

# ESA National Forum Planning Committee

Kim Brown

Dillon Gabbert

Kelly Navinsky-Wenzi

Kathryn Rifenburg

Harris Walters





UNIVERSITY OF MARYLAND EXTENSION





# Goals for Forum

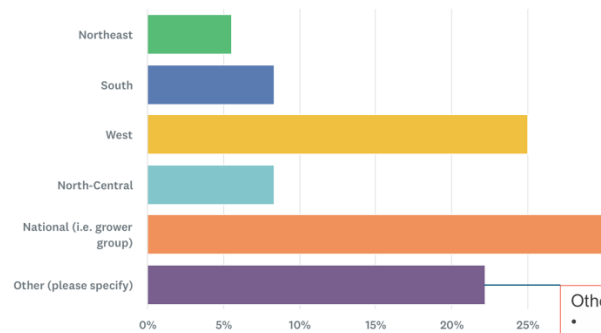
- ***Identify and catalog*** existing educational resources, patterns, and major gaps
- ***Assess the reality*** of how materials are being used in the field, and
- ***Collaboratively build*** a roadmap with clear next steps for how to improve the collection, management, and sharing of outreach resources.

**Seek progress, not perfection.**

# SURVEY OVERVIEW

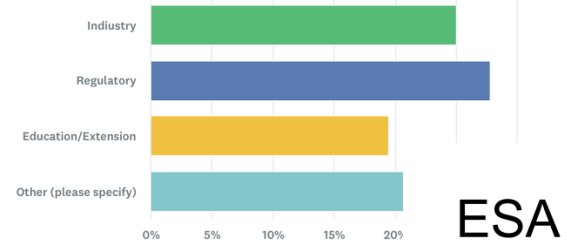
From December 4 – 22, 2025, we asked forum attendees to weigh in on key priorities and topics in advance of the meeting. We heard from 37 people across diverse geographies and stakeholder groups.

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?



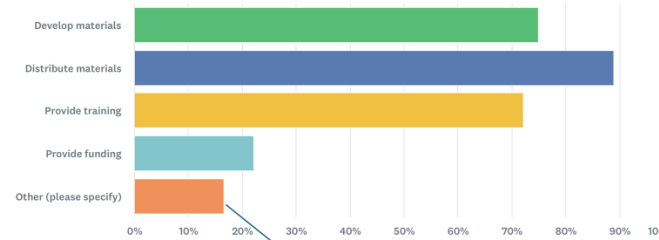
- Other:
- |
  - |
  - |

Survey Questions

## ESA AWARENESS & GAPS IN UNDERSTANDING

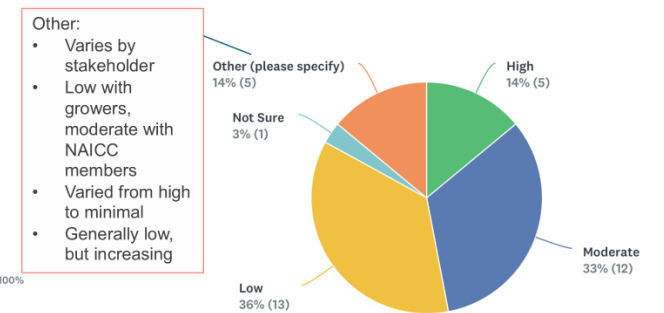
Most respondents are equipped to support outreach and education in some manner, though the majority (69%) perceive a low-to-moderate level of awareness among their stakeholders.

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?

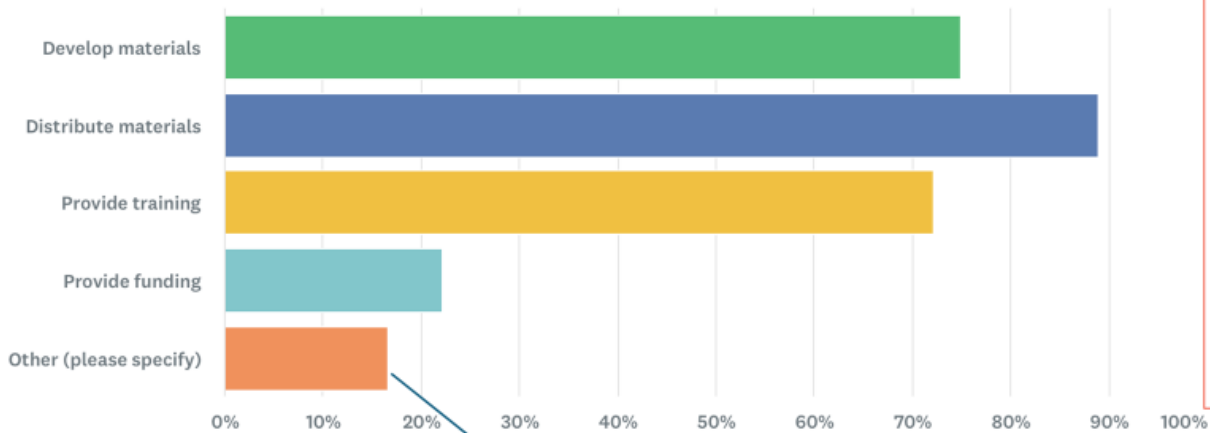


- Other:
- Varies by stakeholder
  - Low with growers, moderate with NAICC members
  - Varied from high to minimal
  - Generally low, but increasing

