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MINNESOTA AGRICULTURE WATER QUALITY CERTIFICATION PROGRAM CREATED

Photo courtesy Minnesota Department of Agriculture

On January 17, 2012, Minnesota Governor Mark Dayton, U.S. Agriculture Secretary Tom Vilsack, and EPA Administrator Lisa Jackson signed a Memorandum of Understanding (MOU) for the Minnesota Agriculture Water Quality Certification Program (Program). This is the first step of the program that formalizes the state-federal partnership and confirms the joint commitment to developing and implementing the program.

Minnesota is a headwaters state for three major watersheds – the Mississippi River, the Red River and Great Lakes. That means a rain drop that falls on a Minnesota farm field can end up in the Gulf of Mexico, Hudson Bay or the Gulf of St. Lawrence. It also means that decisions made in management of Minnesota land – whether urban, suburban or rural – can make a difference thousands of miles away.

The purpose of the Program is to accelerate on-farm adoption of voluntary recommended management practices on agricultural lands in Minnesota to protect and improve water quality. The MOU outlines the overall goals and expectations for the Program.

“Dennis Frederickson, the Minnesota Commissioner of Agriculture (MDA), appointed by the newly elected Governor Mark Dayton made a significant difference in Minnesota’s receptivity to the notion of a voluntary certification of best management practices on a farm or site specific basis,” says Bill Bond, Executive Director, Minnesota Crop Production Retailers

(MCPRI). “A synergy developed as one would expect between President Obama’s EPA and USDA leadership and Governor Dayton’s appointed MDA Commissioner in part because of their political party affiliation and the federal and state focus on clean water. The pressure to address the non-point source of nutrient pollution and sediment loading from farming practices has been persistent throughout the country, but the inevitable focus of initiating nutrient numeric criteria for streams and lakes at the source of the Mississippi River gained additional traction after the election of Mark Dayton as Minnesota’s Governor.”

An additional source of revenue to enhance efforts to address these issues came when

Minnesota’s passed an amendment in 2008 to the Minnesota Constitution which dedicated funding to protect, enhance, and restore lakes, rivers, streams, and groundwater by increasing the sales and use tax rate beginning July 1, 2009, by three-eighths of one percent on taxable sales until the year 2034. Another pressure point was the systematic survey of all lakes and streams which is in process in Minnesota and the resulting Total Maximum Daily Loads (TMDLs) which has placed pressure on farmers in watersheds in which lakes and streams were found to exceed pollution limits. A combination of the outcome of elections in Washington, D.C. and the election of the new Minnesota Governor, combined with a new dedicated revenue source totaling over \$250 million each year, inevitably created an environment in which the idea of an agricultural certification could flourish.

Minnesota’s lakes, rivers and streams are a part of the state’s recreation and quality of life. Minnesota is also the nation’s fifth most productive agricultural state with nearly 27 million acres devoted to agricultural production, \$15 billion in annual sales, 340,000 Minnesota jobs supported and a wide variety of farms.



PRESIDENT'S PERSPECTIVE

As I visit customers for my work, I have an opportunity to see things that work and some that don't work so well. So as I drive on to the next customer I think about those things. That's one of the things that as President I have been working on. We don't need to change things, just to change, rather

I like to approach it from this perspective, if change is needed, change takes time. With that said, one of the first things that I have been working on is to encourage others to share in the leadership of MACA. For example, many times, members don't really know who the officers are until, the person becomes the President. That's not a bad thing, but I think it is helpful, if all of the officers get to share in the responsibilities of the organization and thus get to know the members. We all know some members just because of the business we do, but rarely, does a person do business with all the members. That's why this year I have asked Vice President Jason Paris to assist with the committee meeting luncheon speakers and then Secretary/Treasurer Greg Reigh to assist with hosting the Wednesday evening reception and dinner. I have asked Jason and Greg about their goals in the future, so that if appropriate, we can start building a base for them to realize their goals.

