

Supported farmers in sending over 5,200 personalized letters to the administration, raising concerns about the MAHA Commission. Farmers shared how misinformation on pesticides could threaten food security, increase grocery prices, and harm the agricultural economy, urging a balanced, science-based approach to protect both children's health and the nation's food supply.



CropLife America's Integrated Effort

Advocacy and Progress Against MAHA's 100-Day Assessment

★ Media and Earned Coverage

CLA ran dual campaigns targeting farmers outside the Beltway and policymakers inside, securing widespread media coverage. Multiple third-party op-eds appeared in The Washington Times, Lone Star Standard, and Inside Sources DC Journal, while interviews and outreach engaged top outlets including The Washington Post, Wall Street Journal, Bloomberg, Politico, Agri-Pulse, AgriTalk, SharkFarmer Podcast, and Brownfield.

Hoping to garner positive coverage, CropLife President and CEO Alexandra Dunn conducted several interviews at the National Association of Farm Broadcasters annual Trade Talk convention.



"If the MAHA Commission is serious about achieving its goal of making America healthier — a worthwhile endeavor — it might consider talking to a farmer first."

— Alexandra Dunn, Arlington, VA

THE WALL STREET JOURNAL

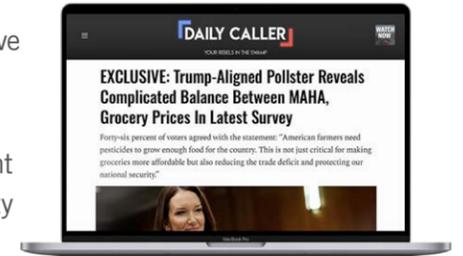
"Throughout the presidential campaign, Kennedy took a critical stance on pesticides, blaming them for America's chronic disease epidemic and even hinting that they were responsible for gender confusion. For weeks, people associated with the MAHA movement vowed that the report would take a rigid stance on the health harms of popular pesticides, particularly in children.

But after weeks of pushback from farmers, chemical manufacturers and other agencies, the report only raised questions about the health effects of glyphosate and atrazine on human health. It fell short of the attack that was widely anticipated."

The Washington Post

★ National Voter Poll on Agriculture and MAHA Commission

In May 2025, CLA commissioned a national poll by Trump pollster Adam Geller of National Research Inc., with exclusive coverage by the Daily Caller. The results highlighted strong public support for farmers and science-based agricultural practices, reinforcing the importance of ongoing engagement between the MAHA Commission and the farming community on the role of fertilizers and pesticides in feeding America.



★ MAHA Messaging Toolkit

Developed and widely adopted across the agriculture community — including AG CEO Council members and state-level agribusiness organizations — a messaging toolkit to provide clear, consistent messaging on pesticides, their use, and their role in supporting the American economy.



★ Paid Advertising

Launched targeted digital campaigns with compelling creative across key regions and platforms, reaching both rural audiences and Capitol Hill stakeholders.



CLA and the Center for Food Integrity (CFI) collaborated on a MAHA messaging workshop, hosting 24 members from 10 organizations in an in-person workshop facilitated by CFI.



CropLife America's Integrated Effort

Advocacy and Progress Against The MAHA Strategy

★ State Advocacy Wins: Protecting Herbicide Access and MAHA Legislation

Successfully worked with a coalition of members, lobbyists, and state groups to amend Texas SB25 and Louisiana HB114 to remove herbicides from legislation that passed in both states. Provided state messaging and updates for state agri-business associations. Developed a state tracking document for members on MAHA state legislation, media articles, and social media.



★ CLA Led with 17 MAHA Commission Recommendations

CLA submitted recommendations to HHS Secretary Robert F. Kennedy Jr., defending pesticide science and urging evidence-based policy. Efforts highlighted pesticides' role in food production and affordability, ensuring farmers' perspectives inform the MAHA Commission's August recommendations.

"While the May 22 Initial Assessment was well intended, it includes misleading and alarmist statements about pesticides — and calls into question the safety of the very foods critical for the healthy development of children."

