MID AMERICA CROPLIFE ASSOCIATION

UPDATE

OCTOBER 2014

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CONFESSIONS OF A GREEN PEACE DROPOUT

— By Eric Sfiligoj

If you've ever wondered how agricultural opponents came to be so adamantly opposed to many of the practices that make up modern agriculture, then you could have gotten at least a glimpse into this thought process at the 2014 annual Mid America CropLife Association meeting in early September. One of the speakers at the event was Patrick Moore, a one-time member of Green Peace who spends much of his time now promoting the advancement of agriculture.

Patrick Moore

According to Moore, Green Peace was originally founded on very humanitarian principles. That's why many of the organization's early years were spent opposing hydrogen bomb testing by the U.S., whaling by the Russians and baby seal hunting in Canada. Yet, Moore recently left Green Peace behind because of some fundamental changes in the organization's approach to environmental activism.

"Why did I leave Green Peace after 15 years?" he said. "We started with a strong orientation to save civilization from nuclear war and environmental carelessness. But over the years, Green Peace gradually drifted away from this humanitarian orientation to one where the organization describes humans as the enemies of the Earth."

Among the recent causes Green Peace has advocated that Moore believes are wrong include calling for the global ban of chlorine use, branding it "The Devil's

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THE CHALLENGES FOR AGRICULTURE

— By Eric Sfiligoj

Agriculture can help feed the world – if only the world will let it. This was the message delivered by a panel of industry insiders to the audience at the 2014 Mid America CropLife Association (MACA) meeting in early September. As Scott Kay, vice president for U.S. crop protection for BASF Corp., observed: "We have to change the conversation in agriculture."

As panelist Lisa Safarian, vice president for U.S. row crops business for Monsanto Co., pointed out, agriculture is being charged with the growth of the world in the coming decades. "The world's population has doubled in one generation, and that's something that has never happened before in the history of the world," said Safarian. "And the United Nations estimates that this population will increase another 35% by 2050. So there will be an urgent need for agriculture to feed the world, but we will need to do so on less land than ever before."

To accomplish this, agriculture is arming itself with not only the latest tools to increase crop yields such as biotech crops and precision technology, but by adding new workers to its ranks. As Susanne Wasson, U.S. commercial leader – crop protection for Dow AgroSciences, told attendees: "We are currently bringing on the next generation of new employees into agriculture. We at Dow have worked on adding new people so that today, more than 40% of our workers have less than five years' experience under their belts."

And as BASF's Kay said, agricultural companies are doing what they can to give these new workers the tools to succeed at their jobs of helping growers achieve

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SNAPSHOTS

FROM THE 2014 MACA ANNUAL MEETING

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A: Moore sponsors B: MACA President Greg Reigh presiding C: Congratulations President Tom Quade on your election! D: Thanks Greg for your year of service. E: Matt Gulseth, Channel Financial, provides an update on personal finance F: Tour Group. What a great tour of Dow AgroSciences! G: Drew Ratterman and Greg Reigh, speakers at the Young Leader Scholarship Program.

PRESIDENT'S PERSPECTIVE

In 1956, the year I was born, my parents bought the farm I grew up on in northwest Iowa. Four years later my father won the NW Iowa corn yield championship with 120.1 bushels per acre! 42 years later in 2012, I rode in the combine with my brother watching the yield monitor run steadily over 300 bushels per acre across much of those rich 'slough bottom' soils even in that dry year. My father remembered farming before hybrid seed and herbicides. My brothers use satellite guidance to direct their tractors and precisely apply fertilizers and pesticides. I spent my youthful summers pulling weeds by hand, whereas my nephews are spared such work as modern pesticides and GMO traits keep the crops nearly weed and pest free.

In my nearly 35 years in the crop protection industry, I have made thousands of friends in agricultural markets all over the country. Over the last 10 years, MACA has provided me a chance to enrich old friendships and make many new ones as we all work together addressing the challenges facing the crop protection industry. As we wrap up one agricultural season and plan for the next, I am pleased to be serving as the 2014-2015 MACA President. My able predecessors did an amazing job and so I am excited to continue that legacy.