One of my other goals was to visit the members of MACA. The process is underway as Executive Director Bonnie McCarvel and I called on several members in the Indianapolis area March 27 and March 28. We toured Banjo Corporation manufacturing facility, met with Dow AgroSciences staff, and met with Kova Fertilizer, Inc. What a great trip

to talk and get input from everyone. We picked up a couple of ideas that we are working to incorporate into MACA as member benefits and just found that it was good to visit with the members and discuss issues and concerns. If you would like a visit, let me know and we will do our best to make it happen.

Work on the 2012 MACA Annual Meeting is well underway and once again, it is designed for you the member to get information on the industry as well as connect with your customers via business meetings or during a reception, or golf outing. Be sure to check out the schedule and I think you will find the speakers will be offering you some information that can assist you with your business.

The Distribution & Environment (D&E) Committee is hard at work once again. They have been developing a "Seed Warehouse & Distribution Center Audit." This document will provide assistance in evaluating public (3rd party) warehouses' qualifications to receive, store, inventory and ship Seed products. It will also identify any areas for improving procedures and safety at any such public warehouses. The D&E Committee hopes to finalize the document in early June and the Board of Directors would also approve it at that time. We expect it will be available on the MACA website this summer.

The next MACA quarterly meetings will be held on Wednesday, June 6, and the Board of Directors will meet on Thursday, June 7, at the Marriott St. Louis Airport Hotel. If you have any questions or would like to volunteer, please contact me at 765-362-7367 or email me at mwagner@idexcorp.com. I look forward to seeing you at the meetings this summer and at the MACA Annual Meeting in September!

Matt

Matt Wagner

2011-2012 President

2012 AWARD RECIPIENT

The Extra S.T.E.P. Award

is designed to recognize an entity that goes above and beyond the requirements of the respective 13 states. The nominee is already meeting the state and federal laws, but takes the extra step to ensure good stewardship in their community. This year Nebraska Agri-Business Association in cooperation with MACA presented the award to **Tim Mundorf, Midwest Laboratories, Inc., Omaha, Nebraska.**

WATER QUALITY
CERTIFICATION
CONTINUED FROM
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THE COMMITTEE

By signing the MOU the parties agreed to form a Technical Advisory Committee to develop the program. The Minnesota Agricultural Water Quality Certification Advisory Committee (Committee) fulfills this requirement.

"These efforts to create and identify voluntary best management practices (BMPs) are greeted with a degree of skepticism about how useful/helpful/harmful yet another

movement will yield," commented Bond. In other eras movements such as "River Friendly" designations had been promoted by public policy makers which ultimately were found by farmers to be superficial and not useful programs. Against this backdrop MPCR is understandably being cautious, but is also getting seriously engaged in the process.

This guardedness is evident not only in agriculture but also among the environmental community ... no one seems overly opti-



Bill Bond

mistic about the prospects for a successful outcome. But all are getting engaged in the process, never the less. Some leaders in agriculture have expressed some hopefulness as they see promise in efforts to allow interested farm, agribusiness, regulatory agencies, and environmental groups to produce together the elements of a program that could

offer farmers a certainty during the years of their commitment to and third party verification of site specific practices to conserve



2012 MACA ANNUAL MEETING
HIGH
STAKES IN OMAHA
SEPTEMBER 4-6

“HIGH STAKES IN OMAHA” is the theme for the 2012 MACA Annual Meeting set for September 4-6, 2012, at the Hilton Omaha, 1001 Cass Street, Omaha, Nebraska.

What is the future of agriculture? The high stakes include land prices, land owner trends, rental terms and trends, politics with a Presidential election in November. The high stakes continue with Wall Street’s perspective and questions about who will be the next generation of farmers, the type of personality needed to be successful and the role of educational institutions to help young people prepare for 2050.

