



CENTER OF EXCELLENCE FOR REGULATORY SCIENCE IN AGRICULTURE

AI-Ready Pesticide Labels: Building the Digital Foundation for Smart Agriculture

*Dorothy and Roy Park Alumni Center
Chancellors Reception Room
2450 Alumni Dr
Raleigh, NC 27606
Free parking is available at the venue.*

Tuesday, March 31, 2026

Topic	Details	Time
Workshop check-in	Chancellors Reception Room	8:00 am
Welcome	Danesha Seth Carley, CERSA director	8:30 am
Group poll introduction	Lauren Stutts, CERSA	8:40 am
Icebreaker activity		8:45 am
Group poll results		8:55 am
AI Agriculture Initiatives for Empowering Farming Decisions	Ignacio Ciampitti, Purdue University	9:00 am
OPP Digital Label Journey	Daniel Schoeff, EPA OPP	9:20 am
Break		9:50 am
State-Lead Agency Perspectives on Digital Labeling & AI	Daniel Duer, Pennsylvania Department of Agriculture	10:00 am
From Paper to Pixels: The Evolution of Pesticide Labels for a Digital Future	Sarah Hovinga, Bayer Crop Science	10:20 am
Perspectives on Digital Agriculture	Adam Barlow, John Deere	10:40 am
Standardized digital labels: enablers of on-farm business value	Andres Ferreyra, Syngenta	11:00 am
Panel discussion: Impacts, challenges, and opportunities of AI and digital labels	Dillon Gabbert, CropLife America (moderator) Mark Lewis, Caliper Content Services Graham Jeffries, Compass Regulatory Matt Shearer, Data Language Erik Janus, Janus Agricultural Solutions William Gillis, Gillis Hill Farm	11:20 am
Lunch	Lunch with conference at StateView Hotel	12:15 pm
Working activity introduction	Lauren Stutts, CERSA	1:30 pm
Breakout Session 1	Opportunity identification	1:45 pm
Breakout Session 2	Challenges and solution discovery	2:45 pm
Group Synthesis	Lauren Stutts, CERSA	3:45 pm
Wrap-up	Danesha Seth Carley, CERSA director	4:15 pm
End workshop	Conference poster session held in Alumni Center from 3:40 pm - 6 pm	4:30 pm

Workshop Speakers



Ignacio Ciampitti, a quantitative agronomist with a focus on the integration of digital agriculture in the context of complex farming systems, has joined Purdue University as the co-director of the Institute for Digital and Advanced Agricultural Systems (IDAAS) and a full professor in the agronomy department. Prior to this role, he was one of the founding directors of the Institute for Digital Agriculture and Advanced Analytics at Kansas State University. Ciampitti's research explores the integration of crop eco-physiology and plant nutrition with data science, AI and technologies, remote sensing, and crop modeling tools. Ciampitti has trained many graduate students, research scholars, and post-doctoral researchers, and led critical key projects with industry and farmers around the globe.



Daniel Schoeff joined the EPA's Office of Pesticide Programs for life on Christmas Day 2016. After several years of regulatory work in the biopesticides division, he pivoted to his current role in the OPP IO, working to modernize the processes and technology that support pesticide registration. When not at the office, he plays soccer, races bicycles, and does whatever his 6 year old tells him to do!



Daniel Duer is the Pesticide Registration Specialist with the Pennsylvania Department of Agriculture. He graduated from Millersville University with a bachelor's degree in biology in 2013, after which he became an Agronomic Product Inspector covering Philadelphia and its northern suburbs. After investigating pesticide cases for 5 years and working in the state's Spotted Lanternfly control program, he moved into his current role as registration specialist in 2019. Daniel serves as a member of the CERIS Advisory Council as well as the SFIREG Endangered Species Implementation Workgroup, and co-chairs the AAPCO 25(b) State Workgroup.