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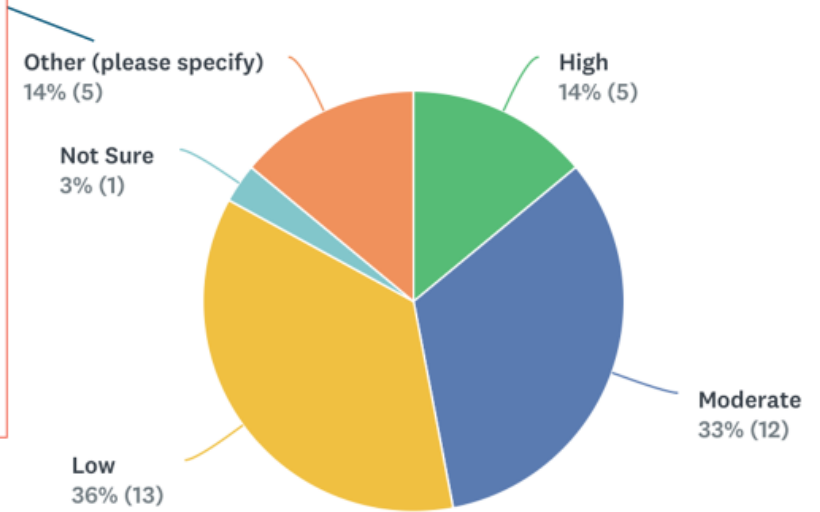
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# Resources

BASF	State Regulatory Affairs	Herbicide Strategy Flyer	In folder
BASF	State Regulatory Affairs	Tech Bulletin - Liberty	In folder
EPA	OPP	Resources Toolbox	<a href="https://www.epa.gov">https://www.epa.gov</a>
EPA	OPP	Mitigation Menu	<a href="https://www.epa.gov">https://www.epa.gov</a>
Office of Indiana State Pesticide Administrator	Website		<a href="https://oisc.purdue.edu">https://oisc.purdue.edu</a>
Office of Indiana State Pesticide Administrator	Video		<a href="https://www.youtube.com">https://www.youtube.com</a>
Office of Indiana State Pesticide Administrator	Resources Toolbox		<a href="https://oisc.purdue.edu">https://oisc.purdue.edu</a>
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	<a href="https://acreblitz.com">https://acreblitz.com</a>
CropLife America	Industry	Website	<a href="http://www.croplifeamerica.org">www.croplifeamerica.org</a>
CropLife America	Industry	Video	<a href="https://bit.ly/43ot2">https://bit.ly/43ot2</a>
CropLife America	Industry	Flow Chart	<a href="https://www.croplifeamerica.org">https://www.croplifeamerica.org</a>
CropLife America	Industry	Presentation	<a href="https://www.croplifeamerica.org">https://www.croplifeamerica.org</a>



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

**ESA Insecticide Strategy Overview**

1

**EPA Pesticide Strategy Timeline**

2

**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 STATE UNIVERSITY  
Herbicide and Insecticide

**Final Herbicide Strategy overview**

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- **Use sites:** row crops, specialty crops, orchards, vineyards, Christmas trees
  - Does NOT include pasture/grass or range lands
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Herbicide and Insecticide





# Workstreams and Outcomes

- Roles and Responsibilities
  - Training 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



## 0-2 Months

- Organize working group
- Develop core ESA overview presentation
- Promote [pesticidestewardship.org](http://pesticidestewardship.org)
- Internal debrief and identification of cooperative agreement opportunities
- Schedule 6-month and 12-month coordination meetings

## 6 Months

- Finalize core PowerPoint presentation.
- Resource Hub, materials inventory,
- Launch 'Education Support' manual process;
- Survey on material needs, existing resources, and contributions
- EPA OPP/OECA support ongoing review of submitted materials for accuracy
- Reconvene National Forum provide updates a permanent resource hub, funding considerations, and other identified work products.

## 12 Months

- Train-the-Trainers launched
- Centralized resource hub operational
- 'Education Support' manual draft completed with EPA, Services, and SLA input
- Coordinated communications launched across social media, farm press, and radio
- Reconvene National Forum stakeholders at one year to review progress, evaluate resource adoption and impact, and align on priorities moving forward.

## 2 Years

- 'Education Support' manual finalized, EPA supported
- Sustainable governance structure with durable funding model
- Compliance with labels including ESA requirements embedded as routine

# Thanks!

