“We love turning ideas into realities!”
- Amber Duke
President & CEO

Our Mission
Imagine, solve, build, collaborate and lead on behalf of the retail agricultural industry.

About the Institute
Asmark Institute is a national resource center serving the agricultural retail industry, consisting of retail agribusinesses, state and national trade associations, educational institutions and government agencies. The Institute is recognized for:
- Providing compliance materials and services,
- Developing common sense solutions to new regulatory requirements,
- Assisting the government in its mission of protecting life, property and the environment,
- Monitoring enforcement activity for uniformity, and
- Supporting industry efforts to arrive at fair and reasonable regulation.

Recognized and Respected
Established in 1990, Asmark became a well-respected and established provider of risk management services and products to the agricultural industry. The first fifteen years amassed a very unique collection of intellectual property, educational training materials, software technologies and compliance assistance materials, services and systems, all geared specifically to the retail agricultural sector. The Institute was formed on September 1, 2005 as a private, not-for-profit organization.

A History of Responding to the Needs of Industry
We have a history of tackling one regulatory requirement at a time and focusing developing state-of-the-art solutions. Unmatched, our track record of responding to the needs of our industry has produced:
- Agricenter Training Facility
- Ammonia Technician Course
- Nurse Tank Inspection Program
- myRMP Suite of Guidance Materials
- mySPCC Suite of Guidance Materials
- myPSM Suite of Guidance Materials
- CAV: Safety on the Road
- ResponsibleAg Certification Program
- Ford B. West Center for Responsible Agriculture
- Emergency Response to Agricultural Incidents Course

Imagine
We imagine the possibilities. This enables innovation and creates customer satisfaction.

Solve
We excel in breaking large insurmountable regulations into simpler tasks and solve clients’ issues.

Build
We build solutions designed to help lift the retail agricultural industry.

Collaborate
Everything we do is “altogether better” with the collaborative effort of clients, affiliates, regulators and other stakeholders.

Lead
We lead by being a catalyst that enables the retail agricultural industry to excel in protecting life, property and the environment.
Driver Qualification Files
Our driver qualification file program is a very comprehensive and systematic process designed to prepare, maintain and monitor driver records. We produce documents personalized to both your company and the employee. Monthly status reports are generated as a reminder to renew drivers licenses and to obtain current physicals.

Asmark Institute Training on DVD
Our digital training program is based on professional quality DVDs that are geared for use with monthly, annual and new hire safety training. Twenty-eight training subjects are available. A set of DVDs can be licensed for use on-site. Smart Certificates™ apply the latest technology used to track, score and authenticate each employee’s training.

Employee Training Database
All documented training is tracked in this unique database to provide research and report capabilities. Maintaining this information makes it easy to research a re-hire when they return to work. The re-hired employee is given credit for any training that has not expired, driver qualification forms and other certifications that have already been completed. Lighthouse clients have access to three types of documentation including 24/7 access via our secure website.

Risk Management Plan Service
Risk Management Plan (RMP) requires a special diligence due to the complexity of the rule and timeliness of updates. We utilize a systematic approach to ensure our Lighthouse clients stay on-track with their submissions, whether it be the initial, a five-year update or a monthly update. Data is retrieved using our website to prepare the RMP. Our service also includes any maintenance issues such as administrative updates, corrections and deregistrations. Monthly updates are provided.

Process Safety Management (PSM)
Our clients take comfort in that we have worked proactively with OSHA and other industry partners to create the tools that help retailers develop their PSM programs.

Handi-Plan™ Emergency Plan
An emergency can strike at any time so we developed this very concise, colorful and extremely handy emergency plan, designed specifically for the retail agricultural industry.

New Hire Kits
Providing the proper training and qualifications for each new employee at the time they enter your workplace is essential today. Highly personalized kits are available for each new hire or re-hire employee and designed to automate and streamline the process of hiring qualified employees. Each kit is based on the employee’s duties and personalized to the employee with just what is required by OSHA, EPA & DOT.

Compliance Manual & Filing System
Essential OSHA, DOT & EPA written programs, forms and reference materials are prepared in a way to keep these materials at your fingertips. Personalized to each facility, the binder is organized for easy use. Highly visible and well organized, the filing system is the final stop for file copies of reports and other regulatory documents.

