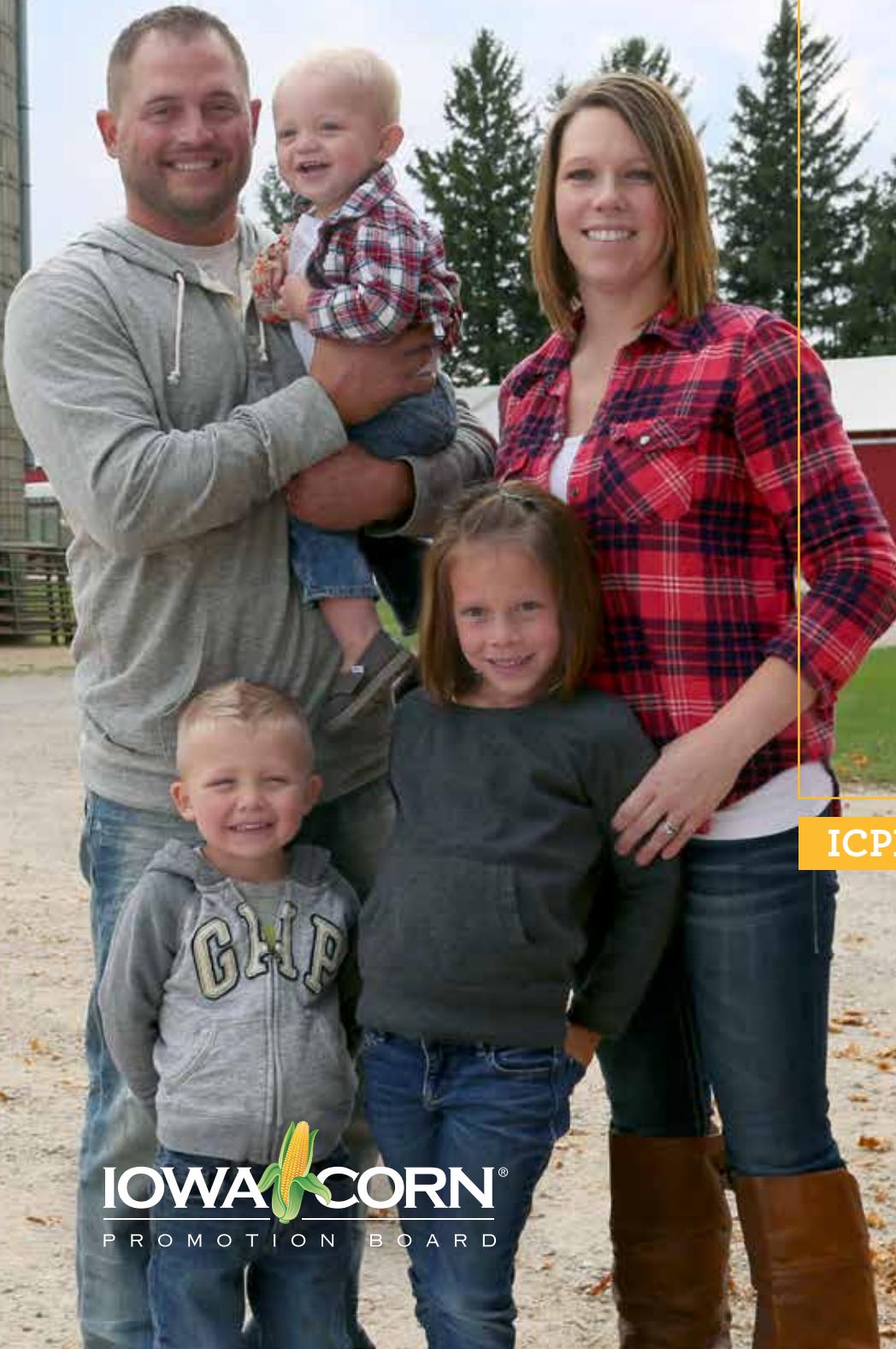


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Water Quality Partners

Iowa Corn has long supported voluntary, science-based actions to improve water quality including financial and technical assistance to identify and adopt appropriate best management practices. While there is no one-size-fits-all approach that provides farmers with a simple fix for water improvement, Iowa Corn continues to lead the way to support farmers searching for more information that can lend a hand in the fight for water quality initiatives.

