

# MODERN AG

— ALLIANCE —

## Overview & Problem:

Safe, effective pesticides are essential to modern agriculture, and so is ensuring a framework that supports farmers' predictable access to these products.

For 50 years, leading health regulators around the world have repeatedly concluded that glyphosate products can be used safely, and that glyphosate is not carcinogenic. And yet, the litigation industry continues to bring forward lawsuits against the product and the company (Bayer).

Unfortunately, this scientifically unsound litigation against Bayer – in excess of 150,000 cases – and efforts in states like California has created unsustainable realities that could lead to decreased innovation for farmers and threats to current, and future, crop protection tools.

This effort is fueled by over \$100 million dollars in expansive marketing and TV ads by the litigation industry to recruit and accumulate plaintiffs.

This is simply unsustainable. **While domestically produced glyphosate is the topic today, if not addressed, the future of valuable crop protection tools and other critical innovations may be at stake.**

That's why the [Modern Ag Alliance](#), led by Bayer, is working with [more than 85 diverse agriculture organizations](#) and policymakers across the country to identify legislative fixes that would protect American farmers' access to glyphosate and other crop protection tools. In 2024, the Modern Ag Alliance was active in three states: Idaho, Iowa, and Missouri due to their relative agricultural and supply chain importance alongside other considerations. In 2025, the effort could expand to any of the following states, or others based on ongoing conversations.

Alabama	Iowa	Montana	Pennsylvania
Arkansas	Kansas	Nebraska	South Carolina
Florida	Kentucky	North Carolina	South Dakota
Georgia	Louisiana	North Dakota	Tennessee
Idaho	Mississippi	Ohio	Texas
Indiana	Missouri	Oklahoma	Wyoming

## State-level legislative activity:

The Modern Ag Alliance supports legislative solutions that provide certainty by acknowledging states have every right to build on the federal government's baseline regulations, however, they should not have the ability to directly contradict the scientific findings and rigorous review processes of the EPA.

Specifically, legislation sought would ensure any pesticide registered with the EPA—and sold

# MODERN AG

— ALLIANCE —

under a label consistent with the EPA's own determinations—is sufficient to satisfy requirements for health and safety warnings. To date, this core legislative outcome has been the same across the states in which MAA has been engaged. However, some states—at the prerogative of lawmakers and their constituents—have included language narrowing the scope to glyphosate specifically and/or may differ in other ways depending on state legislative processes during the 2025 legislative sessions.

## **State Updates**

As you may recall, state legislative efforts were mobilized on a short timeline and it was positive that there was a level of interest, focus and effort in each of the states.

**Idaho:** Unfortunately, despite every effort, the short legislative window passed in Idaho without legislation becoming law.

- House Bill: [HB 653](#)
  - [Last action](#): Referred to Business Committee (02/26/24)
- Senate Bill: [SB 1432](#)
  - [Last action](#): Referred to Commerce & Human Resources Committee (03/20/24)

**Iowa:** The bill passed the Senate but did not make it to the floor of the House for a vote before the legislative session adjourned. The work that's been done up to this point, and the support many MAA partners have shown directly for this effort has built a strong foundation to pick back up in the next legislative session.

- House Bill: [HSB 737](#)
  - [Last action](#): Subcommittee recommended passage, sent to Ways and Means Committee (03/27/24)
- Senate Bill: [SF 2412](#)
  - [Last action](#): Passed Senate (04/02/24)

**Missouri:** The legislation passed the Missouri House and was successfully voted out of committee in the Senate. However, the backlog of big-ticket legislation contributed to the bill not making it to the Senate floor for a vote before the session adjourned. Similar to each of the states above, we've built a strong foundation to return next session.

- House Bill: [HB 2763](#)
  - [Last action](#): Passed and reported to Senate (04/24/24)
- Senate Bill: [SB 1416](#) (see section 10)
  - [Last action](#): Voted Do Pass by Agriculture, Food Production and Outdoor Resources Committee (03/12/24)

Alliance partners' support of this effort is critical to our progress.

