



Initiatives & Achievements 2016-2017 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 fifth year for the MACA scholarship program, directed by the Industry Communications Committee, for students attending land grant colleges in its 13-state region. Eleven 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 Kansas City, Missouri, 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 one another in future working environments. Since its inception in 2013, 44 students have been a part of the program. In addition, the 2017 class has 11 students working on their undergraduate degrees.
- **CropLife Ambassador Network Program (C.A.N.)** – Another banner year of sharing as 55 ambassadors gave 84 presentations to more than 6,000 students! 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 business contact opportunities. MACA's "business friendly format" featured guest speakers including Michele Payn, from Cause Matters Corp., Jason Henderson, Purdue University; three basic manufacturer representatives and four industry advocacy initiatives. The speakers, combined with the format, fostered an excellent venue for members to conduct business and gather information to assist with their job.
- **New Members** – This year, the Industry Communications Committee, recruited three new members including CNI, G. Phillips & Sons and Green Leaf, Inc. Total 2017 MACA membership is 57 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, the Survey Form for Warehousing of Crop Protection Products and Seed, which was the combination of the Survey Form for Safe Storage of Crop Protection Products, or SACs Survey, and the MACA Seed Warehouse & Distribution Audit, were made available to download from the MACA website to members for free. In addition, speakers provided information on Universal Waste Disposal of Pesticides, NFPA, CLA/RISE Label Workgroup, DOT/PHMSA and Federal Motor Carrier Administration. The committee also planned a Pesticide Waste Disposal Seminar with speakers for November 8, 2017.
- **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 Production & Environmental Stewardship 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) is in the process of repealing the 2015 WOTUS rule and replacing it with new federal rules that will hopefully not be as harmful to agriculture.
 - 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 joined with others in a lawsuit that stopped numeric nutrient criteria being forced upon States in the Mississippi River Basin.
- **Long Range Plan** – was updated and modified to be reflective of ongoing changes in the crop protection industry. The plan included restructuring committee responsibilities which resulted in one committee being eliminated and two other committee responsibilities were updated and modified to ensure better coordination and efficiency.