

Mid America CropLife Association

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MACA Names Joe Olson Ambassador of the Year

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St. Louis, MO— The Mid America CropLife Association (MACA) honored several industry, media and academic leaders at its recent annual meeting in Des Moines, Iowa. The CropLife 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 Joe Olson, Helena Agri-Enterprises, LLC and an area branch manager responsible for southeast Indiana retail based in Indianapolis, Indiana. Joe became an ambassador in 2017 and has made seven presentations since starting to more than 320 students.

One of the funny questions the students ask is, "How much money do you make?" Joe's response, "I typically smile, and then tell them I make enough to support my wife and three children. And then I follow up with the opportunity for jobs in agriculture based on the aging industry population and move on."

Joe was raised in Central Indiana and graduated from Wabash College with a B.A. in Mathematics along with Minors in Physics, Religion, and Music. After graduation he worked a couple of different jobs until Erin, his wife, told Joe his passion was in agriculture and encouraged him to get back into the industry. In 2012, went to work for Helena and finished his MBA in Applied Management from Indiana Wesleyan University in December of 2014.

Thus, with Joe's passion for agriculture and three young daughters, it was a natural for him to become an ambassador and speak with elementary students.

A photograph is available from the MACA office upon request.

The Mid America CropLife Association (MACA) is a non-profit association of manufacturers, distributors/formulators and allied industry of crop protection products in 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.