As we start the 2014-2015 year, one of the greatest challenges that we face is telling the positive story of agriculture. We are few, who as agriculturalists know the good story of feeding the world, while those who would, out of ignorance or malice, paint a negative portrait of modern agriculture are many and well-funded. We see the distortions and hear the disinformation regularly in our media. It frustrates me and it should you too.

Thus, my challenge is to each MACA member: Speak up for production agriculture via one of two ways. First, there is the **MACA CropLife Ambassador Program** which is designed to explain the benefits of the crop protection industry so that no one takes for granted our safe and abundant food supply. The program is marketed to elementary schools, the Power Point presentations are ready to go and Diane Orf, the CAN program manager, is willing to help coordinate the visit or answer any question that you have. We just need your help in reaching a goal of 100 presentations and 7,000 or more students! How? If every member company encourages their members to have at least one person speak at a school in their area – it can be done!

The second way is to be an ambassador for agriculture in your local community – it can be a local service organization or some other event. Go to the MACA website and check out the CropLife Ambassador presentations (http://ambassador.maca.org/presentations/) if you need information for a presentation or check out fooddialogues.com, Croplifeamerica.org or GMOanswers.com for more positive stories. Save them on your smartphone and cultivate a willingness to speak up with a smile about how we feed the world when you hear a negative discussion about Ag in a social situation.

No matter which way you do it, I think you will feel excited. Drop me an email or give me a call and let me know about your presentation experience!

In addition, we also need you to attend and participate in the quarterly meetings. Your ideas and suggestions will help MACA grow and provide the services that members want. Please join us for the next quarterly meetings November 5-6, 2014 in St. Louis!

If you have any questions or would like to volunteer, please contact me at 816-225-0875 or email me at thomas.quade@fmc.com. I look forward to seeing you at future MACA events!

Tom

Tom Quade, 2014-2015 PRESIDENT

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2014 MACA ANNUAL MEETING

GOLF TOURNAMENT RESULTS

Forty four golfers participated in this year's tournament September 3 at the Brickyard Crossing golf course in Indianapolis.

In the competitive flight first place went to Dave Case, Bayer, Jerry Miller and Spencer Vance of Albaugh; and Don Houston, MFA. Taking second place were Michael Adams, Tom Chavez and Steve Stansell of Rotam North America; and Bob Gestring, TKI NovaSource. Third place was Jim Jenkins, Syngenta; John Kasper, FMC; Dave Mulder, United Suppliers, and Max Parks of ISK Biosciences.

In the fun flight first place went to Jodi Boe, NDSU; Tom Rutherford, Oil Dri Corporation of America; Rick Welder, CropLife Media Group and Cress Hizer, Syngenta.

Second place went to Jeff Bunting, John Hany, and Tom Whalen, all from GROWMARK; and Todd Hubble of Valent USA Corporation.

In the skill events closest to the pin, competitive, went to Kevin Walburn, Helena and to Tom Quade, FMC. The longest drive, 49 and younger, went to Matt Foster, FMC, and to 50 and older, Tom Rutherford, Oil Dri Corporation of America. The longest putt was made by Kellie Bray, CropLife America. The closest to the pin, fun, to Jason Paris, MFA, Inc. and Eric Sfiligoj, CropLife Media Group while the longest drive for ladies went to Jodi Boe, NDSU.

CONFESSIONS OF A GREEN PEACE DROP OUT
CONTINUED FROM PAGE 1

Element." Effectively, he told attendees, this would eliminate approximately 75% of the modern medicines being used to treat diseases today because they are based on chlorine chemistry. "How can something that is the 11th most common element in the Earth's crust be unnatural?" he asked.

Green Peace also opposes using wood in construction despite the fact that wood is one of the only renewal building materials available. "Alternative materials such as concrete and steel do not come from renewable resources," he said.