Hear for yourself by attending the speakers program on Tuesday which will look at *“Will the Golden Era of Agriculture Continue?”* and feature Jim Farrell, AFM, President/CEO of Farmers National Company.

It’s a political year with a presidential election in November. What does the 2012 election mean for agriculture? That question will be addressed by Chuck Conner, President & CEO, National Council of Farmer Cooperatives during *“Politics & Agriculture.”*

On Thursday morning, Ed Lopez, Director of Marketing for Van Eck Global will present *“A Wall Street Perspective of Agriculture”*

Wrapping up the conference is Mark Pearson, Host of “Market to Market” and “The Big Show” who will discuss *“The Future of Agriculture.”*

On Wednesday the day is reserved for private business meetings. For those not involved there is a personal development seminar in the morning, and in the afternoon golf or microbrewery tour are available for those who have completed their meetings. Golf this year will be at the Dodge Riverside Golf Club, Council Bluffs, Iowa.

The meeting will also include award presentations, receptions on Tuesday and Wednesday evening as well as the MACA Annual Business Meeting on Thursday morning.

Look for the registration brochure which was mailed out in early June with the registration, program and hotel details.

Tuesday, September 4, 2012

- 2 P.M. MACA Registration Desk Open
- 3:30 P.M. Welcome President Matt Wagner
- 3:45 P.M. Recognize Award Recipients
- 4 P.M. Will the Golden Era of Agriculture Continue?
- 5 P.M. Politics & Agriculture
- 6 P.M. Grand Opening Reception
- 7:30 P.M. Closes

Wednesday, September 5, 2012

Day reserved for private business meetings. For those not involved there is a personal development seminar in the morning, golf or tour is available in the afternoon for those who have completed their meetings.

- 8:30 A.M. Financial Seminar
- 11:10 A.M. Lunch at Dodge Riverside Golf Club
- 11:30 A.M. Golf Tournament
- 12:30 P.M. Tour
- 6 P.M. President’s Reception
- 7:30 P.M. Closes

Thursday, September 6, 2012

- 7 A.M. Breakfast
- 7:30 A.M. MACA Annual Meeting
- 8 A.M. Opening Comments Jason Paris
- 8:10 A.M. A Wall Street Perspective of Agriculture
- 9 A.M. MACA Executive Director Update
- 9:10 A.M. Awards Presentation
- 9:30 A.M. Break
- 9:45 A.M. The Future of Agriculture
- 11 A.M. Adjourn



soil and water and reduce nutrient loading in water. Farmers have complained of a “moving goal post” problem. It seems that every time they make an investment in conservation and embrace additional environmentally sensitive practices, these investments are never enough. MCPR has identified and recommended representatives from crop consulting/ advising and from agribusiness to the MDA Commissioner’s Advisory Committee which is being established to create the program cooperatively. Producer groups and promotion councils are engaging in the process of recommending representatives to this important

committee. MCPR understands the Memo of Understanding (MOU) as an agreement between federal and state environmental and agricultural agencies to cooperate to create this voluntary standard or certification.

The Commissioner of Agriculture is responsible for developing and implementing the Program in consultation with the Minnesota Pollution Control Agency, the Minnesota Department of Natural Resources and the Board of Water and Soil Resources. The Minnesota Department of Agriculture (MDA) is the lead agency for convening and leading the Committee.

THE COMMITTEE ROLE

The Committee’s role is to provide diverse and substantive input in an advisory capacity to the Commissioner of Agriculture on the development and implementation of the Program. The Committee will consist of 15 members representing specific stakeholder groups. Representatives of Minnesota state agencies, the USDA Natural Resources Conservation Service (NRCS), the University of Minnesota Extension and other technical experts will be invited to attend meetings to provide technical support

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Robert Simpson, Valagro; Rob Dittmer, DuPont Crop Protection; and Tim Riley, AMVAC.

JUNE MACA BOARD & COMMITTEE MEETINGS SET FOR ST. LOUIS

The MACA committees will meet in St. Louis, Missouri on June 6 for their committee meetings and the board meeting will be held June 7.