The quality of water in Iowa, and surrounding states, has become a hot-button issue with a new story surfacing almost every day. Many people are questioning the integrity of farmers and don't believe there are efforts being taken to improve water quality. Water quality has always been important to farmers because their families, like everyone else, drink and enjoy the same water. We want the safest water possible for Iowa and are making continuous efforts to ensure it is of the highest

quality. We applaud our members and farmers that have adopted conservation efforts that will move the needle towards improvement.

In our partnership with the Iowa Agriculture Water Alliance (IAWA) and Soil Health Partnership (SHP) we are working to unify efforts, strengthen communications and support a faster adoption of innovations that will lead to improved water quality. IAWA was founded by three leading agriculture associations: Iowa Corn, Iowa Soybean Association and Iowa Pork Producers. The goal of IAWA is to increase the pace and scale of farmer-led efforts to improve water quality, which they fulfill through outreach and fundraising. SHP, a farmer-led initiative created by the National Corn Growers Association (NCGA), has the goal to make agriculture more productive and sustainable through soil health. Over the next 10 years, SHP plans to identify, test and measure management practices that improve soil health and benefit

operations. SHP has created a network of demonstration farms that serve as showcases for other farmers to investigate innovative soil management practices, including reduced tillage systems, cover crops and advanced nutrient management. A number of these demonstration farms host field days throughout the year. A list of upcoming event days is shown at right.

As we continue to lead the way in water initiatives, Iowa Corn is encouraging those who wish to lend a hand in the fight for water quality to join the Iowa Corn Stewardship Advocate program. This program, which was designed to keep conservation and stewardship top of mind for our farmers, offers exclusive content on the hot topics, news events, and upcoming stewardship activities that are most relevant to your farming operations. The information is delivered straight to your inbox each month and provides you with the knowledge to protect your land and become

an advocate for your fellow farmers.

If you wish to learn more or sign up, please visit iowacorn.org/water. Want to learn more about our partners or to attend a field demonstration day? Visit iowaagwateralliance.com or soilhealthpartnership.org.

Upcoming Events:

- **Sioux Rapids:** Thursday, July 21
- **Postville:** Tuesday, July 26
- **Washington:** Tuesday, August 2
- **Algona:** Thursday, August 18
- **Rock Valley:** Tuesday, August 23
- **Eagle Grove:** Thursday, August 25
- **Corning:** Friday, September 2
- **Hastings:** Tuesday, September 13



“The quality of water in Iowa, and surrounding states, has become a hot-button issue with a new story surfacing almost every day.”

An Anniversary Worth Celebrating

The 10th anniversary is traditionally celebrated with gifts made of aluminum or tin or if you've been saving your pennies — diamonds. But for Iowa Corn's 10th anniversary of the Iowa Corn 300 we've decided to celebrate using a fourth option: ethanol. When the partnership between Iowa Corn, IndyCar and the Iowa Speedway began in 2007, the race was known as the Iowa Corn Indy 250. It has since then grown into the Iowa Corn 300 that boasts an impressive number of followers with more than 3 million TV viewers and over 4 billion digital impressions. Nearly 3,000 articles were written about the race in 2015 alone. The last 10 years have given us the opportunity to raise consumer awareness about their choice at the pump and promote ethanol as a cleaner burning, homegrown, renewable fuel option. The Iowa Corn 300 has also served as a platform for Iowa Corn leaders to the address news within the industry with an annual pre-race speech. Looking back through the last decade of topics, it's clear the underlying theme of ethanol has remained constant:

- **2007:** Addressed the future of renewable fuels
- **2008:** Addressed the flooding of 2008 and the state of our farms
- **2009:** Addressed filling up with E85
- **2010:** Encouraged consumers to "Fill up like the Pros!" at the pump
- **2011:** Showcased the power and performance of ethanol
- **2012:** Addressed the need to support ethanol in the face of adversity
- **2013:** Addressed how ethanol is powering Iowa's rural economies
- **2014:** Addressed consumers and encouraged them to fill up with E15 and E85
- **2015:** Addressed the Environmental Protection Agency (EPA) and their decision to cut the amount of ethanol available at the pump prescribed by the Renewable Fuel Standard (RFS)

Throughout the past 10 years, Iowa Corn has had the pleasure of partnering with high profile organizations and individuals — one of them being IndyCar driver Marco Andretti and Andretti Autosport™. Back in



2012, Andretti, who was the 2011 winner of the Iowa Corn Indy 250, made appearances at a number of different pump promotions across the state to promote the benefits of corn-based ethanol. The partnership included TV and radio advertising and promotional items.