But it's Green Peace's recent opposition to modern agriculture that really upsets Moore. As several other special interest groups, Green Peace is opposed to the use of biotech crops to help feed the world. However, the organization also opposes the introduction of Golden Rice on these same grounds, despite its health benefit origins.

"Golden Rice was bred to fight vitamin A deficiency by containing beta carotene, which prevents blindness," said Moore. "It is estimated that there are more than 250 million school age children in the world that are currently vitamin A deficient, with about 1% dying each year from this ailment."

Despite this clear benefit to society and consumers in many developing countries around the globe, Green Peace has consistently fought Golden Rice's approval through what Moore calls a misinformation campaign. "The only difference between Golden Rice and conventional rice is the addition of beta carotene," he said. "Yet, Green Peace says there could be health problems if Golden Rice is approved. No, there will be two million less dead children every year if we allow Golden Rice's approval."

In spite of its opposition, Moore told attendees he believes that Golden Rice will begin to receive the necessary regulatory approvals from world governments to be available for consumption by 2016.

"Green Peace says that Golden Rice is a Trojan Horse for genetically-modified crops because the organization claims it will have a negative impact on the environment," said Moore. "But I say let me and the scientists behind Golden Rice get into that horse because we all know from history that the guys in the original Trojan Horse ultimately won the war."

2014 AWARD RECIPIENTS

MACA President Tom Quade presented **Steve Koziolek** the Association's most coveted award the Dean Roy Achievement Award for "Exceptional Service to MACA and the CropLife Industry" for contributing the most by their selfless service. Koziolek is the Business Unit Manager Vice President for Rosen's, and is the 33rd person to receive this award.

"Koziolek is committed to the crop protection industry and works for its betterment through MACA," stated Quade. "He sees the crop protection industry as a way to help solve world hunger and thus gives back to the industry."

"Koziolek is someone that does his job and thinks about what can be done to help provide tools for the membership. He's ready and willing to help," concluded Quade.

Dr. Jason Bond and **Mike Gaul** were co-recipients of the Educator of the Year Award.

Bond is a professor at Southern Illinois University – Carbondale, where he teaches undergraduate and graduate courses in plant pathology and plant nematology. His research program focuses on the management of foliar and soil borne diseases of soybean including sudden death syndrome, soybean cyst nematode and frogeye leaf spot. Additional research priorities include the management of fungal and nematode pathogens in corn.

Dr. Bond is a second-generation plant pathologist. He received his Ph.D. in Plant Health from Louisiana State University.

The co-recipient is Mike Gaul who serves as the Director of Career Services for the College of Agriculture and Life Sciences at Iowa State University. He started there in June 1998. Mike is a "non-traditional educator but his work is very important to our industry as he focuses on students and stakeholders to ensure there are people ready to work in the industry.

The award was first presented in 1978 and is presented to an individual who has demonstrated significant contributions to American agriculture, especially in the MACA region. Also, the person has evidence of consistency in educating the public on the values of production agriculture.

The Ambassador of the Year Award was first presented in 1993. It is designed to recognize an ambassador for their efforts in promoting the crop protection industry through presentations to students or consumers. This year's recipient is **Sarah Miller**, Meredith Agrimedia, who is based in Chicago, Illinois.

Miller grew up on a dairy farm in northeast Iowa where she fostered her passion for the ag industry. She has her BS degree in marketing/ag business from Upper Iowa University. Since starting in 2011, as an ambassador, she has made 18 presentations to more than 1,150 students. In 2014 she traveled extensively to make 3 of these presentations that would have otherwise gone unfilled. Sarah enjoys communicating to students the story of agriculture.

Stan Howell, Dow AgroSciences Global Leader for North America since 2002, was named the Industry Vision Award recipient. The award is presented annually to an industry leader who provides exemplary vision on the issues affecting Midwestern agriculture.

