

ESA National Forum
Planning Committee

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ESA
NATIONAL FORUM





UNIVERSITY OF MARYLAND EXTENSION





Goals for Forum

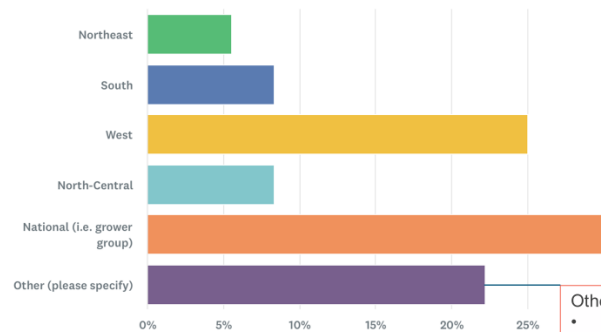
- ***Identify and catalog*** existing educational resources, patterns, and major gaps
- ***Assess the reality*** of how materials are being used in the field, and
- ***Collaboratively build*** a roadmap with clear next steps for how to improve the collection, management, and sharing of outreach resources.

Seek progress, not perfection.

SURVEY OVERVIEW

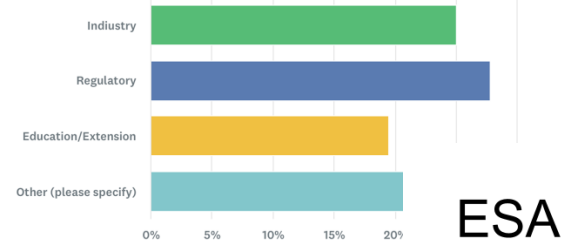
From December 4 – 22, 2025, we asked forum attendees to weigh in on key priorities and topics in advance of the meeting. We heard from 37 people across diverse geographies and stakeholder groups.

What is the geographic scope or range of your organization?



- Other:
- National association
 - Tree & guidance material as AF
 - Tribes – national
 - WSSA
 - Fish & Wildlife
 - NC, Iowa
 - Federal Govt

How would you characterize your stakeholder base?



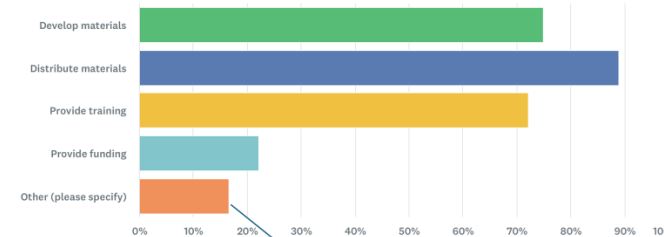
- Other:
- |
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Survey Questions

ESA AWARENESS & GAPS IN UNDERSTANDING

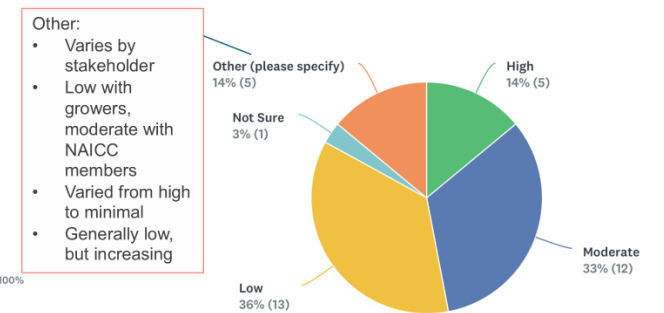
Most respondents are equipped to support outreach and education in some manner, though the majority (69%) perceive a low-to-moderate level of awareness among their stakeholders.

When it comes to supporting ESA Outreach & Education, what are you and your organization equipped to do in this regard? (select all that apply)



- Other:
- Cultural awareness
 - Regulatory / compliance
 - May be able to if needed
 - Depends on funding sources
 - WSSA helping to coordinate efforts, reduce duplication

How would you characterize awareness about ESA requirements in your region and/or among your target stakeholder group?



