

## **Mid America CropLife Association**

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### **MACA Presents Industry Vision Award of the Year to Brad Reed, KOVA Fertilizer.**

*For Immediate Release*

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**St. Louis, MO**— The Mid America CropLife Association (MACA) presented the Association's Industry Vision Award to **Brad Reed**, Kova Fertilizer, at the annual meeting held virtually on September 17, 2021.

The award is presented to an individual who's devoted their career to promoting and protecting the interests of the entire crop protection industry, which supports American and Midwestern agriculture, and has shown leadership roles within their company and in other industry-wide organizations.

Brad's leadership and support includes encouraging KOVA's support and attendance at the MACA Annual Meetings; participation by KOVA employees to serve on MACA committees as well as serve on the board of directors. KOVA has maintained their MACA membership for 38 years, starting in 1983. KOVA agriculture area covers three states – Indiana, Ohio, and Illinois.

Brad represents the third generation in KOVA's business and is nurturing the fourth generation into the involvement, active participation, and support of MACA. Brad has worked at Kova Fertilizer, Inc. for 50 plus years and has been receiving a paycheck for 40. After Purdue University he and his brothers joined the company as the third generation. During the 80's and early 90's with their father, Richard (Dick) Reed, began expanding their wholesale, retail and farming footprint. They, also, began ventures into bulk chemical warehousing and ag financing.

Brad has been and participates in many local and state associations and youth programs. He believes "People do business with people" and thus encourages his employees to be involved in their communities. It is more important today, than any other time, ag is essential and we need to share.

Brad says, “The most important reason for Kova companies’ success is their people.” He and his brothers let their employees take responsibility and ownership of their facilities or territories.

As for the fourth generation of Reeds, today, eight of eleven of their children are involved in the businesses and they believe the future is positive.

Dick Reed, Brad’s father, received this award in 2011. The Reed family, with Brad’s continued leadership, remains dedicated to agriculture based on eight core values and provide a network of agribusiness products and services thru allied businesses.

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The Mid America CropLife Association (MACA) is a non-profit association of members of the crop protection industry from the 13 Midwestern states. MACA works to research issues relating to crop production and to work together to improve the crop life cycle, via health, safety and public education. Check our web site at [www.maca.org](http://www.maca.org).