This year's Iowa Corn 300 race will be held on July 10 and will no doubt prove to be another

exciting one. So while we won't be celebrating our anniversary the traditional way, we will be celebrating the Iowa Corn way — by continuing to spread the word about homegrown ethanol.

Learn more about Iowa Corn and the Iowa Corn 300 at iowacorn.org.



I-LEAD Goes Global

Three plane tickets and 30 hours later, 17 aspiring Iowa ag leaders landed in Southeast Asia. The seventh class of the Iowa Corn Leadership and Development (I-LEAD) program recently embarked on an international mission to Malaysia and the Philippines to gain first-hand knowledge of the significant market potential for U.S. agricultural exports to the region. The I-LEAD program was developed to provide Iowa's talented men and women with the tools they need to succeed as leaders and spokespeople for the agriculture industry.

Traveling halfway across the world, members had the opportunity to gain a deeper understanding of international consumers and their challenges, opportunities and strengths in agriculture. Since Southeast Asia's food consumption is growing by double-digit rates annually, visiting both the Philippines and Malaysia provided a unique contrast in learning about the differences within developing countries. To put it into perspective, the Philippines' gross domestic product (GDP) per capita is less than \$3,000 per year, while Malaysia boasts a GDP per capita of \$12,000. I-LEAD members also had the opportunity to learn about the difference in trading environments. While Malaysia is a signatory to the mega-trade deal, the Trans-Pacific Partnership (TPP), the Philippines tout high tariffs and tariff rate quotas (TQRs) on many products, including corn.



I-LEAD class 7 members in Tarlac, Philippines with a local corn farmer.

The intensive itinerary, which was put together with the help of the U.S. Grains Council (USGC) and U.S. Meat Export Federation (USMEF), boasted a number of impressive stops and meetings like:

- The Department of Energy
- San Miguel Foods (the largest feed millers and importer of soy meal in the Philippines)
- Foreign Agricultural Service (FAS)
- Federation of Livestock Farmer Associations of Malaysia
- Syngenta Philippines
- The Subic Bay (deals heavily with the importation of ethanol and many other ag products)

These firsthand experiences allowed members to gain additional insights into the global food system and how important agriculture is to Southeast Asia. The mission would not have been possible without the sponsors listed on the right.

The Iowa Corn Promotion Board and Iowa Corn Growers Association encourage all men and women who are involved in production agriculture, agriculture industries, agriculture media or education to apply for Class 8 of the I-LEAD program. Visit iowacorn.org/ilead for more information and applications.

Contributing Partners (\$10,000 or more)



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Bronze (up to \$750)

Polk County Farm Bureau, ADM Crop Risk Services, S.J. Stahle Incorporated, First Maxfield Mutual Insurance Association, Max Yield Cooperative, St. Ansgar Mills, Inc., Chris Weydert, Curtis Allen, SIRE Energy, Grant Menke, Farm Credit Services (Cedar Falls), Heartland Ag, Gold Eagle Cooperative, Iowa Institute for Coops, Corn LP, Innovative Ag Services (IAS), Harrison Truck Center, Donald and Nancy Casson, FC Stone, Poet Bio-Refining, Producers Co-op Company, Midline Farms, Nicholson and Edwards Grain Company, ADM, West Pottawattamie County Farm Bureau, Great American Insurance, SOLO County Corn Growers, AgriVision, Homeland Energy (Lawn), E4 Crop Intelligence, Hall Family Farms, Shubert, Absolute Energy, Alex Edgington, Rob-See-Co, Louis Dreyfus (Grand Junction), Polk County Cattlemen, and Savings Bank (Primghar)

FOR MORE INFORMATION, CONTACT: