



Initiatives & Achievements 2017-2018 Program Results

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

- **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 committee planned a Pesticide Waste Disposal Seminar for November 8 with seven speakers sharing their expertise on managing pesticide waste. More than 50 people attended with 28 member companies having at least one person attending the meeting. The committee is continuing work on a Q&A Guideline Sheet for the industry to use. They also maintain 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, which was made available to download from the MACA website to members for free. In addition, speakers at the quarterly meeting provided information on regulatory updates and U.S. Department of Transportation issues.
- **Production & Environmental Stewardship** – MACA’s PES committee focused on two areas: pollinator health and water. A Pollinator Educational Forum was held in June and featured six industry experts, plus CropLife America, discussing the importance of bees and the work they are doing to improve and maintain pollinator health. The second issue is water. MACA’s Water Consultant Steve Taylor monitors water issues impacting the Midwest and reports to the PES 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) are 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.

- **Industry Communications Committee** – has three programs they work on and include:
 - **Young Leader Scholarship Program** – This was the sixth year for the MACA scholarship program for students attending land grant colleges in its 13-state region. Thirteen 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 Des Moines, Iowa, providing member companies the opportunity to promote themselves as career destinations while giving scholarship recipients and members various opportunities to learn what each can expect from one another in future working environments. Since its inception in 2013, 68 students have been a part of the program including the 13 students from the 2018 class who are working on their undergraduate degrees.
 - **CropLife Ambassador Network Program (C.A.N.)** – Another banner year of sharing as 55 ambassadors gave 88 presentations to more than 6,300 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. This year a new presentation, the “Buzz about Bees,” was developed for use by Ambassadors. 200 people have signed up to serve as an ambassador.
 - **New Members** – This year four new member companies were recruited including the Ag Container Recycling Council (ACRC), Belchim Crop Protection, Missouri Corn Growers Association and Spectrum Technologies. Total 2018 MACA membership is 61 companies.
 - This committee also developed a membership marketing piece, a HAZMAT Video Training marketing piece and an industry pollinator update.
- **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 Dr. Wendong Zhang, Iowa State University; Dr. Michael Swanson, Wells Fargo Bank, NA; Jerry Hayes, bee keeper; and three industry leaders. The speakers, combined with the format, fostered an excellent venue for members to conduct business and gather information to assist with their job.