— Alexandra Dunn, President and CEO, CropLife America

★ Showcasing Science and Precision Agriculture

President and CEO Alexandra Dunn participated in a White House roundtable on the MAHA report, then hosted Secretary Kennedy Advisor & MAHA Commission Staffer Calley Means at a Maryland farm for the Association of Equipment Manufacturers (AEM). The visits highlighted how precision tools support sustainable, targeted pesticide use and hands-on learning for policymakers.



★ Advocating for a Science-Based MAHA Strategy

As part of CLA's advocacy, 42 Republican members of Congress urged President Trump that the MAHA Commission's strategy be "grounded in sound science and risk-based analysis" and emphasized that "it is of paramount importance to the American farmer and consumer that the Strategy is thoughtfully drafted." CLA's efforts helped ensure farmers' and stakeholders' voices were heard.



★ CLA Mini Fly-In: Advocating MAHA Priorities

CLA hosted a mini fly-in featuring meetings with Congress, EPA, and White House staff to highlight concerns with the MAHA Commission and reinforce messaging on pesticides, EPA appropriations, and labeling uniformity. CLA Board members, FAC, and Grower Advisory Panel participants held strategic meetings, while a co-hosted congressional reception, digital ad campaign, and social media amplification further promoted science-based crop protection.



The MAHA Commission's Strategy contained no new pesticide restrictions — marking a win for farmers and the crop protection industry.

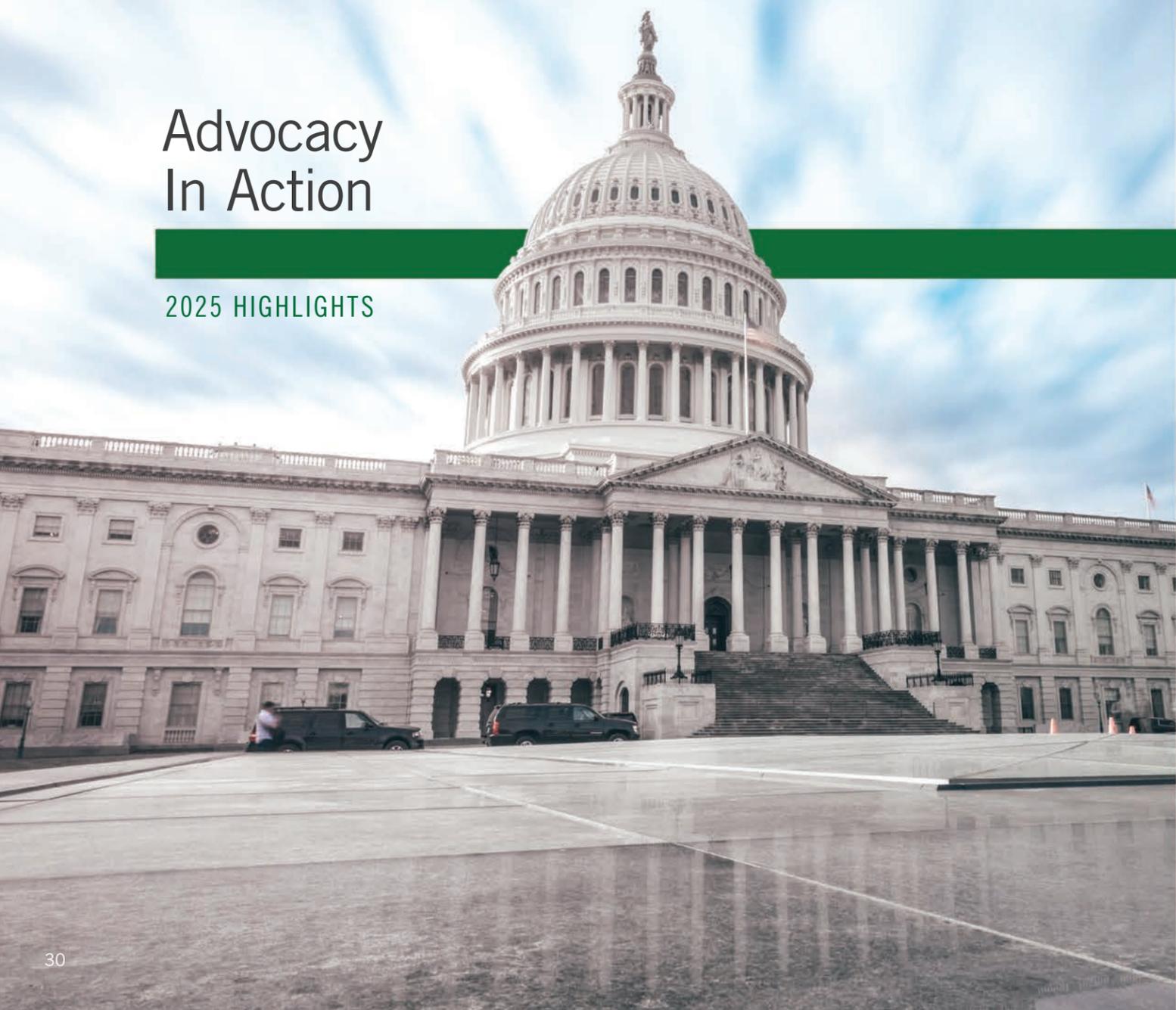
"CropLife America appreciates this Administration and the MAHA Commission for inviting feedback and listening to America's farmers and agriculture industry — and recognizing that pesticides are important tools that help farmers grow healthy, affordable, and abundant food for American families," said Alexandra Dunn, president and CEO of CropLife America.