Howell joined Dow in 1976 as a sales trainee in Memphis, Tenn., and over his career served in a variety of sales and marketing positions. He served as the CropLife America 2005-2007 Chairman of the Board. As CLA chairman CLA worked on Clean Water Act, Endangered Species Act, Spray Drift, NAFTA Harmonization, FIFRA and Worker Safety.

In May 2014, Howell was named Global General Manager for AgroFresh. Under his leadership he encouraged DAS employees to be active in MACA, he's a supporter of AFA – Agriculture Future of America and National FFA

Holly Spangler, associate editor for Prairie Farmer magazine, was named the Ruth White Media Award recipient. The 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.

Holly has covered Illinois agriculture for the past 13 years, beginning her career with Prairie Farmer even before graduating from college.

As associate editor, she brings real-world production agriculture experience to the topics she covers, and as a farmwife herself, she also offers up a young farmer's take on the issues of the day through her monthly column, My Generation, and her blog at prairiefarmer.com.

She's a 1998 from the University of Illinois in agricultural communications.

NEW OFFICERS / BOARD MEMBERS ELECTED

2014-2015 MACA OFFICERS & BOARD OF DIRECTORS

FRONT ROW L TO R: Phil Harms; President Tom Quade, Immediate Past President Greg Reigh; and Matt Ewers. BACK ROW: Don Bradley, Steve Koziolek, Jeff Hayslett, John Howe, Tom Schaefer, and Dave Mulder. MISSING FROM PHOTO: Secretary-Treasurer Neil Cleveland; Doug Den Adel, Gunther Kreps, Jessie Richards, and Kathy Zander.

The Mid America CropLife Association (MACA) held its annual business meeting at The Alexander Hotel in Indianapolis, Indiana, and elected officers for 2014-2015. The group also filled several board of director positions at the September 4 meeting.

New officers include President Tom Quade, FMC; Vice President Phil Harms, Dow AgroSciences and Secretary/Treasurer Neil Cleveland, Bayer CropScience. Greg Reigh, BASF, will serve as immediate past president. (Phil Harms resigned as VP September 19 due to a change in job responsibilities.)

Elected to three-year board of director terms were: John Howe, Winfield Solutions; Steve Koziolek, Rosen's and Gunther Kreps, Crop Production Services, Inc.

Jessica Richards – Syngenta Crop Protection, LLC was elected to complete an unexpired term which ends in 2015.

NOVEMBER MACA QUARTERLY MEETINGS SET FOR ST. LOUIS

The Mid America CropLife Association committees will meet on Wednesday, November 5, 2014, beginning at 9:30 a.m. for the Executive and D&E committees meetings followed with lunch and a short program. All other committee meetings will start at 1:30 p.m. as well as the D&E committee will continue. The Board of Directors will meet at 7:30 a.m. on Thursday, November 6, 2013, at the Hilton St. Louis Frontenac Hotel, 1335 Lindbergh Blvd, St. Louis, Missouri, (314) 993-1100.

FOR ADDITIONAL DETAILS, PLEASE CONTACT THE MACA OFFICE.

CropLife AMBASSADOR Network

Our Mission...

to provide scientifically based accurate information to the public regarding the safety and value of American agricultural food production.

Requests for classroom presentations are coming in quickly. Ambassadors please check the website for opportunities near you or near where you travel. Not an ambassador? Go to the website and join the 130 other Ag professionals in Speaking Out for Agriculture!

Presentations are available on the website and are easy to access and download for classroom use. Teachers can choose from seven presentations to complement their curriculum:

- AGRICULTURE'S ABUNDANCE
- FEEDING PLANET EARTH
- FARMING AND THE WATER CYCLE
- TODAY'S AGRICULTURE, CAREERS ACROSS THE SPECTRUM
- FARM FUELED, BIOFUELS
- FARMERS STEWARDS OF THE LAND
- WIDE WORLD OF WEEDS: SOLUTIONS THROUGH TIME

Contact:

Diane Orf
CropLife Ambassador Network | Program Manager
(314) 849-9446
diane@maca.org
ambassador.maca.org

2014 AMBASSADOR OF THE YEAR

MACA WOULD LIKE TO CONGRATULATE THEIR 2014 AMBASSADOR OF THE YEAR, SARAH MILLER.

