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Minnesota Crop Production Retailers

# INPUTS

## Executive Director's Report

### Hello MCPR members!

MCPR continues to lead and influence at the local level, in the state of Minnesota, and across the USA.

On the local level, once in a while I am asked to make a presentation to a local gathering of MCPR members or the grower customers. I love doing this when time allows. A while ago I spoke to a Farm Bureau group about the challenges agriculture and agribusinesses are facing as environmental Non Governmental Organizations (NGO's) become more sophisticated and well funded. Some were shocked to learn how successful NGO's have been influencing the media and the public at the expense of agriculture. I made the statement that we have lost the argument about agriculture's impact on our environment. Suburban households "know" the nitrate in their rivers and streams comes primarily from "ag runoff" and that GMO's are scary and to be avoided if possible. Science does not support their belief, as we know. We can also see this trend develop in Minnesota as voluntary local BMP's start becoming mandatory rules and regulations with penalties as evidenced by the controversial buffer debate and new law and rules and the MDA's nitrogen management plan

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THINK  
differently!

## 2016 CPM Short Course and MCPR Trade Show

The **BEST EVER** CPM Short Course and MCPR Trade Show is December 6-8, 2016 at the Minneapolis Convention Center and the Minneapolis Hilton Hotel. With over 1600 attendees in 2015 and very high reviews, you do not want to miss this year!

Challenging keynote presentations on Tuesday, December 6 will prompt you to **Think Differently** about **your** role in Minnesota's soil fertility, soil health, and agriculture's environmental impact. Attendees will be challenged to start performing differently as society environmental demands are making accountability and transparency mandatory.

### What Is Society Now Demanding from Crop Production Retailers and our suppliers and customers?

To address that question you will hear a riveting presentation from a true veteran of Iowa's Water Wars, Dean Lemke, Nutrient and Environmental Stewardship Director for the Iowa Agribusiness Association. Dean is an Iowa State

## Save the Date!

The 2016 CPM Short Course and MCPR Trade Show will be December 6th – 8th at the Minneapolis Convention Center and headquarter hotel at the Hilton Minneapolis. Watch your email and upcoming newsletters for further details

University of Agricultural Engineering graduate and licensed engineer. Dean invested his career in leading the work on the Iowa Nutrient Reduction Strategy and also served as the co-chair for the national coordinating committee of the Mississippi River/Gulf of Mexico Watershed Nutrients Task Force and chair of the five-state Upper Mississippi River States Collaboration Sub Basin Team that worked to address the hypoxia zone in the Gulf of Mexico. The Des Moines Water Works lawsuit has raised the stakes for MCPR members. Dean speaks throughout the country about the challenges Ag is facing. Learn from Dean the risk this law suit and others like it such as the Hypoxia in Gulf lawsuit brings to your firm and your own career. Lemke is the recipient of many recognitions which include the Iowa Corn Growers Association 2013 *Friend of Iowa Corn Award*, the Iowa State University College of Agriculture and Life Sciences *Impact Award for Extraordinary*

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## News Notes

**Obama signed into law a landmark agreement that protects America's food supply system from a harmful patchwork of varying state labeling laws for foods made with GMO ingredients.**

The historic federal law will give consumers access to more product information than ever before and ensure a transparent national system for disclosing ingredients, without stigmatizing a safe and proven technology. Some advocates on both sides of the issue were surprised at how things turned out, but said a resolution was desperately needed for what had become a divisive issue. Karen Batra, director of communications for the Biotechnology Industry Organization (BIO) says that the agreement is a "workable solution" that gives consumers information without stigmatizing the technology and protects against what threatened to become a patchwork of state laws. The agreement allows food companies to provide content information through the use of on-package symbols, on-package wording or electronic labels, such as quick response codes, that direct consumers to information online. *MABA.*