- Other:
- Varies by stakeholder
 - Low with growers, moderate with NAICC members
 - Varied from high to minimal
 - Generally low, but increasing

Resources

BASF	State Regulatory Affairs	Herbicide Strategy Flyer	In folder
BASF	State Regulatory Affairs	Tech Bulletin - Liberty	In folder
EPA	OPP	Resources Toolbox	https://www.epa.gov
EPA	OPP	Mitigation Menu	https://www.epa.gov
Office of Indiana State Pesticide Administrator	Website		https://oisc.purdue.edu
Office of Indiana State Pesticide Administrator	Video		https://www.youtube.com
Office of Indiana State Pesticide Administrator	Resources Toolbox		https://oisc.purdue.edu
Iowa State University Pesticide Safety Education	Training Slide for Iowa Farmers		In folder
State of Vermont		Presentation: ESA and Pesticide Use	In folder
Iowa State University Extension		Instruction Sheet on ESA Bulletins	
		Bulletins Live! Mitigations	In folder
Acre Blitz	Industry	Compliance Tool	https://acreblitz.com
CropLife America	Industry	Website	www.croplifeamerica.org
CropLife America	Industry	Video	https://bit.ly/43ot2
CropLife America	Industry	Flow Chart	https://www.croplifeamerica.org
CropLife America	Industry	Presentation	https://www.croplifeamerica.org



How to Comply with the Endangered Species Act (ESA) to Apply Liberty® ULTRA Herbicide

Follow three steps to ensure compliance:

1. Endangered and Threatened Requirements

- Check "Bulletins Live! Two" within six days of application to ensure the field is within a Pesticide Use Limitation Area (PULA).
- Access "Bulletins Live! Two" using the following steps:
 - Enter the location where you intend to apply the pesticide
 - Select your application month
 - Enter the EPA Registration Number for the pesticide

Accessing Endangered Species Protection Bulletins

1 SCAN ME

Go to Bulletins Live! Two using internet browsers: Google Chrome, Mozilla Firefox, or Safari. A tutorial is available at <https://go.iastate.edu/MH7YSY> or by scanning this QR code.

2 Navigate to your intended pesticide application area here or use the map.

Location Search

Application Month

EPA Registration Number

Select the application month, up to six months in advance.

ESA Insecticide Strategy Overview

Final Insecticide Strategy overview

- **Products:** conventional insecticides, insect growth regulators, nematocides, miticides
- **Use sites:** row crops, specialty crops, orchards, vineyards, Christmas trees
 - Does NOT include pasture/grass or range lands
- **Application methods:** Foliar applications (aerial, ground, airblast, chemigation), soil treatment, treated seed, and granular formulations

EPA Pesticide Strategy Timeline

Final Herbicide Strategy overview

- **Products:** conventional herbicides and plant growth regulators
- **Use sites:** row crops, specialty crops, orchards, vineyards, Christmas trees
 - Does NOT include pasture/grass or range lands
- **Application methods:** Foliar applications (aerial, ground, airblast, chemigation), soil treatment, **liquid seed**, and granular formulations





Day 1 Summary – Framing the Work

1. Setting Scope & Tone

- Focus on what we can control; treat enforcement and policy shifts as constraints
- Proceed despite uncertainty — aim for practical progress
- Emphasize trust-building, adaptability, and continuous improvement

2. Models & Momentum

- Look to WPS guidance as a model
- Value digital, updateable resources
- Recognize strong federal partnership and cooperative agreement opportunities

3. Building the Roadmap

- Start messaging with the “why” — conservation ethic & shared responsibility
- Explore centralized “hub-and-spoke” model for resources
- Clarify grower/applicator roles and shared liability
- Identify four priority needs: Hub, Awareness, Roles, Messaging



Breakout Sessions

- Roles and Responsibilities
 - Train Needs – Train-the-Trainer Manual
 - Who needs to be trained & who is best equipped
- Creating a Centralized Resource Hub
 - Create a centralized, curated hub that guides users to the information they need for ESA requirements
- Define & Align Around Messaging
 - Define a standardized method of messaging about ESA and ensure it is regularly available wherever needed.
- Driving Awareness, Demand, and Marketing for These Resources

Day 2 Summary – Defining Our Shared Vision



1. Why We Exist

- ESA matters — and compliance must be achievable
- Protecting species aligns with U.S. agriculture’s long-standing conservation ethic
- Aim to provide steadiness and clarity during implementation
- Serve as a bridge to scale information nationally, regionally, and locally

2. Core Objective (2-Year Strategy)

- Support ESA runoff mitigation implementation
- Generate awareness, understanding, and buy-in
- Equip growers and applicators with clear, digestible guidance

Key Action Items



Establish Coordination (0-6 Months)

- Formalize cross-sector coordination
- Develop and vet core ESA presentation
- Launch EPA accuracy review process
- Begin building resource hub
- Identify funding pathways

Deploy Tools & Training (6-12 Months)

- Launch curated ESA resource hub
- Draft “Implementation Manual”
- Initiate Train-the-Trainers program
- Implement coordinated communications
- Conduct national needs assessment

Institutionalize Implementation (1-2 Years)

- Finalize and publish “Implementation Manual”
- Embed ESA into licensing and training
- Establish governance structure
- Secure sustainable funding
- Normalize ESA compliance nationwide