



**MID
AMERICA
CROPLIFE
ASSOCIATION**

Become a Member Today

Greetings,

The Mid America CropLife Association (MACA) is the Mid-west regional crop protection association of basic manufacturers, distributors/formulators, seed companies, and the allied industry which include warehouses, media, consultants, data, and equipment professionals, to name a few. It's an association of people just like you involved in many aspects of agriculture.

MACA member companies work together to improve the safety, regulatory compliance, and awareness of the crop protection industry. MACA's committees' efforts support crop protection manufacturers and distributors like no other industry organization and continue to provide long-lasting member benefits, including the personal and professional connections that you can make.

We are responsible for our industry! We need your ideas, solutions, strategies, and involvement to help MACA get the job done efficiently and effectively. We need and want you to be a MACA member! And you need us! Become a part of the Mid America CropLife Association and enjoy the benefits of MACA!

Sincerely,

Lindsey Jackson
2020-2021 MACA President



BENEFITS of MEMBERSHIP

Mid America CropLife Association (MACA)



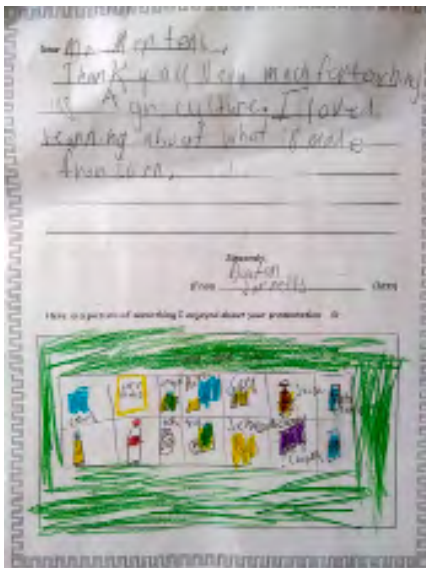
"After working with a committee in 2020, to analyze MACA's value, it's been an eye-opening experience to realize as a company what MACA offers and how valuable it is! From networking to the water coalition membership, to advocating in schools through the ambassador's speakers' program and the training materials, if an individual member company did this all on its own, they would spend at least ten times the cost of their membership. MACA membership pays for itself."

– **Steve Koziolk**
Rosen's Inc.



"MACA is people... people to learn from... people to network with... good people. All working for the betterment of the crop protection industry. You should be one of them."

– **Matt Wagner**
GreenLeaf, Inc.



"Elementary students are sponges for science and logic. Bringing a scientific discussion into classrooms on biofuels, GMOs, and more importantly, feeding planet earth opens eyes and creates great and rewarding dialogue."

– **Colleen Gerdeman, Bayer**

"I have two reasons for participating in the CAN Ambassadors program. First, I genuinely believe we need to do a better job of educating the general public about what we do, how we do it, and why we do it that way. Secondly, I truly enjoy standing in front of a class full of children and sharing my knowledge with them."

– **Joe Olson, Helena**

WATER CONSULTANT provides monthly issue update on federal rules and regulations, which impact your business, as well as monitors issues in the region and country to ensure your business can operate. As a member of several water coalitions, MACA provides input and advises on the various water issues and impact to the regions. As a member of the coalition, the costs are shared by all members, as is the information, to ensure your business can continue to operate. Again, this is more cost effective as it saves your company staff time and travel, yet input is provided on how it may affect the industry.

ANNUAL MEETING SPEAKERS provide information on current topics which you can take back to your business. Speakers present thought provoking and timely information to help address current trends. Due to the coronavirus, the 2020 meeting speakers were pre-recorded and made available virtually, to all MACA members who contributed to the meeting, and in turn the member companies were able to share the recordings with all employees at no additional cost. The benefit is the information provided and possible speakers vetted for your own company meeting/event.



