

Shape Your Future as an Ag Retailer

By Joe Prochaska, President, Donlar AgriSciences

Dear Ag Retailer:

Nearly every day in Washington, DC, national legislative and regulatory rules are being made that directly affect your business. This affects your ability to compete and survive in an increasing regulatory environment.

ARA Represents Ag Retailers

Managing your business in this environment requires a direct connection to Washington. You have this access through the Agricultural Retailers Association (ARA), the national voice of ag retailers.

ARA is the only association exclusively devoted to representing your retail business interests in Washington, DC. That is our focused mission, providing representation that speaks loudly on your behalf and directly to those who are writing federal rules.

ARA in Washington, DC

ARA's Board of Directors, recognizing your need for a voice in Washington, made several major changes over the past year:

1. Moving the entire ARA office from St. Louis, MO, to Washington, DC.
2. Assigning three full-time professionals, working out of ARA's new office, to influence legislation and regulations.
3. Strengthening the alliance between your state and regional agribusiness associations and ARA. This new level of teamwork provides coordinated, common messages in Washington, DC.

Influencing New Regulations and Laws

Our goal at ARA is not to follow national retail issues, but to influence and shape them! Current retailer legislative priorities include:

1. Nutrient Management Plan rules
2. DOT hours of service guidelines
3. HAZMAT fees and transportation regulations
4. Low Sulphur Diesel Fuel regulations

ARA also influences national legislation that affects your customers' business and your crop input sales, including:

1. Planting flexibility rules
2. Market clearing support programs

3. Conservation and supplemental payment incentives

Adding Value

Agribusiness today is all about creating value in your business, and your customers' business. This also means that this value needs to be protected from unnecessary or unreasonable laws and regulations.

Joining ARA as an active member helps ensure that your voice is heard in Washington — every day. Your membership also helps ensure that fairness and balance from ag retailers' position — your position — is part of the federal decision-making process.

Add this extra level of value and confidence to your retail business by joining ARA today. Be part of shaping the future, your future, as an ag retailer.

Thanks for your support,

Joe Prochaska
Membership Chairman

Please contact ARA to receive your 2001 membership package.

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