Sarah is a National Sales Account Executive with Meredith Agrimedia in Chicago, IL. Since joining the CropLife Ambassador Network in 2011 Sarah has been busy giving 18 presentations, reaching 1,156 students in not only Chicago area schools but also in some of northern Illinois' more rural cities and towns.

Growing up on a dairy farm in northeast Iowa, Sarah fostered her passion for the Ag industry. Currently she collaborates with Meredith Agrimedia marketing partners in communicating with audiences of the Successful Farming, Living the Country Life and Agriculture.com brands. Sarah is an example to all on the importance of sharing our story of agriculture.

HEARING FROM YOUNG AG VOICES

— By Eric Sfiligoj

LEFT: 2014 YLSP Class and Hosts

BELOW: Kellie Bray, CLA, talks with Jeffrey Barnes

One of the highlights of the recent 2014 Mid America CropLife Association (MACA) annual meeting was hearing from the winners of the MACA Young Leader Scholarship Program. Now in its second year, this program provides financial assistance to students looking for careers in agriculture at 12 different universities across the country. The students also have the opportunity to attend the annual meeting to learn more about the agricultural world and meet key industry representatives.

At the MACA meeting, each of these students shared with attendees some of their experiences as part of various internships served over the summer months. Here, they got to work in all areas of agriculture. "I really enjoyed working with Co-Alliance, an ag retailer, because I got to do a lot of direct work with the farmers themselves," said Nolan Sampson, a student from Purdue University.

Kelsey Mussman, a student at the University of Minnesota, echoed this sentiment. "When I was working for Genesis Coop, they were so flexible in what I was interested in doing, which was marketing," said Mussman. "So the company let me make some agronomy sell sheets to distribute to customers, as well as utilize them on social media."

Other students worked with agricultural technology as part of their internships. "One of the most exciting things I worked on at John Deere during my internship was the company's new planter," said Jeffrey Barnes, a student from Iowa State University, "This unit will revolutionize the market by taking the planting speeds farmers can plant seed from 5 mph to 10 mph without losing placement accuracy. That's pretty special."

Jade Kampsen, a student at South Dakota State University, had a similar experience during her time at Central Valley Ag. "I didn't grow up with a big farming background, so everything I did with agricultural education was a big learning experience," said Kampsen. "My first ag class was precision ag, which I hated. But then, I ended up working with two precision ag specialists at Central Valley learning about variable-rate seeding and fertilizer and I realized that that was the best class of my life!"

In the end, it was clear all 12 students had really enjoyed their times with the summer internships and learned more about the world of agriculture along the way. "One of the most special parts of my internship at Pioneer was being part of the team there," said Nick Steppig, a student from the University of Illinois. "That made me feel like I was part of something much bigger, which was being part of production agriculture."

MACA NEW MEMBERS!

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MACA'S WEBSITE

Be sure and check out the speaker presentations and photos from the MACA Annual Meeting which have been posted on MACA's website.

Follow MACA on Facebook.

BRINGING AG UNDERSTANDING TO THE CONSUMER

— By Eric Sfiligoj

There are plenty of trade associations devoted to further the cause of agriculture. However, according to Randy Krotz, CEO of the U.S. Farmers & Ranchers Association (USFRA), his is a bit different, namely because of its primary focus.

"Our goal overall is to build trust back in agriculture," said Krotz, speaking at the 2014 annual Mid America CropLife Association meeting in September. "We are a solely consumer focused organization. We create emotional connections to people, which makes us unique among agricultural trade groups."

For much of its time, said Krotz, USFRA spends a lot of its time and money on consumer research, and the results are somewhat mixed. "Based upon our research, over 75% of consumers trust farmers," he said. "But less than 40% trust the way farmers produce their food. Most of them don't understand agricultural technology and don't believe farmers are educated. That's the gap we are trying to address."

