

Mid America CropLife Association

11327 Gravois Road, Suite 201
St. Louis, MO 63126

MACA Honors Educator of the Year

For Immediate Release

Thursday, September 8, 2016

**Contact: Bonnie McCarvel, Executive Director
Mid America CropLife Association
(314) 849-9446**

St. Louis, MO— The Mid America CropLife Association (MACA) honored an academic leader at its recent annual meeting in Bloomington, Minnesota.

The MACA Educator of the Year Award was presented to **Dr. Kevin Bradley**, from **the University of Missouri**. The award is presented to an individual who has demonstrated significant contributions to American agriculture, especially in the MACA region. Also, the person has demonstrated evidence of consistency in educating the public on the values of production agriculture.

Dr. Bradley is an Associate Professor, Division of Plant Sciences, at MIZZOU where his faculty appointment includes extension and research responsibilities in the area of weed management in corn, soybean, wheat, pastures, and forages. In addition to evaluating new herbicides and weed management techniques, Dr. Bradley's applied extension and research program focuses on the development of programs for the prevention and management of herbicide-resistant weeds, on the interaction of herbicides and weeds with other agrochemicals and pests in the agroecosystem.

By far, the largest percentage of Dr. Bradley's research and extension efforts are directed towards the development of strategies for the management of glyphosate- and multiple herbicide-resistant weed biotypes. Specifically, he has conducted numerous surveys to characterize the prevalence of herbicide resistance in weeds like waterhemp, and to determine the effectiveness of future herbicide-tolerant crop technologies for the management of these troublesome species.

Dr. Bradley received his B.S. in Agriculture from Ferrum College and his Ph.D. in Plant Pathology, Physiology, and Weed Science from Virginia Tech.

A photograph is available from the MACA office upon request.

The Mid America CropLife Association (MACA) is a non-profit association of manufacturers, distributors/formulators and allied industry of crop protection products in 13 Midwestern states. MACA works to research issues relating to crop production and to work together to improve the crop life cycle, via health, safety and public education. Check our web site at www.maca.org.