With over 20 years of diverse experience in biopesticide and agrochemical R&D, Sarah Hovinga advances regulatory policy in digital agriculture working collaboratively with stakeholders. Her work focuses on digital pesticide labels and their enabling of emerging application technologies and approaches such as precision/targeted and site-specific applications, and drones. Sarah studied at the University of California, Davis (B.S., Biological Sciences, and B.A., Spanish) and at California State University, Sacramento (M.S., Biochemistry). Sarah regularly participates in emerging technology forums at CropLife International, CropLife America (including the Digital Label Task Force), OECD (Including the Digital Label Community of Practice), EPA's Pesticide Programs Dialogue Committee (having co-chaired the Label Reform Working Group), and others. Sarah lives in the Sacramento area of California, USA with her husband and young daughter and is an avid gardener at Rancho Hovinga.



Adam Barlow is Manager of Technology Standards & Regulatory Affairs at John Deere, where he focuses on aligning emerging technologies with efforts to support innovation in agriculture. With more than 15 years of experience in agricultural engineering, Adam has collaborated with leaders across agriculture, engineering, technology, and policy to address complex challenges facing modern farming systems. He is passionate about leveraging technology to tackle global challenges and is committed to advancing solutions that create meaningful impact in agriculture. Adam attended the University of Northern Iowa and currently serves as chairman of the sprayer leadership group at the Association of Equipment Manufacturers.



Andres Ferreyra is the Industry Data Standards & Collaborations Lead at Syngenta and serves as Chair of ISO Technical Committee 347 on Data-Driven Agrifood Systems. Andres holds an Engineer's Degree in Electrical and Electronics Engineering and a Master of Science in Agrometeorology from the Universidad Nacional de Córdoba, as well as a PhD in Agricultural and Biological Engineering from the University of Florida. With a multidisciplinary background spanning engineering, agriculture, and data systems, Andres brings a unique perspective to the intersection of technology and sustainable food production.

Workshop Participants

Name	Affiliation
Adam Barlow	John Deere
Adewale Oloyede	University of Kentucky
Ammar Hadwan	Mississippi State University
Andres Ferreyra	Syngenta
Andrew Jennings	Syngenta
Austin Gellings	Association of Equipment Manufacturers
Azizah Conerly	NC State University
Bill Chism	WSSA
Boaz Tulu	University of Florida
Corey Fransen	Acre Blitz
Cranos Williams	NC State University
Danesha Seth Carley *	NC State - CERSA
Daniel Duer	Pennsylvania
Daniel Schoeff	EPA
Dillon Gabbert	CropLife America
Dirk Drost	Minor Use Foundation (MUF)
Doug Eisner	NC Biotech Center
Eric Neyhard	DataVid
Eric Simonne	UF/IFAS Northeast Extension
Erik Janus	Janus Agricultural Solutions
Fernando Rojano	West Virginia State University
Gaelle Fages *	Bayer
Grace Vincent	NC State University
Graham Jeffries	Compass Regulatory
Greg Maloney	Novonesis
Heidi Schouten	Atticus
Ignacio Ciampitti	Purdue
Jane Tang *	Bayer
Jim Wilson	AgGateway
Josh Smith	Caitlyn AI
Julie Ryan	Caitlyn AI

Kai Shen	University of Florida
Kelly Jackson	Syngenta
Kevin Armbrust	Louisiana State University
Kirt Durand	Syngenta Crop Protection
Kittiphum Pawikhum	Penn State
Laura McConnell *	Bayer
Lauren Stutts *	NC State - CERSA
Lawrence Arthur	The Pennsylvania State University
Leah Zorilla	Bayer
Manoj Karkee	Cornell University
Mariella Carbajal Carrasco	NC State University
Mark Lewis	Caliper Content Solutions
Martin Deubler	CERIS at Purdue University
Matt Shearer	Data Language
Max Gordon	NC State University
Michael Ellington	NC Coop Extension - Vance Co.
Mitch Peele	NC Farm Bureau
Peiran Wang	NC State University
Sarah Hovinga *	Bayer
Shannon Whitlock	Corteva
Sirapoom Peanusaha	Texas A&M AgriLife Research
Somshubhra Roy	NC State University
Teague McCracken	NC State University
Tharacad Ramanarayanan	Syngenta
Tim Deppen	CERIS at Purdue University
William Gillis	Gillis Hill Farm
Yeyin Shi	BSE at University of Nebraska-Lincoln
Zachary Stanley	NC State University

* Member of Workshop Organizing Committee

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