Phil Lempert,
Supermarket Guru



Jason Henderson,
Ph. D.
Senior Associate
Dean & Director of
Extension Purdue
University



Dr. Wendong Zhang
Asst. Professor of
Economics &
Extension Economist
Iowa State University

ANNUAL MEETING INDUSTRY TOUR is an opportunity to learn more about the industry and what a specific business is doing with a "behind the scenes" tour. The 2020 tour included a virtual tour of the Danforth Plant Science Center along with Q&A with a scientist from the center. The benefit is that it allows you to see other businesses that you may want to work with.

- **Corteva Agriscience Agricultural Division of DowDuPont Tour (2018)**
- **Schütz Containers (2019)**

ANNUAL MEETING CUSTOMER MEETINGS provide the opportunity to meet with vendors and discuss the latest information. The benefit is the time saved in travel as well as other expenses because key people are at the meeting and specific time is allocated to accommodate the customer meetings.

CROPLIFE AMBASSADOR SPEAKERS PROGRAM is a volunteer effort by MACA members to speak to elementary students. The presentations are scientifically based, accurate information for the future consumers regarding



safety and value of American agricultural food production. MACA develops the presentations, markets the program to schools thereby saving time for the presenters and ensure current topics available for presentations which can be used with other community organizations. Consumer education is needed to ensure your business can continue.

NETWORKING WITH MEMBERS AND SPEAKERS throughout the year is invaluable! It's a cost-effective way to stay up to date with all the changes in the industry, work on programs and solutions that will benefit the crop protection to ensure there is an abundant food and fiber supply and is done in a safe and responsible manner.

YOUNG LEADER SCHOLARSHIP PROGRAM (YLSP) promotes careers in the crop protection industry by providing a financial scholarship and opportunity to attend the MACA Annual Meeting to discuss career opportunities with MACA members. As a member, the benefit is an opportunity to talk and observe students, potential employee(s), from Midwest land grant colleges who have an interest in pursuing a degree in the crop protection business and how they might fit in your business.

THE PESTICIDE DISPOSITION FLOW CHART FOR COMBINATION PACKAGING provides an outline and general guidelines on the actions to properly and effectively manage pesticide waste in the distribution network. This saves your employees time and thus helps protect the environment.

QUARTERLY MEETINGS of the members who volunteer for committees provide opportunities to identify member issues, develop solutions and implement programs. In addition, industry speakers address current trends and provide valuable information to stay current on federal rules and regulations impacting your business. The benefits are numerous as you meet industry experts and colleagues for future

reference, collaborate on finding solutions for the industry rather than having federal and state mandates, and learn new things while making friends across the country.

FORUMS ON CURRENT TOPICS inform you on the issues as well as provide resources to address the topics. Recent forums have included pollinators, sustainability, and waste management. This provides access to speakers for follow-up on specific concerns.

TRAINING MATERIALS for your warehouse and logistics people. HAZMAT DOT Training is specific to crop protection products and is accessible via website. This can be done at your convenience, thus saving travel expenses.

WAREHOUSE ASSESSMENT PROTOCOL for crop protection and seed. Protocol provides an industrywide standard form to evaluate warehouses' qualifications to receive, store, and ship crop protection products and/or seeds plus identifies any areas for improving safety at any warehouse. Now in Excel format, this helps your business operate more effectively and efficiently by having industrywide standards.



"In 2019, the June quarterly participants toured and learned about the Food Roof Farm in St. Louis, while in November MACA hosted 'Sustainability Forum' featuring more than 10 speakers sharing their knowledge on the issue. Both provided information on issues that MACA addresses."

– Matt Lawrence, Valent, USA, Chair of the Production & Environmental Stewardship Committee



"One of the most gratifying aspects of my involvement with MACA is being actively involved with the Young Leader Scholarship Program. The student recipients instill in me a confidence that our industry will be in good hands in the future with them having a role in it."

– Rodney Schmidt, Bayer

All told, the benefits are worth it, 10 times over, the membership fee!