To accomplish this, USFRA is working hard to promote as many of the positive aspects of farming to consumers that it can. "We know that messaging alone will not rebuild this trust," said Krotz. "We have to go back to telling our story. We have to help farmers be heard."

One of these initiatives involves promoting the film "Farmland," which looks at typical U.S. family farms and tells their struggles and triumphs in a documentary method. In 2014 and into 2015, USFRA is trying to get "Farmland" shown to high school students across the country as part of their teaching curriculum.

"Last year, the anti-agricultural film 'Food, Inc.' had its biggest year, and it was included in the teaching programs for more than 60% of the high schools in America," said Krotz. "We want 'Farmland' to have this same kind of exposure to help spread its positive agricultural message."

THE CHALLENGES FOR AGRICULTURE

CONTINUED FROM PAGE 1

more crop yields. "Every one of these workers has to realize that it took more than one decision by the grower to accomplish 100 bushels of soybean per acre," he said. "Shame on us if we don't invest in these people as a company the same way to help them do this effectively."

Finding the right people and new methods to increase yields are only half the battle, reminded Dow AgroSciences' Wasson. The buying public must also accept these practices, which has sometimes been an uphill fight. "Our industry's critics are largely driven by emotion, not facts," she said. "The moms out there on the Internet are motivated by emotional conversations about the food their kids are eating, not how it helps growers."

Monsanto's Safarian agreed. "We as an industry have talked about things that don't really engage consumers," she said. "They really don't care about things like higher yields and less crop protection products were used. All they know is genetically-modified crops are considered part of 'Big Agriculture,' and 'Big Agriculture' is bad."

According to BASF's Kay, this is part of the reason why agriculture needs to change its message, particularly when it comes to the consumer. "We need to be more proactive to the criticism of our industry," he said. "I don't know if we are in tune with the consumer vs. coming off always being defensive."

Instead, suggested Jim Lehman, vice president of sales for AMVAC Chemical Corp., agricultural companies should rely such informational resources as MACA and CropLife America to distribute positive messages to consumers. "I know several people in our business that are afraid to say they work in agriculture when asked by a stranger," said Lehman. "But instead, we could say 'we feed the world,' and that would probably get a whole different conversation started that might connect with the average consumer."

A New Phase For Agriculture

— By Eric Sfiligoj

According to Terry Barr, senior director for the Knowledge Exchange Division of CoBank, agriculture has been blessed with an incredible seven year run in terms of financial health. "In 2008, agriculture was a unique sector of the economy," said Barr, speaking at the 2014 Mid America CropLife Association annual meeting in September. "Although commodity prices did drop initially, they bounced back pretty quickly. So if you were looking for someplace to hide during the last recession, agriculture was a pretty good place to be."

But agriculture's fortunes will be changing over the next couple of years, he warned. "We are now entering a new phase," said Barr. "The cost side of agriculture will be the focus now as we leave $7 corn and drift to $3 corn."

Until now, he said, agriculture's economic growth has been driven by a pair of factors – demand for biofuels, particularly ethanol derived from corn, and an overall increased demand for row crops which has kept historic reserves at near record lows. "What's largely driven agriculture the last five years is crop production," said Barr. "There was always a major grain shortfall in some part of the world. In the U.S., we were below crop trend yields four out of the last five years. But over the next five years, a lot of this is going to reverse and stocks will go back up."

Part of this will be driven by less growth in key U.S. crop export markets such as China and record harvests for corn and soybeans in 2014. Both of these factors will depress commodity prices. "Corn prices dropped 55% in 2013, and they will probably be down another 20% in 2014," said Barr.

Ultimately, predicted Barr, this will move much of agriculture's recent growth into entirely new areas. "The demand side for corn has really flattened out, and ethanol will still take its bushels, but it won't be the growth driver for corn anymore," he said. "Instead, we are going to move from a corn complex driven by ethanol to a corn complex driven by the export markets."