To register or participate in the meetings, please go to www.maca.org and click on the register for meeting icon or call the MACA office at 800-625-2767 for more specific details. The phone number for the Marriott Airport Hotel is (314) 423-9700 or reservations (800) 228-9290.



WELCOME KATHY ZANDER

Kathy is the new state representative on the MACA Board of Directors. She is the executive director of the South Dakota Agri-Business Association

D&E COMMITTEE VISITS SEED PLANT



12 members of the D&E Committee toured the Monsanto Seed Plant in Centralia, Illinois.

SOCIAL MEDIA



Jim Sulecki, Corporate Director of eMedia, Meister Media Worldwide, talks "Social Media Branding" with Executive Director Bonnie McCarvel.



Social Media Intern – Courtney McBay, University of Missouri, Columbia



Maggie Fairchild, Director of Social Media & Member Services, Optimist International discusses "Communicating with the Under 40 Crowd" with MACA Vice President Jason Paris.

COMPANY VISITS



ABOVE: MACA President Matt Wagner with Brad Reed and Larry Huff, Kova, Inc.



LEFT: President Matt Wagner shows what Banjo Corporation manufactures.

CROPLIFE AMBASSADOR NETWORK



PRESENTATIONS AVAILABLE ON WEBSITE

Agriculture's Abundance Find out how agriculture affects our daily life in more ways than food.

Feeding Planet Earth Learn how the U.S. uses economic resources of labor, natural resources and capital to provide nutritious food for all in a sustainable manner.

Farming & the Water Cycle Look at the water cycle and its relationship with farming. Includes farming techniques used by today's farmers to keep our waters clean.

Today's Agriculture, Careers Across the Spectrum Agriculture is America's largest industry. Agriculture provides many opportunities.

Farm Fueled, Biofuels Explore the plant sources and the benefits to the U.S. along with the role technology plays in the energy balance of biofuel production.

Farmers Stewards of the Land A farmer's livelihood depends on preserving our natural resources. Explore the methods farmers use to conserve soil, protect water, control chemicals and protect wildlife.

Wide World of Weeds: Solutions through Time Learn about the challenge of weed control faced by farmers and the technological advances to solve the problem.

Contact:

Diane Orf

CropLife Ambassador Network |
Program Manager

- (314) 849-9446
- diane@maca.org
- ambassador.maca.org



Our Mission...

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

BACK TO THE CLASSROOM

"Beth did an amazing job helping the students connect classroom concepts to the agricultural world. Students now respect the hard work and effort of the people working in agriculture," says S. Kantzer, a teacher in the New Washington, Ohio area.

Thanks to the efforts of 34 ambassadors, the benefits of agriculture in providing a safe and abundant food supply, have helped to inform and educate more than 1,974 students in 10 states since January 1, 2012. The most popular presentation was "America's Abundance."

All of the presentations have been developed to meet the state curriculum guidelines. Currently there are seven presentations available to use if visiting a classroom or if you need to make a presentation in your community.

The benefits of being an ambassador include:

- Teaching the next generation about the importance of agriculture.
- Sharing your story about what you do for a living and why you enjoy it.
- Priceless thanks!

"Thank you very much for providing this opportunity for our fourth graders. The information was perfect for what we were studying and the students learned some new material. We greatly appreciate the CropLife Ambassador network providing our students with this presentation." — K. Gawronski, Plymouth, Indiana, teacher.

Remember, we will market the presentations to schools in your area, work with the teacher to set a date and time that is agreeable for you and them. The presentations are developed – you just need to review and add a few personal things and then you're set to make a visit at a school. Agriculture has a story to tell and who better than those passionate about it? Please consider being an ambassador and giving a half day of your time to talk with some elementary students in your area about the amazing world of agriculture. The students will thank you and so will the teacher! You'll leave the school feeling proud to be 'outstanding in your field.'