**The U.S. sugar industry is in a "wait and see" mode regarding the new GMO labeling law.**

After pushing lawmakers hard on the issue, groups representing sugar companies and growers have gone mum amid uncertainty about whether the new federal labeling system would apply to them, an outcome sugar companies fear would cut into sales of items made with genetically modified sugar beets. Congress didn't explicitly spell out that detail in the legislation, and

the USDA may not make a determination until after the new administration takes office early next year. This much is clear: the final verdict could have a big impact on sugar in the United States, about half of which comes from genetically modified sugar beets and half from sugar cane, which isn't genetically engineered. Industry insiders are watching for any evidence that consumers will favor sugar that's not made from genetically modified organisms, which may have already shaped decisions by the Hershey Co. and other companies to buy only cane sugar. The uncertainty is rooted in how Congress wrote the fine print in the bill. The definition of genetically engineered food in the bill appears to suggest that products without genetic material, such as sugar, won't have to carry a disclosure, even if they originated from GMO crops, according to the Food and Drug Administration, but Sen. Debbie Stabenow has said the legislation gives USDA authority to require disclosures on all commercially grown GMO-derived sugar, and USDA's general counsel's office has said it shares that view. *MABA.*

**MCPR Board Member Sean Ness Steps Down/ Board Appoints Tim Woelfel with Harvest Land Cooperative to Fill the Board Position Vacancy**

Sean Ness took a promotion at Centra Sota Coop, moving from his agronomy position to an AgQuest Business Relationship manager in the Insurance and Finance Department at Centra Sota. Sean stepped down from his "at large" retailer MCPR Board position at the June MCPR Board meeting in Morton, MN. The MCPR Board

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**Minnesota Crop  
Production Retailers**

## Executive Director's Report *(continued from page 1)*

rules in the process of adoption over the next 3 years.

On the National level you will note in the part of our newsletter discussing the exciting Tuesday portion of the short course on December 6-8 at the Minneapolis Convention Center the "roll out and introduction" of the MCPR Soil Fertility and Environmental Risk Assessment Tool. Leaders from a MCPR leadership group including Dean Fairchild, Bob Schoper, Craig Maurer, Jessi and me, have made presentations or had discussions with the MN AgriGrowth Council in St. Paul; the TFI 4 R Summit in Indianapolis; the SW Fertilizer Conference in San Antonio; and have been on a conference call with Field to Market leadership, the Ag Retailers Association, and the National Defense Council. Many are asking if the assessment tool MCPR's membership is developing can serve as the data collection software some now understand is necessary if ag is to adopt transparency and accountability in field level practices. Maybe, maybe not. Either way, MCPR is once again leading the industry to get to the next level as we grapple with the ever increasing public demands on food and fiber sourcing of their products.

Finally, at the State level, my guess now is that the MN Legislative Leaders and Governor will not be able to come to an agreement for spending the near \$ 1 billion revenue projected surplus Minnesota enjoys. However, if they come back you know MCPR will be there in the middle of the contest. ✨

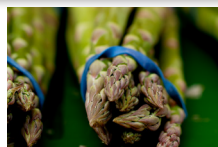
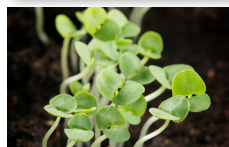
Until next time,

*Bill Bond*

Bill Bond







## 2016 CPM Short Course and MCPR Trade Show

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*Partnership*, the U.S. Farm Foundation Thirty Year Policy Challenge *Natural Resources Policy Award* and the Iowa, Kansas, Missouri, and Nebraska Region of the American Society of Agricultural and Biological Engineers *2006 Engineer of the Year*.