ProFiles™ Regulatory Information
At the heart of our system is the need for accurate information. ProFiles™ is a unique database of regulatory information for more than 5,000 of the products used by our clients. Clients benefit by a strategic alliance with CDMS that provides access to information from over 130 manufacturers and updates our databases daily with manufacturer-approved data.

SARA Title III - Tier II Report
We literally wrote the book on preparing Tier II reports. Our online process makes it easy to determine which products are subject to reporting and we help finish the process by providing the report data in a choice of formats.

Pesticide-Production Report
Our online process makes it easy to select the products that you repackage. We prepare the Pesticide-Production Report and produce copies for distribution to EPA and the facility file. We actually file the report with the Federal EPA and document the delivery.

Respirator Express™
Organize and streamline the qualification process for employees required to wear a respirator with Respirator Express™. The process starts with completion of a special online medical questionnaire and results in the employee receiving the proper paperwork as our process leads them to qualification.

Safety Equipment Purchasing Alliance
From the beginning, a “group purchase” was organized where all of our client’s orders were combined to leverage the best pricing. Technology, and our suppliers have made it possible to offer the best pricing year-round for practically a full line of safety equipment and compliance related items. Normal discounts range from 40-70% and are passed along at our cost.
Snapshots™ is a web-based digital management tool designed to help clients monitor and measure regulatory performance. Snapshots™ provides users access to real-time data in a colorful, visual and organized display.
Compliance is Like Plate-Spinning

Much like the art of spinning plates, every new regulation requires another plate which adds to the degree of difficulty of keeping them all spinning!

One of a kind

Asmark Institute is the only organization of its kind in the United States. As the only not-for-profit organization of its kind, 100% of the revenue generated from services and products is reinvested into new or improved compliance-assistance tools to help bridge the gap between governing agencies and the regulated industry.

Time is Money

If you find that government regulations are demanding more and more of your time, we can help. We’ll streamline your compliance effort and leave you to what you do best….running your business. Our proven systematic approach to risk management simplifies the regulatory compliance process. We have the resources and tools to leverage new technologies, many of which we have developed as applications to benefit our clients. By increasing efficiency we can help control your costs associated with compliance.

Industry-Standard Materials

From the beginning, Asmark Institute was the first in developing many of the compliance aids, technology and systems that have set the standard for the retail agricultural industry. In fact, several of our web-based features have been developed in conjunction with and supported by governing agencies.

Reputational Capital

Pioneering the way for more than 26 years, we’ve earned the respect and recognition of our peers in the industry. But to our clients, it’s what we do with our experience that matters. It’s the way we address the regulatory requirements in a common-sense manner that produces positive results and yields peace of mind.

Supporting Our Industry

Asmark Institute works to support the retail agricultural industry through a very special partnership with the State and National Agribusiness Associations. The Institute was formed on September 1, 2005 as a private, not-for-profit organization, to provide the resources necessary to effectively support, lift and advance those it serves.

Peace of Mind

Clients take comfort from the national distribution of our services and materials. An inspection or audit at any one of our client’s locations benefits every other client. When a regulator asks for more than is required by law, our clients have allies in the Institute and trade associations with the resources to help bring fairness to the enforcement action.

Achieve a Better Bottom Line

Our clients benefit from using Snapshots™, our Management Dashboard, to monitor the status of drivers, training participation and more than thirty areas of risk management. Once seen solely as overhead, our clients now report savings associated with the reduction of violations, accidents, worker compensation claims and insurance premiums.

Supporting Our Affiliates

The donation was made to benefit the agricultural retail industry and included special provisions for State and National Agribusiness Associations, educational institutions and government agencies. In the first ten years, the Institute has contributed over five million dollars in pro bono time, talent and resources and contributions to support our affiliates.
Signature Training

Early on in our founder’s career he was exposed to some exceptional training that left quite an impression. In fact, the little old lady chasing him away from a spill scenario with her cane was completely unexpected, but served its purpose and drove home the point of the training quite well. It also set the standard for all our future Signature training courses.

The best learning experiences come when the participant is immersed in an environment that is as close to real as possible. Anything less isn’t credible and results in a run-of-the-mill training experience.

The participants we interact with are very mechanically-inclined and typically possess a very high level of problem-solving skills. While this can challenge non-ag instructors, it proves very beneficial when participants are immersed in an environment rich in equipment, scenarios and other visuals.

With more than 5 million dollars in training facilities and props, and the very best in lead instructors, we invite you to experience firsthand the difference our Signature training courses can make for your organization.

Contact your participating State Association for more information.