Jeff Anderson, Stine Seed Company,
Sandoz Elementary School, Omaha, NE

to the Committee. The NRCS will provide input on the development of the Program through a subcommittee to the

state NRCS technical committee.

“Cooperation does not imply success or guarantees,” Bond pointed out. Of course, even as federal and state regulators are promising a cooperative certainty for participating farmers to this yet to be developed or applied standard of farming excellence, environmental groups have found much better outcomes in the court system and have even had government settlements that reward or pay for their costs of litigation. One can start to appreciate that as they have found success in the courts and their funding comes from agitating against “factory farming” that little productivity can be gained from this perspective by waiting for regulators to act or farmers to do voluntary certified farming practices.

Committee meetings will be facilitated by the MDA or a facilitator of its choice. Formal records will be kept of meetings to record the input, concerns and recommendations of members. The MDA will frame agendas and issues for input taking questions and concerns of committee members into account. Members will be encouraged to explore and propose topics for discussion by the Committee. The Committee may form subcommittees to address specific issues.

Committee members will be free to share input within the context of meetings or outside of the meetings. Supplemental information or formal recommendations submitted to the MDA will be made part of the record. Discussion between committee members will be facilitated to encourage interaction. The interaction will be intended to help clarify, expand and build upon input provided.

The Committee will not produce a final report with formal recommendations. The Committee’s primary work product will be the substantive and informed input of its individual members. Member input will be collected and documented in the official record of meetings, other documentation provided by the committee members and with information verbally shared with agency staff. MDA will consider the committee’s input in the development of program documents.

The development of the program will include a process for public comment. The

Committee will provide recommendations regarding this process.

The Committee will not consider or address the technical aspects or requirements of specific NRCS conservation practices or best management practices and their implementation. These will be developed through existing processes and harmonized through a separate process.

It is anticipated that the Committee will hold its first meeting in June 2012 and will normally meet twice per month.

MDA ROLE

“Ultimately, the Minnesota Commissioner of the Department of Agriculture will review the Committee’s work and make his decisions...so the authority is with the Commissioner,” Bond said. Of course, he requires some consensus between the groups for an acceptable path forward. The MDA is clear that the MDA will be the certifying organization for this project. Of particular interest to MCPR members and Certified Crop Advisors (CCA) in Minnesota is the notion that someone will likely be called upon to verify the practices as an independent third party.

According to Bond, estimates vary on the time frame for the final product. A Minnesota Pollution Control agency leader suggested part of the plan will be in place this fall but Bond says this is an unlikely idea. The notion of a year or two of development and decisions and then implementation in the following years has been mentioned. Much is at stake for Minnesota and other Midwestern states so progress can be forecast to be deliberate and likely slow.

IMPLEMENTATION

Minnesota and federal leaders predicted that the program can be a prototype for other parts of the country. EPA Director Lisa Jackson promised to “stand aside” and let this program be developed and implemented.

This program has the prospects of being a “pass” for producers who are facing TMDL pressures or other costly adjustments to their farming practices. As stated above, some have suggested that CCAs would be a logical independent third party certifier, but the MDA will make the final determinations. EPA’s gesture of “standing back” to let this develop would seem to indicate they will watch to see if the state can develop and im-

plement a voluntary approach. The pending Presidential elections will have a bearing on how the federal government moves forward on enforcement and this voluntary certification effort. However, it would not be prudent to assume that a federal election will end the pressure for agriculture to engage in effective programs and practices to reduce negative environmental impacts. After all, when given the choice, the majority of Minnesotans voting in the 2008 election voted to increase their own sales tax to improve the environment. Clearly, the public and large purchasers (Wal-Mart, General Mills, Pillsbury, Green Giant, etc) are moving forward to demand through their purchasing decisions some sort of accountability in farming practices and so to assume otherwise Bond believes would be foolish.