POLITICO



Advocacy In Action

2025 HIGHLIGHTS



CLA/RISE 2024: San Diego

Members come together in San Diego to connect and collaborate at the joint Annual meeting.



Tri-National Agricultural Accord

Emphasizing the importance of North America working together to support science- and risk-based regulatory approaches at the Tri-National Agricultural Accord in Arlington, VA that brings together NASDA and their Canadian and Mexican counterparts.

SEP

OCT

CLA in Brussels

CLA staff and members join CropLife International, CLI members, and CL regions in Brussels. Also meeting with U.S. embassy staff and EU stakeholders.



FNCE 2024

Showcasing agriculture's role in nourishing food, health, and community.



Presenting at USMCA Pesticide Technical Working Group

CropLife America presents to USMCA Pesticide Technical Working Group that encompasses regulatory agencies from U.S., Canada, and Mexico in Mexico City, Mexico. CLA meets with CropLife International growers and stakeholders.



**NAFB
Kansas City
2024**

Sharing CLA's priorities with farm broadcasters to reach growers nationwide.



**Charting the Course:
SOC BOD Retreat**

CLA SOC members align on strategy, set priorities, and celebrated a year of achievements.

**Minnesota Rejects
Treated Seed Petition**

The Minnesota Department of Agriculture deny NRDC's petition to regulate treated seed, preserving science-based policy.



**Bipartisan
Inaugural Ball:
Celebrating
American Agriculture**

Honoring unity, collaboration, and agriculture's role in shaping policy.

**Winter Boards Meeting
with RISE 2025:
Driving Ag Advocacy**

Prioritizing Capitol Hill engagement on key agricultural issues under the new administration.



