



Initiatives & Achievements

2019-2020 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. In addition, topic specific speakers provided updates at the quarterly meetings related to regulatory updates and U.S. Department of Transportation issues.
- **Production & Environmental Stewardship** – MACA's PES committee focused on water. MACA's Water Consultant Steve Taylor monitors water issues impacting the Midwest and reports to the PES Committee. Steve coordinates efforts with five groups including the Federal Water Quality Coalition (FWQC), 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) – In early 2020, the Environmental Protection Agency (EPA) and the U.S. Corps of Engineers (COE) finalized the new WOTUS rule. The new rule integrated many of the comments that were provided by MACA and the agricultural community. Most of the agriculture groups are pleased with the new rule. However, in late 2020, the Biden administration is again reviewing this new current rule and more changes may be in store in the future.
- GREAT LAKES WATER QUALITY AGREEMENT – The agreement between the U.S. and Canada includes development of a Great Lakes Chemical Management Strategy. Steve monitors the implementation of the agreement and participates in various meetings involving the Great Lakes.
- 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.
- As a result of the water focus and the need to communicate with members on the issue, wrote and distributed via email a monthly 'Water Update.'
- National Corn Growers Association presented an update at the February 2020 quarterly meetings on "Sustainability, Water Quality and Tariffs. What's the Future Look Like?"

- **Industry Communications Committee** – focused on three programs which include:
 - Young Leader Scholarship Program – This was the eighth year for the MACA scholarship program 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 which was held virtually.
 - CropLife Ambassador Network Program (C.A.N.) – For the 2019-2020 school year: 34 ambassadors gave presentations, however due to Covid-19 hitting in March 2020, many presentations were cancelled and unable to be rescheduled. As a result, 4,212 students were reached with 61 presentations.
 - 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. 235 people have signed up to serve as an ambassador.
 - New Members – This year four new member companies were recruited including Dunavant Distribution Group LLC; Koch Agronomic Services, Epogee, and Russell Associates. Total 2020 MACA membership is 55 companies.
 - This committee also developed a new membership marketing piece.
- **Annual Meeting** – The meeting organized by the Annual Meeting Committee, was challenged in 2020 due to the health pandemic caused by Covid-19. For the first time in 60 years, MACA did not hold an in-person meeting. Rather, the 2020 meeting was held virtually and featured guest speakers including Christopher Novak, CEO & President, CropLife America; Dr. Jason Henderson, Purdue University, and Philippe De Lapérouse, HighQuest Partners. The speakers were recorded ahead of the meeting with a small group of people. In addition, each committee chair recorded a short update on their work for the year along with the President, Vice President and Executive Director. The virtual meeting was held September 8-10 and allowed members to listen to the speakers at their convenience. In addition, all sponsors were offered an opportunity to run a short video about their company for the platform app. MACA created an app for the annual meeting so that there could be more interaction.

Note:

- Due to Covid-19, the MACA office was closed from March 17 – July 16, 2020. Staff worked from home.
- All meetings were held via Zoom starting in April 2020.