REMAINING QUESTIONS

Bond concluded by saying that clarity is necessary about “What” the program will certify. “Will the program certify farming practices, or current and/or new BMPs, and/or outcomes in terms of water quality? What does science prove about the effectiveness of overall farm operations to reduce farm pollution? How clean or what standards do we apply to the streams and lakes ... or ... asked another way ... can nature pollute our streams and lakes? Where do precision ag and the 4 Rs fit into this discussion? Could this be a threat or opportunity for MCPR members? Will this set a precedent for other states? Where does science fit into these discussions? How far have Minnesota and our country moved related to the “precautionary principle” which Europe seems to have adopted?”

Editor’s Note – MACA Water Consultant Steve Taylor will continue to monitor this issue along with other water issues. See page 8 for more information.

MACA MEMBERS' PROFILE

DOUG DEN ADEL



Doug Den Adel serves as the Executive Vice President – Jacobson Companies. Mr. Richard Jacobson started the company in 1968. Den Adel is based out of the Global Headquarters in Des Moines, Iowa,

where he is responsible for all of our Warehouse, Staffing, Packaging and Contract Manufacturing operations for the western half of the United States.

Doug is a member of the MACA Executive Committee but also likes to stay close to the Distribution & Environmental (D&E) Committee as Jacobson is a Warehouse and Transportation company.

So why be involved with MACA? Doug says, "Since I do not get to touch agriculture every day with my job, MACA helps me stay close to the issues and topics that are important to our Ag customers. Agricultural companies make up approximately 15% of our revenues at Jacobson."

The biggest benefit of MACA is that I enjoy the opportunity to interact and network with several quality individuals that all care about the agricultural Industry.

As for advice about being involved with MACA, Doug says he has certainly enjoyed his involvement in MACA. Den Adel concluded, "I know that the more I have put into the organization has resulted in me getting much more out of the organization."

MATT MINER



Matt Miner is the Product Manager at Junge Control, Inc. (JCI) which is based out of Cedar Rapids, Iowa. He is responsible for product management and new business development. The two go hand in hand here. While trying to standardize the legacy product line, he is also working to find some new markets and applications for existing equipment.

Junge Control, Inc. has a proud history of high quality products that assist any customer add more control to that particular customers business inputs. From tracking and record keeping to highly accurate measuring systems that create a level of exactness second to none. Inventory and usage rates that are dead on all while keeping exact records and inventories.

Junge Control, Inc. was founded by Dave and Mary Junge in 1979. One of Junge Control, Inc.'s first products, the Chem Way System was invented in 1981. The Chem Way System has been reinvented to serve today's needs. Over 1000 Chem Ways have been sold since 1981.

Over the last 29 years, Junge Control, Inc. has invented numerous products to aid in the blending of chemicals, dry products, fertilizer, fuel and much more. Junge Control, Inc.'s products can currently be segmented into six markets: Ag Input, Fuel, Feed, Chemical, OEM and Specialty Applications.

In the future, Junge Control, Inc. plans to continue leadership in the systems industry and be a leader in technological automated products. Dave and Mary Junge are in touch

with the agricultural industry as they have their own family farm located in Eastern Iowa. This, along with our customers', helps them understand what the future of agriculture may hold. New products and innovations are planned for many years to come.

As for MACA, Miner is currently serving on the Executive Committee as an at-large member as well as being a Crop Life Ambassador for education.

Junge has been involved with MACA for many years. My personal involvement in an organization such as MACA is to meet more people in the industry and create an involved awareness of how Junge Control, Inc. can help enhance the experience of all members. Also, drawing off of the wealth of knowledge available within MACA to educate himself and others within the company is a primary focus. Continuing to learn and educate by surrounding oneself with highly knowledgeable people and organizations seems only to make great sense and MACA provides both and is the biggest member benefit.

