

## 2,4-D Research Task Force Website Wins Prestigious “Best of Show” at NAMA

Kansas City, MO, Feb. 8, 2017 – The Industry Task Force II on 2,4-D Research Data has new hardware to share with their member companies: the Task Force was recognized for its website [www.24D.reviews](http://www.24D.reviews). TACTIX Government Affairs and Public Relations was lead in developing the website, including implementing an innovative network engagement tool that drove key stakeholders to visit the website.

“This success is a credit to the interdisciplinary team of experts we’ve built, from our member companies to our public affairs firm,” explains executive director Jim Gray. This website received the first place award for Consumer Audiences and was also one of five “Best of Show” winners from the National Agri Marketing Association (NAMA - Region V) besting dozens of food, ag and agrichemical company submissions. NAMA is the nation’s largest association for professionals in marketing and agribusiness that annually recognizes excellence in agricultural communications.

The consumer-facing website translates into an easily accessible way, the scientific data around mammalian cancer research used by the International Agency for Research on Cancer (IARC). The website brings a new way of looking at the ‘hazard identification versus potential risks’ and defends the research data submitted to the IARC panel.

### *About the Task Force*

The 2,4-D Research Task Force was formed to work with the United States Environmental Protection Agency (EPA) and the Health Canada Pest Management Regulatory Agency (PMRA) to provide for continued scientific research on 2,4-D.

The Task Force member companies fund new research and provide scientifically valid data to the EPA and the PMRA as required by their extensive and ongoing pesticide re-registration and re-evaluation programs. This research is not conducted by the Task Force, but instead by world-leading laboratories under strict Good Laboratory Practice (GLP) guidelines.

The 2,4-D Research Task Force is made up of those companies owning the technical registrations on the active ingredient in 2,4-D herbicides. They are Dow AgroSciences (U.S.), Nufarm, Ltd. (Australia) and Agro-Gor Corp., a U.S. corporation jointly owned by Albaugh, LLC. (U.S.) and PBI-Gordon Corp. (U.S.).

### *About TACTIX Government Relations and Public Affairs*

TACTIX is a strategic advisor to Fortune 500 companies and leading associations. For 16 years they have worked with the 2,4-D Research Task Force on product defense, ensuring that scientific evidence is part of the public debate and central to government decision-making. With a range of digital advocacy tools and coalition-building strategies, TACTIX works with many agribusiness clients throughout the value chain.

