ABA is one of the natural hormones found ubiquitously in plants. ABA is involved in many major events of plant growth and development including dormancy, germination, bud break, flowering, fruit set, general growth and development, stress tolerance, ripening, abscission, and senescence. One of the most well known roles of ABA is the regulation of water relations in plants through the control of stomatal opening and closure. Over 5000 scientific papers and patents on the molecular biology, biochemistry, physiology, and applied efficacy of ABA have been published since Okhuma et al. proposed its chemical structure in 1965. Despite this breadth of information, a commercial use for ABA in agriculture has not yet been identified. Like other PGRs, commercialization of ABA must meet several critical challenges. First, an ABA use must solve a commercial problem with a favorable return on investment for the user. Second, ABA must be manufactured at a cost that is commensurate with the value of its agronomic applications. Third, ABA must be registered and approved for commercial use. Overall, the commercialization of ABA requires a substantial investment in production optimization, laboratory research, field development, and regulatory support. In this presentation, challenges for commercial development of ABA will be discussed.