NOV

DEC

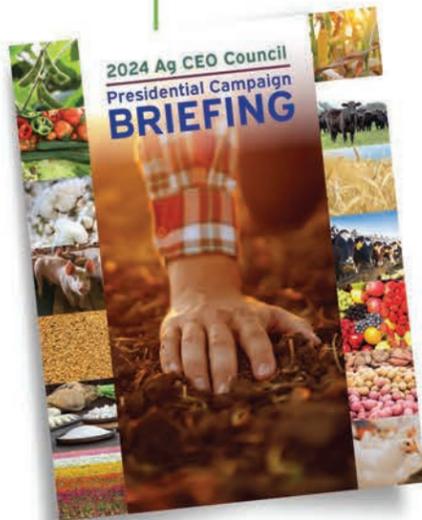
JAN

FEB

MAR

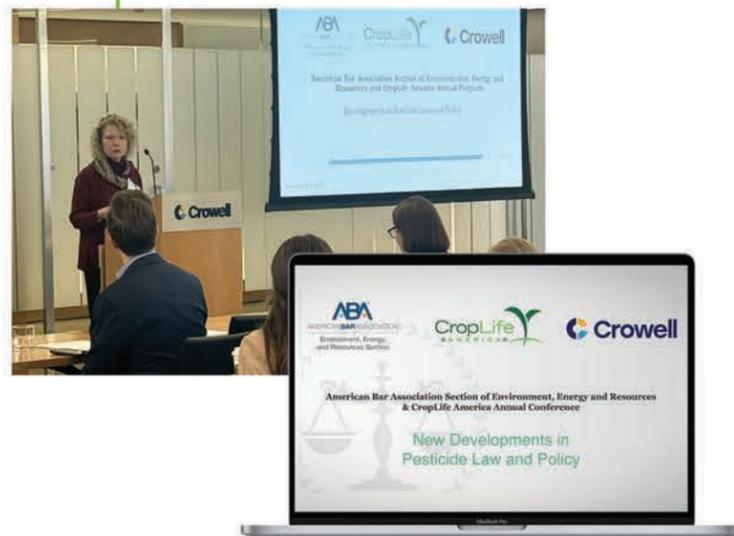
**CLA Mobilizes Members
for Election 2024**

Equipping members with insights and strategies to navigate policy shifts and drive advocacy in the year ahead.



**Advancing Pesticide Law
and Policy: CLA at the ABACLA**

CLA co-hosts its annual event with the American Bar Association's Pesticide and Chemicals Committee on legal developments in pesticides law and policy.



**Building Connections at
the AFBF Annual Convention**

Strengthening partnerships and celebrating agriculture with our closest allies.



2025 Commodity Classic

Celebrating agribusiness and innovation with CLA members.



NAFB Washington Watch 2025

CEO Alex Dunn and grower Lindsay Thompson discuss pesticides, modern ag, and innovation with farm broadcasters across the country.

New Mexico: PFAS Ban with FIFRA Exemption

New Mexico passes a PFAS ban with a FIFRA exemption – the first blue state to take this approach in chemical regulation.

MAHA Launch: Mobilizing Industry Action

All hands on deck for the first MAHA Commission report. CLA leads strategy, messaging, and rollout to strengthen the pesticide industry's voice.



Farmer Voices Matter: Amplifying Grower Perspectives

CLA launches Farmer Voices Matter to highlight farmers' experiences and showcase the essential role of pesticides in sustainable food production.



Connecticut Preserves Ag Uses in Neonic Bill

Connecticut exempts agricultural uses from its neonic legislation, protecting critical farming applications.

CLA Hosts CropLife International and Regions

CLA hosts colleagues from CropLife International and Regions in Washington, D.C. to talk MRLs & trade policy with U.S. stakeholders and U.S. government officials.

APR

CLA/Rise Regulatory Conference 2025

Exploring the latest developments in pesticide regulation and science.



MAY

Advocating for Maine PFAS Repeal Legislation for Agriculture

CLA CEO and grower Tom Stevenson meets with the Governor's Office, DEP, and Department of Ag leaders to share how growers in Maine are disadvantaged by this policy compared to growers in other states.

Paul Rea Returns as CLA Board Chair

CLA welcomes Paul Rea for a second term as board chair, as he brings experience, vision, and a deep commitment to advancing American agriculture and supporting farmers with innovative solutions.



JUN



CropLife America and CropLife Canada Gather

CLA and CLC board members meet in Ottawa, Canada for CLC's Spring Dialogue Days. Alexandra Dunn also speaks to the conference on CLA priorities.

MRL Workshop Brings the Globe Together

The MRL Workshop brings together CropLife regions and their members to San Diego, CA to discuss MRL policies impacting growers around the globe.



Maine Defeats Proposed Neonic Ban

On June 12, 2025, Maine rejects a neonic ban bill, instead converting it into a study measure for further review.

CLA Advocates for Pesticide Science In MAHA Strategy

CLA submits recommendations to HHS Secretary Kennedy and the full MAHA Commission, defending pesticide science and promoting evidence-based policy to support farmers and food affordability.



Grower Advisory Panel (GAP) at Iowa Farm Progress Show

GAP members are invaluable leaders of CLA advocacy and strategy. Thank you to GAP member Ben Riensche for hosting us at Farm Progress to highlight innovation and the future of farming.

PRIA Workshop: Advancing Ag Processes

CLA members explore process improvements, registrant support, and code consolidation for PRIA 6.



JUL

AUG

SEP



Support and Engagement with the International Trade Administration

CLA meets to discuss tariffs, import quotas, and differences in maximum residue levels of pesticides in the U.S. and Mexico.



