



Initiatives & Achievements 2020-2021 Program Results

MACA initiatives continue to provide long-lasting member benefits. These include:

- **Annual Meeting** – The meeting organized by the Annual Meeting Committee, for the second consecutive year, was held virtually September 10, 17 and 24 with one topic each Friday for 90 minutes. “The Future of Agriculture Trade” was presented by Ted McKinney, formerly the Under Secretary of Agriculture for Trade and Foreign Agricultural Affairs; “The Future of the Crop Protection Industry” was presented by Michael Swanson, Ph.D., Chief Agricultural Economist, Wells Fargo Bank NA and “Reimagining the Supply Chain Globally” was a panel presentation with Spencer Vance, President of North America, Albaugh, LLC; Andrew Howerton, IBP Leader, US Crop Protection, Corteva Agriscience; and Dennis McCaffrey, Senior Vice President, Strategic Sales Management, XPO Logistics. The presentations were recorded and then uploaded to the website for viewing at the convenience of the MACA members.
- **Distribution & Environment Committee (D&E)** – MACA’s D&E Committee continued to update industry materials for the warehouse storage and transportation of crop protection products and seed including the ‘Survey Form for Warehousing Crop Protection Products and Seed’ and development of ‘Flow Chart 2 Filling Containers with Capacity Greater Than 119 Gallons (IBC)’. In addition, topic specific speakers provided updates at the quarterly meetings related to regulatory updates and U.S. Department of Transportation issues.
- **Industry Communications Committee** – focused on three programs:
 - Young Leader Scholarship Program – ninth year for the for the program and awarded scholarships to eleven students. Expanded program by offering additional information and training on virtual platform. The entire 2021 YLSP program was virtual due to the health pandemic.
 - CropLife Ambassador Network Program (C.A.N.) – for the 2020-2021 school year: 9 ambassadors gave 38 presentations, and another 18 presentations were downloaded from the website or prerecorded presentations. Approximately 1,200 students were reached in person. That number is probably higher due to presentations and video prerecorded presentations downloaded and used by the teachers. However due to the health pandemic those numbers were not trackable.
 - New Members – This year one new member was recruited: Certis Biologicals. Total 2021 MACA membership is 54 companies.

- **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 late 2021, the EPA put forth another proposed rule which once again redefines Waters of the U.S. (“WOTUS”) under the Clean Water Act (“CWA”). The proposed rule unwinds much of the Trump Administration’s WOTUS rule and restores the regulations that were in effect prior to the Obama Administration’s 2015 rule. During 2022, we expect there will be multiple opportunities to engage on this issue as the agency begins the process of finalizing the rule.
- **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, prepared a monthly ‘Water Update’ for distribution via email.

- **Membership Engagement** – due to the health pandemic and member company restrictions, engaging the membership was particularly important. Programs included:
 - 5 ‘Lunch & Learn’ sessions offered via virtual platform with the topics of CAST, CropLife America Federal Legislative Update, Water Issues, US EPA, and Monarch butterflies.
 - Committee meetings hosted several guest speakers on current issues and were promoted to all MACA members.
 - Quarterly Meetings held various days in a week to encourage more participation.
 - Annual meeting held three separate Fridays in September with a focused topic and speaker for 90 minutes.

The virtual platform allowed additional MACA members to participate which resulted in expanded engagement and showed benefits of MACA.

Note:

- **Worldwide Health Pandemic** – the pandemic continued into 2021. Vaccines developed and available, but restrictions continue by member companies and state/local authorities. As a result, all MACA events/meetings were held virtually. MACA staff returned to office and worked from office. However, some MACA member companies continued to have their employees work remotely.