Terry Barr

At the same time as agriculture is going through these changes, the general economy will also be transforming as well. For one thing, said Barr, the world's key banks will begin to raise interest rates, which have hovered near zero percent for the past seven years. "Will they rise tomorrow? No," he said. "But you have to believe they will rise over the next five years, and that will change the dynamics for agriculture."

Still, interest rates alone won't have the biggest impact on agriculture going forward, said Barr. Instead, observers should keep an eye on agricultural-based companies and their balance sheets. "In general, companies are not investing relative to their profits like they were before 2008," he said. "This capital sitting on corporate balance sheets will have an impact on the number of mergers and acquisitions that take place in the near future. There's a lot of capital ready to be deployed, and we should see more consolidations on the supplier side of agriculture then we have during the past couple of years."

MACA UPDATE

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Mid America CropLife Association

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KEY MEETING DATES

NOVEMBER 5-6, 2014
MACA QUARTERLY MEETINGS
HILTON FRONTENAC HOTEL
ST. LOUIS, MO

SEPTEMBER 8-9-10, 2015
2015 MACA ANNUAL MEETING
HILTON CHICAGO MAGNIFICENT MILE HOTEL
CHICAGO, IL

WATER UPDATE

– By Steve Taylor, MACA Water Consultant

DO YOU RECOGNIZE THIS PICTURE?

This picture shows a farming operation that could be typical anywhere in the MACA region. If EPA's proposed Water of the United States (WOTUS) goes into effect, the agricultural retailer that services this farming operation could soon need a permit before applying pesticides or fertilizer on this field. If WOTUS goes forward, costly regulations and outright reduced agricultural production is what we could be facing in the future.

The comment period for WOTUS is open until October 20, 2014. So far, nearly a quarter of a million comments have been sent into EPA. It is very important that EPA hears from agricultural interests in the MACA region.

YOUR WOTUS COMMENTS TO EPA ARE NEEDED NOW!

Some of the most concerning aspects of EPA's proposed WOTUS rule is the inclusion of ditches (like the one shown in the picture above) and very small intermittent and ephemeral streams at the farm field level. Regarding ditches, the proposed rule states that ditches that are "excavated wholly in uplands and drain only uplands" are not WOTUS." This then means ditches in floodplains are jurisdictional under WOTUS. The location of these floodplains become crucial.

MACA is a member of the Agricultural Nutrient Policy Council. Members of the ANPC and others have developed what is called "Agriculture's WOTUS Mapping Initiative (AWMI)." The AWMI was developed to help determine where the ditches, floodplains and small streams effected by WOTUS are located. The home screen of AWMI is seen here. You will note that not all states in the MACA region are provided. However, for the purpose of understanding the field-level impact of WOTUS, you can actually look at any state and you will have a very good idea of how much EPA's jurisdiction will expand. The AWMI can be accessed through the MACA website.

This screenshot is of an area just northeast of Jefferson City, MO. The Missouri River floodplain is clearly defined. All ditches in floodplains will be jurisdictional. The mapping software has useful measurement tools. Here, a rough measurement of the length of the floodplain of a small creek which feeds into the Missouri river can be seen.

In this screenshot, field level detail begins to come into view. It is possible to zoom in further to see some of the drainage ditches, wetlands, and small streams present at the farm field level. Click on the 'legend' button and descriptions can be seen. It may take some time for all these features to appear depending upon the speed of your internet.

Again, why is this important? The purpose of the AWMI is to show what water features and surrounding agricultural landscape will become jurisdictional if the proposed WOTUS rule goes into effect.

It is perhaps best to think of the AWMI as showing a 'minimum' of waters that would be jurisdictional under WOTUS. The proposed rule leaves it to the agencies' "best professional judgment" to make determinations as to what flood interval to use for determining floodplains. In making jurisdictional determinations regarding ditches, the rule states that "historical evidence, such as photographs, prior delineations, or topographic maps, may be used to determine whether a water body was excavated wholly in uplands." More waters than what is shown could be jurisdictional because the proposed rule further states "that even when not jurisdictional waters, ditches may still be a surface hydrologic connection for purposes of a significant nexus analysis."

