

Mid America CropLife Association

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MACA Names Deanna Smith and Brian (Mac) McDaniel Co-Ambassadors of the Year

For Immediate Release

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St. Louis, MO— The Mid America CropLife Association (MACA) honored several industry, media and academic leaders at its recent virtual annual meeting. 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 co-recipients are **Deanna Smith**, MFA, Inc., and **Brian (Mac) McDaniel**, Bayer CropScience. Both recipients have spent a deal of time educating students and so were recognized as co-recipients.

Deanna Smith developed a love for agriculture in high school FFA. She attended college at the University of Missouri where she earned her Bachelor of Science in Plant Genetics, Master of Science in Agriculture Education and Doctor of Philosophy in Plant Science. In 2015, she joined MFA Inc. in the Wholesale Distribution - Crop Protection Division. She became an ambassador in 2017 and in the 2019-2020 school year she made presentations to 353 students including one day in St. Louis making the same presentation seven times to Kindergartners. She'll go most anyplace in Missouri and utilizes a craft to engage the students in learning. Overall, Deanna has made 22 presentations to nearly 650 students

Brian "Mac" McDaniel is with Bayer CropScience and is a Certified Crop Advisor, plus he's a honeybee keeper in his spare time. Mac earned a Bachelor of Science degree from Purdue University. Mac became an ambassador in 2013. He's made a minimum of seven presentations this year; sometimes he does it on his own and doesn't report it, reaching nearly 300 students this year. He brings his bee suit to 'The Buzz about Bees' presentation and is a hit with the students, so he is requested to come back to schools for additional presentations. Mac travels Indiana, and since becoming an ambassador in 2013, he's made 15 presentations to more than 850 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.