CLA Mini Fly-In: Advancing MAHA Priorities

Members meet with Congress, EPA, and the White House to reinforce science-based messaging on pesticides, appropriations, and labeling, supported by digital campaigns and a congressional reception.

MAHA Strategy Results

The MAHA Commission's Strategy contained no new pesticide restrictions — marking a win for farmers and the crop protection industry.



Looking Forward

Our members and farmers envision a future defined by innovation, sustainable growth, and public trust — from cutting-edge technologies and consistent regulations to policies that keep U.S. agriculture at the forefront globally.

Here's what they have to say:

“Looking to the future public trust in the agricultural system is vital to support the production of affordable and sustainable food, fuel and fiber.”

– CLA Member

“We must advocate for policies that enable advances in digital ag platforms and precision technology that allow US farming to remain at the forefront of global ag innovation and advance sustainable practices that are scalable while meeting domestic and global demand.”

– CLA Member

“The technology is huge – we're able to do so much now. That's what I would tell the MAHA movement. In lieu of restricting or taking those tools away, let's look at what kind of innovation and technology can improve that to reduce the concern.”

– Farmer

“Moving forward, it will be vital to embrace and recognize the growing role of the states in agriculture policy.”

– CLA Member

“If we keep the family farms going and sustain that process, to me, there's hope for the future. We're here to serve in more ways than one. We're here to serve and take care of people. Even though it's an occupation that we chose, we're still here to serve.”

– Farmer

“It's really hard for me to say what I'm most excited about the future because we're seeing things we never thought we would see. We have self-driving tractors, drones spraying on fungicide and chemicals now. We're already seeing things we didn't even know were going to be possible 10 years ago.”

– CLA Member

“Really in the end, what's most exciting is just the fact that I keep hoping and praying that there'll come a point where farmers are recognized for the important role that they have and that people will continue to look to them for answers rather than people who have no connection to agriculture.”

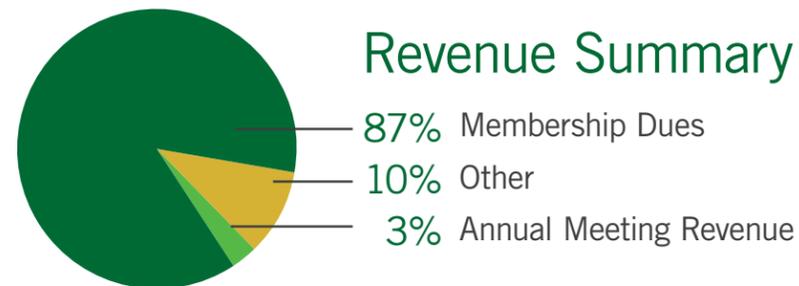
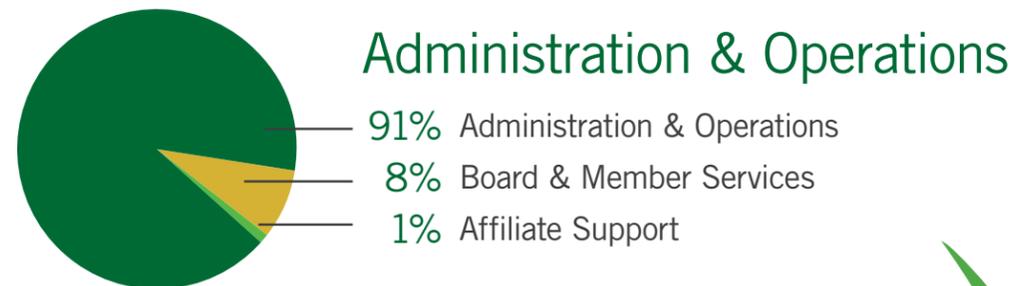
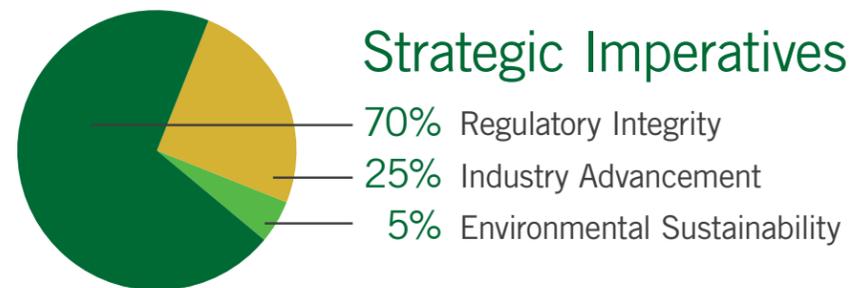
– Farmer