"Get involved and stay current with industry peers and their businesses," Miner stated. "Offer what you can as far as input and knowledge, and in return you will become more educated and aware of the changes happening within agriculture. MACA provides access to a group of people with a wide variety of agri-business connections and different facets of agriculture in general. MACA definitely enhances my professional life as well as creating personal friendships."

KEY MEETING DATES

JUNE 6-7, 2012
**MACA COMMITTEE
AND BOARD
MEETINGS**
ST. LOUIS, MISSOURI

SEPTEMBER 4-6, 2012
**2012 MACA ANNUAL
MEETING**
HILTON OMAHA
1001 CASS ST
OMAHA, NEBRASKA

NOVEMBER 7-8, 2012
**MACA COMMITTEE
AND BOARD
MEETINGS**
ST. LOUIS, MISSOURI



MACA WATER CONSULTANT REPORT

– By Steve Taylor,
MACA Water Consultant

With this being my first contribution to the MACA newsletter as the water consultant, I will start with a brief introduction. While I currently serve as the Executive Director of the Missouri Agribusiness Association (MO-AG), throughout my career, I have been involved with water quality issues. In this role at MACA, my goal is to be aware of the major water related issues that could impact MACA members, engage those issues where appropriate, and serve as a conduit of information for you.

The water issues are huge but we certainly are not facing them alone. MACA works with many affiliated states, associations, and organizations. Earlier this year, I was in Washington DC and met with Croplife America (CLA), Agricultural Retailers Association (ARA), The Fertilizer Institute (TFI) and others to discuss these issues. MACA is also a member of the Agricultural Nutrient Policy Council (ANPC) and the Federal Water Quality Coalition (FWQC). The national, regional, and state organizations that make up ANPC seek to balance environmental policies and regulations with a productive agricultural. FWQC represent companies and associations affected by regulatory requirements imposed under the Clean Water Act.

One issue that is huge for all of agriculture in nutrient runoff policy. Agriculture literally grows through nutrients. Shut down

nutrients and you shut down all of agriculture. The biggest battles have been in the Chesapeake Bay area and the state of Florida. In Florida, the EPA had developed stringent numeric nutrient standards for the state's waters. This past February, the courts struck down much of EPA's action and Florida passed state legislation to take control back from EPA. Legislation has been introduced in Congress to compel EPA to give control back to the state of Florida. ANPC developed a letter, which MACA signed, urging EPA to accept Florida's legislation. The battle is now moving to the MACA region. Learning from the Florida experience, environmental groups have filed a lawsuit against EPA which attempts to force EPA to develop numeric nutrient criteria for the states within the Mississippi River Basin. MACA is supporting actions by FWQC which is looking at ways to intervene in this lawsuit.

Elsewhere in this newsletter, you will read about the efforts in Minnesota to create a certification program. These government programs, which are also known as "certainty" programs, are meant to give agricultural producers 'certainty' that they have met the government's expectations and their farming practices will be 'certified' as environmentally friendly. Some are concerned about the potential of unintended consequences from these programs. For example, what about producers who choose not to participate in the government's certification program? Does that necessarily make these producers 'bad actors'? If so, what is the next step with these 'bad actors'? Congress provided exemptions for runoff from farm fields under Section 404(f) of the Clean Water Act. Some are concerned these certification programs may be a 'back-door' approach for the government to work around these exemptions. Many are worried about an over-active federal agency (reference above where EPA Administrator Lisa Jackson promised to 'stand aside'). MACA is working through ANPC to develop guiding principles for certification programs. An overarching principle is that these programs are state programs and that EPA and USDA should only support the states.

The Great Lakes are also poised to take center stage. The Great Lakes Water Quality Agreement (GLWQA) is the overarching document between the United States and Canada that expresses the commitment of each country to restore and maintain the Great Lakes Basin Ecosystem. The document is currently being revised and could be signed by the two countries by the time this newsletter is published. The assumption is the new revised agreement will initiate very substantial ecosystem protection activities in Canada and the U.S. MACA is a member of the Council of the Great Lakes Industries (CGLI). CGLI is monitoring the GLWQA and is directly engaging in the issues related to water quality and

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WATER CONSULTANT
REPORT
CONTINUED
FROM PAGE 8

industry in the Great Lakes region.