**MAA support:** The Alliance will continue to engage in a mix of the following tactics, based on previously approved messaging (most of which can be found on [the website](#)), in the states we're

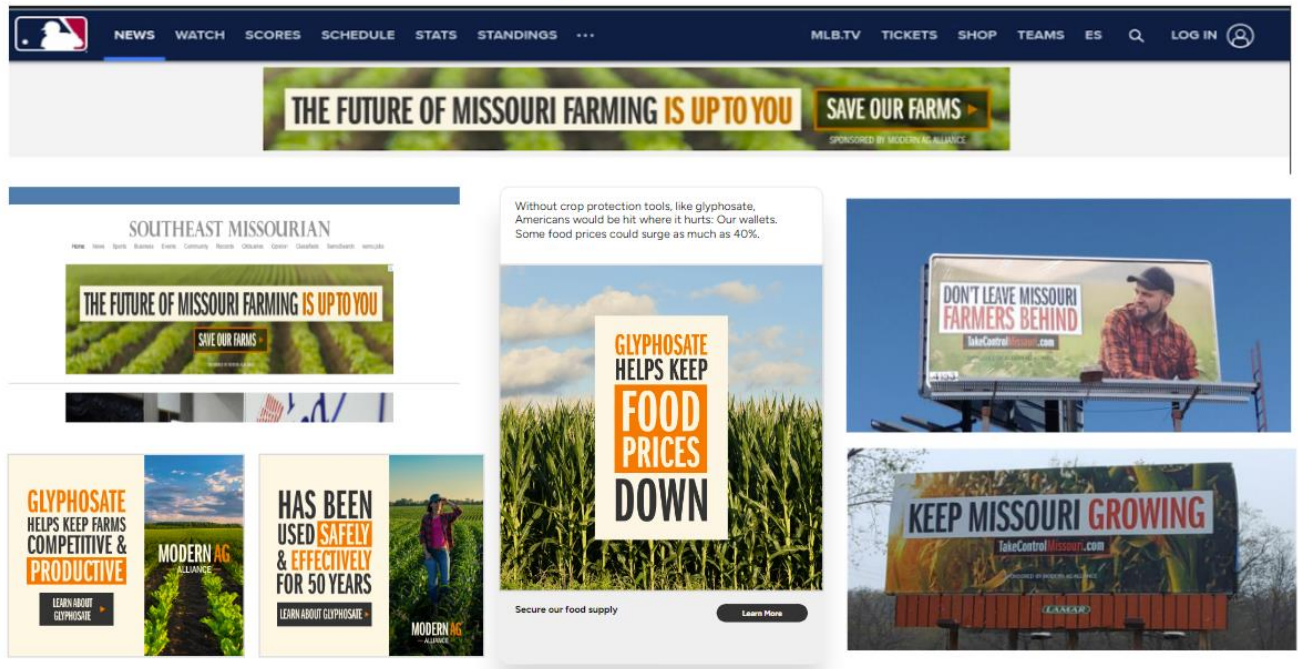
# MODERN AG

— ALLIANCE —

active in:

- Developing and distributing owned content
  - [Press Releases](#)
  - Blogs and other relevant content from our partner organizations
  - Organic social (Please give the [page](#) a follow!)
- Supporting earned media inquiries and generating grassroots and other support ops/LTEs
- Paid advertising
  - Digital ads (Google display, Google search, LinkedIn, YouTube)
  - Sponsorships with local news publications
  - Traditional + digital radio/audio ads
  - Connected TV/streaming
  - Out-of-home advertising (e.g., billboards, bus shelters, etc.)

## Modern Ag Alliance Sample Live Ads



- Grassroots
  - [Customizable support letters](#)
  - Patch-through calls
  - Direct engagement

**Litigation Industry Response:** In addition to courting specific members in each state, attorneys representing plaintiffs in the Roundup cases against Bayer in Missouri have also

# MODERN AG

— ALLIANCE —

issued at least one subpoena to a partner organization of the Modern Ag Alliance, seeking documents and information relating to the legislation that was active in Missouri this past legislative session. To be clear: the group that received a subpoena is not being sued; rather, this is a subpoena by attorneys for plaintiffs to gather information in discovery in their case against Bayer.

The Modern Ag Alliance believes growers should be able to advocate for their interests, which is why we will continue to invite your support of and participation in the Modern Ag Alliance and will support the group that received the subpoena in that process.

**Thank You:** We **greatly appreciate** the involvement and feedback of each Modern Ag Alliance partner and more importantly, look forward to working together to protect access to the tools farmers need.