Be the first to experience the unveiling of the MCPR Soil Fertility/Environmental Risk Assessment Tool on Tuesday and at MCPR's trade show booth! Bob Schoper and Dean Fairchild, have developed this web based software under the direction of our MCPR members' Precision Ag staff experts. Our approach is similar to many major agriculture data collection and reporting programs such as Field to Market. This software does not certify or endorse people, services, or companies. Rather, MCPR addressed the current challenge in the market place for Ag retailers and growers which is that the precision Ag programs are proprietary so that common data collection and aggregation are not possible. You will learn how we solved that problem by creating a web based software and a data collection process that allows the agronomy sales person to use their proprietary system within their established trusted relationship with their growers without the agronomy staff having to do double entry into our software. Rather, the software allows the agronomy sales person to drop their geospatial field data into the assessment software tool prior to

presenting it to the grower, allowing the grower to examine at the point of sale the alternative environmentally sensitive field practices to increase their environment score. The assessment tool also generates a profit and loss estimate to evaluate the profitability of each practice consideration so growers can estimate the ROI on each decision prior to a final determination of nutrient application. We have been working with U of MN faculty and MN Dept. of Ag regulators to develop and test precise environmental risk metrics which can serve to be evaluated on predictability, reliability and sensitivity. We then allow the agronomy sales person to request that the grower allow our system to confidentially store with the grower's permission the data for aggregated collection of current field practices across our agricultural acres in Minnesota to track current practices and trends for improving the environmental metrics. This program has been developed to be scalable from water shed, to county, to state and nationally. Come and learn how this software may be part of your grower marketing strategy in 2017!

**New trade show times, floor design, more time for education and socializing – not to be missed is the December 6-8, 2016 Crop Pest Management Short Course and the MCPR Trade Show.** ✕

## Save the Date!

The annual MCPR Golf Event will be Thursday, September 8th at the beautiful Little Crow Country Club in Spicer, MN. Registration information is provided in the newsletter and is posted online. We hope you'll mark your calendars for a great day of golf!

## Craig's View

**Hello MCPR Members,**

It's time to get your favorite foursome together and get registered for the MCPR Annual golf outing September 8th at Little Crow Country Club in Spicer MN. This is a great outing to enjoy some time with friends.

Little Crow Golf Club is a wonderful host for a day of fun, 18 holes of golf, door prizes, and a great dinner. So dust off that old golf bag and join us for a day of fun and very competitive golf. Your MCPR Board is very busy with plans for the upcoming Short Course and Trade show. This year's Short Course is December 6th through the 8th at the Minneapolis Convention Center. We promise it will be a great show again. There are so many issues facing Ag Retail in the next 12 to 18 months and this a great chance to be a part of this educational event. We hope you make plans to attend both events. Thank You for your support. ✕

*Craig Maurer*

Craig Maurer  
MCPR Board Chair





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## News Notes

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accepted his resignation with gratitude for many years of committed service to our industry as a volunteer leader and Board member. The Board then appointed Tim Woelfel to complete Sean's three year term as they welcomed Tim. Tim was hired by Harvest land as a salesperson and custom applicator in 1990 at the Morgan location. He was the Agronomy branch manager at Springfield location from 1996 until 2003 and the Agronomy account manager at Wabasso location until 2009. Tim has been the Crop Protection Manager since 2010. Tim has been interested in serving on the Board, running unsuccessfully for Sean's Board position during the recent election at the 2015 Annual Meeting. Tim indicated he realizes everyone in retail agriculture is busy, but suggests if our industry is not willing to be a voice or advocate for ourselves and the industry we have chosen as a career, then why should we

expect someone else to do it for us? Tim acknowledges agriculture has issues with regulations and public perception, but Tim wants to make a difference by attempting to listen and understand these perceptions and engage in the public dialogue to start changing misconceptions. In his spare time Tim enjoys planting and maintaining food plots for wildlife, hunting, fishing, ice fishing and golf. Welcome aboard, Tim. Sean, all the best to you in your new position! ✨

### MCPR Board

Craig Maurer      Board Chair

Jeff Arnold  
Doug Becher  
Matt Benda  
Kyle Kraska  
Perry Estabo  
Dale Johnson  
T.J. Phillips  
Arnie Sinclair  
Bryan Strickler  
Rick Walker  
Tristan Wilmes  
Tim Woelfel

### Staff

Bill Bond      Executive Director  
Jessica Brunelle      Vice President