Finally, I will mention that EPA and the Corps of Engineers (COE) are working to gain authority to regulate water runoff from private lands which could include runoff from farm fields into farm ditches. The EPA and COE are doing this despite past rulings on this specific issue by the United States Supreme Court which rejected these actions by the agencies. A group of nearly 30 U.S. Senators have introduced legislation to prohibit the EPA and the COE from taking this action. A House Committee has questioned the science EPA is using to justify this action. MACA has signed on to a letter urging that the agencies not be allowed to go forward with their proposal.



Taylor

The water issues
are huge but we
certainly are not
facing them alone.

NOMINATIONS SOUGHT

Board members represent the various industry segments – basic manufacturer, distributor/formulator or allied industry. If you would like to serve as a member of the MACA Board of Directors or as an officer, please contact a member of the nominating committee: Tim Stoehr, John McKinney, Duane Mol or committee chair Dave Flakne.

2012 Award Nominees Wanted

Each year, MACA presents several awards to recognize individuals for their efforts.

THE FOUR AREAS INCLUDE:

Educator of the Year

Ruth White Media

Industry Vision

Ambassador of the Year

To nominate an individual for one of the above awards, please contact the MACA office for a nomination form.

NOMINATIONS ARE DUE BY JULY 15, 2012.

MACA UPDATE

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Mid America CropLife Association

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EXECUTIVE DIRECTOR/EDITOR Bonnie McCarvel

INDUSTRY COMMUNICATIONS COMMITTEE CHAIRMAN
Doug Mertens

EXECUTIVE REPORT



Bonnie McCarvel
Executive Director

2012 is well underway. I can't believe how quickly time passes some days. But it is better to be busy, than to sit and do nothing. My mom instilled that virtue into my head and my brothers. If you ever said you were bored, mom always had a list of things that could be done.

Keeping busy has not been a problem at MACA. Since January 1, 2012 we have been trying some new things in an

effort to communicate with MACA members through social media. You can find MACA on Facebook or follow us on Twitter or link to MACA on LinkedIn – MACA has its own group. We have an intern, Courtney McBay from the University of Missouri, who is helping us with Facebook and Twitter. Let me know what you think.

MACA's Regulatory and Environmental Issues (REI) Committee interviewed the finalists for the Water Consultant position and after much discussion accepted the proposal submitted by MO-AG with Steve Taylor as the primary contact. Steve started work as the

MACA Water Consultant on February 1 and he's been busy. He also serves as the Executive Director of MO-AG and so is familiar with the water issues. He's been busy so be sure and check out his article on water issues in this issue. This shows that we are combining forces to get the most benefit from the resources.

In addition, we continue to work with CropLife America on various issues and also with The Pesticide Stewardship Alliance (TPSA) which contacts with MACA for some services. TPSA is a collaborative partnership of government agencies - federal, state and local, educational and research institutions, public organizations, private corporations and individuals actively involved in stewarding the pesticide life cycle. Founded in 2000, TPSA utilizes education, training, outreach and other activities to accomplish stewardship objectives in local, national and international arenas. Several MACA members belong to TPSA, plus it provides an opportunity to network with others in the industry.

Company visits are underway and have proven to be beneficial. This is our chance to talk directly with the members about issues and concerns facing the industry and the benefits of MACA.

Finally, the MACA Annual Meeting is rapidly approaching. This year, the program will focus on the "High Stakes in Agriculture." The speakers have been confirmed and it appears that it will be a dynamic meeting for members to get information as well as network with industry colleagues. I hope you'll plan to attend!



2012 MACA Annual Meeting
September 4-6, 2012
Hilton Omaha
1001 Cass St.
Omaha, NE

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