



## Initiatives & Achievements 2014-2015 Program Results

MACA initiatives—including the recent scholarship program—continue to provide long-lasting member benefits. These include:

- **Young Leader Scholarship Program** – This was the third year for the MACA scholarship program, directed by the Crop Production Issues Committee, for ag students attending land grant colleges in its 13-state region. Ten students were awarded scholarships based on grades, demonstrated leadership, and summer internships. In addition, this group attended and participated in MACA’s Annual Meeting in Indianapolis, providing member companies the opportunity to promote themselves as career destinations while giving scholarship recipients and member attendees chances to learn what each can expect from each other in future working environments.
- **CropLife Ambassador Network Program (C.A.N.)** – Another banner year of sharing as 45 ambassadors made 66 presentations to more than 4,500 students in 12 states! C.A.N. Ambassadors are a volunteer network of agronomic professionals committed to generating public awareness and appreciation for American agriculture at 4th to 6th grade school levels, with presentation tools including seven MACA-developed Power Point presentations. The Industry Communications Committee works to enhance this program.
- **Annual Meeting** – MACA’s highly popular and well-attended annual meeting, organized by the Annual Meeting Committee, again provided a location for member companies to maximize both attendance and business contact opportunities. MACA’s "business friendly format" featured guest speakers including Charlie Arnot, from The Center for Food Integrity; David Lehman from CME Group, and an industry panel featuring three distributor leaders providing insight into industry trends. The speakers combined with the format foster an excellent venue for members to conduct business.
- **New Members** – This year, the Industry Communications Committee, recruited two new members including Summit Agriculture Group and UPI. Total 2015 MACA membership 61 companies.
- **Distribution & Environment Committee (D&E)** –MACA’s D&E Committee continues developing industry materials for the warehouse storage and transportation of crop

protection products and seed while updating membership on ever-changing federal transportation rules and regulations. This year they started the process of updating the Survey Form for Safe Storage of Crop Protection Products, commonly referred to as the SACs Survey, and the MACA Seed Warehouse & Distribution Audit.

- **MACA Water Consultant** – MACA contracts with the Missouri Agribusiness Association (MO-AG) to have Steve Taylor serve as the water consultant to monitor water issues impacting the Midwest and reports to the Regulatory and Environmental Issues Committee. Steve coordinates efforts with six groups including the Federal Water Quality Coalition (FWQC), Council of Great Lakes Industries (CGLI), CropLife America (CLA), Agricultural Nutrient Policy Council (ANPC), The Fertilizer Institute (TFI), the Agricultural Retailers Association (ARA), and the 13 state ag chemical associations in MACA’s region, saving members’ resources while protecting their interests.
  - **Current Issues MACA is monitoring include:**
    - **WATERS OF THE UNITED STATES (WOTUS)** – The Environmental Protection Agency (EPA) and the U.S. Corps of Engineers (COE) has proposed new federal rules that will dramatically increase the amount of waters regulated by the federal agencies. This could significantly affect agricultural land use.
    - **GREAT LAKES WATER QUALITY AGREEMENT** – The agreement between the U.S. and Canada includes development of a Great Lakes Chemical Management Strategy.
    - **NUTRIENT RUNOFF** – Increased regulation of nutrient runoff threatens to impact all of agriculture. States have to develop nutrient runoff reduction strategies. MACA has joined with others in a lawsuit that would stop numeric nutrient criteria being forced upon States for use with Total Maximum Daily Loads (TMDLs) calculations.