SEE THE MACA WEBSITE (WWW.MACA.ORG) TO COMMENT

Your voice counts! Add your voice to the growing list of those expressing concern about EPA's proposed WOTUS rule. Comment on the rule before the October 20, 2014 deadline.

See the MACA website Members' Only Section regarding:

- More detailed information on how to comment (CLICK the 'how to comment' link)
- How to utilize the GIS based mapping program "Agriculture's WOTUS Mapping Initiative (AWMI)" to see what ditches and small streams may be determined 'jurisdictional' (CLICK 'AWMI' link)
- To see a more detailed description of how to use AWMI
- To see a you-tube video featuring a "This Week in Agribusiness" report on EPA Administrator Gina McCarthy's visit to the MACA region and responses by MACA Water Consultant Steve Taylor (CLICK 'McCarthy' link)

EXECUTIVE REPORT

Bonnie McCarvel
Executive Director

Getting to the finish line takes a lot of time, practice and patience and usually involves developing a plan and then following it. MACA's Board of Directors in cooperation with the program committees developed a plan in November 2013 and then went to work on implementing it.

This was the second year for the Young Leader Scholarship Program (YLSP) which the Crop Production Issues committee worked to build on and improve from 2013. This year Drew Ratterman, Recruiting and Talent Development Leader, Dow AgroSciences, spoke at the YLSP luncheon and shared some information with the participants. The 12 students who attended the annual meeting have a diverse background, but all are interested in agriculture.

Another part of the plan was the 2014 MACA Annual Meeting. The goal was to find the right topic and speakers that connect with the attendees and provides information on current issues. From the comments at the annual meeting, the committee met the challenge! The speakers were on target and provided information for thought and discussion.

The Distribution & Environment committee continued their work throughout the year by having updates on storing and transporting crop protection products safely and efficiently. In addition, at the February meeting the committee had a speaker from the Occupations Safety and Health Administration via U.S. Department of Labor provide an update on Global Harmonization System of Classification & Labeling of Contacts, or GHS, as it is an issue impacting members. This committee continues to be a network of experts with nearly 60 members serving on the committee which means a wealth of information is available.

The Regulatory and Environmental Issues committee works with six associations and 13 state associations on the main issue – water. This year's key term is Waters Of The United States (WOTUS) which MACA monitors as well as provides input on proposed rules and regulations.

The Industry Communications committee works on several issues throughout the year. First, the CropLife Ambassador Network program is designed to reach out to elementary students to educate them on the safe and abundant food supply here in U.S. The safe and abundant food supply doesn't just happen – it takes farmers, researchers, industry, and state and federal groups all working together to ensure it is safe. But we need to let students and adults know about it and how it happens. The presentations are ready to go – we just need you to call Diane Orf, the CAN Program Manager, and volunteer. We'll handle the details so that you can make a presentation at an elementary school in the region. This committee also works on recruiting and maintaining membership and this year there were five new members.

MACA welcomes your membership and welcomes your participation in any of the committees or by attending one of the quarterly meetings. Each of you, have a vested interest in the industry – so why not give back a few hours and become actively involved? You will benefit personally and professionally. MACA leaders work hard yet take time for fellowship and networking. It may be a baseball game or an industry tour. If you haven't been to a meeting recently, make plans to attend and see how you can contribute to MACA and the industry while still benefitting professionally.

The opportunities that MACA experienced this past year happened because the committees and board set goals and developed a plan to be "On Track 4 Success!" Please join us in planning for the opportunities in the year ahead.

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ATTEND MACA QUARTERLY MEETINGS
NOVEMBER 5-6/ HILTON FRONTENAC HOTEL
ST. LOUIS, MO

2015 MACA ANNUAL MEETING
SEPTEMBER 8-9-10, 2015
HILTON CHICAGO MAGNIFICENT MILE HOTEL
CHICAGO, IL

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