

News Release



FOR IMMEDIATE RELEASE:
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mySPCC Suite of Guidance Materials Launched

Owensboro, Kentucky -- The Asmark Institute today announced the new mySPCC Suite of Guidance Materials was launched publicly for use nationwide by the agricultural industry. The new web-based suite of tools and guidance has been developed specifically to help retail farm centers and farmers comply with the Environmental Protection Agency's Spill Prevention, Control and Countermeasure (SPCC) plan requirements. MySPCC was named for its unique ability to personalize the SPCC plan to a specific facility or farm.

MySPCC Suite of Guidance Materials is sponsored by The Fertilizer Institute (TFI) and was developed cooperatively with the Asmark Institute. This innovative new approach to industry-specific guidance utilizes logic to help simplify and guide the user in their effort to develop a site-specific SPCC plan. MySPCC consists of two tools and a host of resources and is supported by U.S. EPA. U.S. EPA awarded the Asmark Institute a grant for its use of technology and work in developing mySPCC and making it available free of charge to retailers and farmers nationwide.

"Two essential elements critical to the future success of our industry are collaboration and technology," said Allen Summers, President of the Asmark Institute. "Collaboration, or the sharing of talent, time and resources, will continue to leverage the positive effects of all who share in the goal of protecting life, property and the environment," added Summers.

MySPCC can be accessed via Asmark Institute's website at www.asmark.org/mySPCC and both TFI's and U.S. EPA's website in the coming days.

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Asmark Institute:

Asmark Institute is a national resource center serving the retail agricultural industry, consisting of retail agribusinesses, state and national trade associations, educational institutions and government agencies. The Institute provides compliance materials and services, develops common sense solutions to new regulatory requirements, assists the government in its mission of protecting life, property and the environment, monitors enforcement activity for uniformity, supports industry efforts to arrive at fair and reasonable regulation and provides a wealth of unique resources to give wings to the ideas designed to help lift an industry. The Institute is a private, non-profit organization that provides a forum for organizations to effectively collaborate on issues for the benefit of the retail agricultural industry.

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