Financial Overview

The budget of CropLife America is established with guidance from and approval of the Board of Directors in accordance with determined priorities and the Strategic Plan. CLA is committed to upholding transparency with its membership regarding the association’s budget and financial status. The Board of Directors reviews and approves CLA’s financial status, enabling the association to maintain a robust and focused direction. CLA’s auditors, CBIZ, conduct the annual audit using generally accepted accounting principles (GAAP).

By leveraging CLA’s Strategic Plan and the resulting prioritization of issues, the association effectively allocates resources to benefit its members. The pie charts illustrate the distribution of CLA revenue in the 2024 fiscal year in three major categories.

CLA has access to a robust reserve account which ensures the organization remains financially stable over the long term.



Strategic Oversight Council

Cindy Smith Chairman Gowan USA, LLC	Spencer Harris Board Liaison to SOC Nutrien Ag Solutions, Inc.	Elisha Modisett Kemp Corteva Agriscience	Eric Smith PBI/Gordon Corporation
Jeffrey Smith Vice Chair Valent U.S.A. LLC	Kevin Henry, PH.D. Tessengerlo Kerley, Inc	Haitian Lu Syngenta	Martha Smith Bayer Crop Science
John Cummings, Ph.D. FMC Corporation	Jill Holihan BASF Agriculture Solutions NA	Sean McCarty Helena Agri-Enterprises, LLC	Luke Tomanelli UPL NA Inc.
Tim Donnelly AMVAC	Eileen Hollcraft Law Committee ad hoc Liaison Corteva Agriscience	Charlotte Sanson ADAMA	Matt Wohlman WinField United

We also want to thank these SOC members for their service to CropLife America:

Duane Simpson Bayer Crop Science Vice Chair 2024–2025 Member 2022–2025	John Abbott Syngenta Member 2022–2024	Jonathan Janis Syngenta Member 2024–2025
	Scott Herdon Corteva Agriscience Member 2024–2025	Sara Zinck Vive Crop Protection Member 2018–2024

2025 Committee Chairs

<u>Communications</u> Camille Scott Chair Bayer Crop Science	<u>Human Health</u> Tharacad Ramanarayanan Co-Chair Syngenta	<u>State Affairs</u> Rick Deadwyler Chair Corteva Agriscience	<u>Trade</u> Andrew Conner Chair BASF Agriculture Solutions NA
Chip Shilling Vice Chair BASF Agriculture Solutions NA	Claire Koenig Co-Chair Corteva Agriscience	Michael Heltzer Vice Chair BASF Corporation	Ericka Veliz Vice Chair UPL NA Inc.
<u>Environmental Science</u> Tilghman Hall Co-Chair Bayer Crop Science	<u>Law</u> Cathy Trinkle CLA Co-Chair BASF Agriculture Solutions NA	<u>Sustainability</u> Jessica Monserrate Co-Chair BASF Agriculture Solutions NA	<u>Food and Beverage</u> Nakia Smith Co-Chair Coca-Cola Company
Pat Havens Co-Chair Corteva Agriscience	John Rebman RISE Co-Chair Bayer Crop Science	Steven Wall Co-Chair Syngenta	Joseph Starr Co-Chair PepsiCo, Inc.
<u>Federal Affairs</u> Ethan Mathews Chair Wilbur-Ellis Company	<u>Registration</u> Rachel Hardie Co-Chair Syngenta		
Elizabeth Boylan Vice Chair FMC Corporation	Dennese Grimm Co-Chair Gowan USA, LLC		

Thank You to
our Members
and CLA Staff.

This year showcased the power of working together. Through your commitment and collaboration, we've advanced our industry, strengthened our community, and built lasting momentum for the future.

Your voices, joined together, make us stronger — and together, we will continue to **Elevate Our Voice.**



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