

Mid America CropLife Association

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MACA Presents Ruth White Media Award

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St. Louis, MO— The Mid America CropLife Association (MACA) honored several industry, media and academic leaders at its recent annual meeting in Bloomington, Minnesota.

The Ruth White Media Award is presented to an individual who's demonstrated an evidence of consistent, objective and accurate reporting on American agriculture and the myriad of issues involved in modern agriculture, including the CropLife industry. This year's winner is **Kurt Lawton**, Director of Content for Penton Agriculture which includes Corn and Soybean Digest.

Kurt's goal is to help farm business owners/managers think differently about their crop production, technology, conservation, and management practices to achieve greater satisfaction in their professional and personal lives. He does that by directing the editorial planning, budgeting and execution of content across the magazine, website and other digital product entities for Penton Agriculture. As a result of Kurt's efforts, farmers throughout the Midwest and entire country know more crop protection products available, as well as the their uses and benefits to ensure a safe and abundant food supply.

He's also worked at DTN as the Crops Technology Editor, Rootser.com and Farm Industry News.

Kurt is a graduate of Iowa State University, with a bachelor's degree in Agricultural Journalism, and from the University of San Francisco, with a Master's Certificate in Internet Marketing.

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.