



NAICC NEWSLETTER

Vol. 3 No. 6

June 1989

PRESIDENT'S MESSAGE

Consultants' Niche

I am sure many of you feel, as I do at times, that needs and benefits of your services as a consultant are not fully appreciated. If I may share my personal vision, I encourage you to hold fast, for I see our business environment and the future opportunity for our profession exploding.

Why, you say, do I have that vision? Because agriculture is becoming more sophisticated with many more pressures being exerted on our customer. Due to social concerns, regulatory initiatives, new technologies and an ever more competitive world commerce, along with the need to stay current with information that may keep a given business unit competitive, we will be more and more urgently needed. As a consultant, you can provide the edge to keep a business unit flexible and profitable.

As consultants, now is the time to prepare ourselves and our profession for this growth opportunity. We must be leaders, rather than be lead.

What can you do now you say?

1. Support certification and professionalism efforts of the NAICC. For more background on certification, review your last two newsletters and plan to attend the panel on professionalism/certification at the annual convention.

2. Attend and support the annual convention. This year's annual convention will challenge all of you to grow. Many hours of planning and preparation have already been given by several committees to offer you, our members, the knowledge and understanding to help prepare our profession for the future. Plan to attend the 1989 convention on November 6, 7, and 8, at the Tropicana Hotel in Las Vegas, Nevada.

Committees

The Board of Directors appreciated the extra efforts exerted by the committees during the first half of the year. We need your continued support and creative ideas as we move toward our annual convention in November. I am asking each committee Chairperson to develop a standard operating procedure (SOP) for your committee activities in 1988-1989. This will allow for a smooth transition into next year's committees. All committees are asked to meet at the annual convention on Monday afternoon to finalize their year's activities and prepare their report for the business meeting Tuesday afternoon.

James S. Ladlie, Ph.D.
NAICC President



COMMITTEE PROGRESS REPORT

Professionalism/Certification

Development of the profession of independent crop consulting and recognition of this professionalism has long been a major goal of NAICC. This has been pursued in many different ways including development of a code of ethics; drafting of a plan for academic and intern education; moving towards adoption of such a plan at several universities; providing input on numerous matters of policy that effect crop consultants, their clients and U.S. agriculture in general; providing continuing education to help members to be well informed on technical matters and in conducting their own businesses professionally; and moving towards the adoption of a voluntary certification program to provide recognition of members as meeting certain basic professional standards.

With all of this interest in professionalism by NAICC and its members, this was seen by the Needs Assessment Committee, NAICC board, president and president elect as an area of emphasis for NAICC. President Jim Ladlie named me chairman of the Steering Committee and of the Professionalism/Certification Committee to work on professionalism, direction of NAICC and other intricately related matters.

Ground work had already been started at the 1988 Annual Meeting in St. Louis on recognizing the value of independent crop consultants in the U.S. agriculture production/protection system. The American Society of Agronomy invited me, as ASA/NAICC liaison, to attend a session with their executive committee last November. Many of their interests and

concerns are shared by NAICC.

With the positive feeling that resulted from that meeting, the NAICC board felt that the Steering Committee should meet and decide the future direction and outlook for both the Alliance and our profession. The key element of our occupation is professionalism and certification with many other factors being built around those closely related items. Various ways were explored by the Steering Committee that would allow NAICC to develop a self-certification program, recognizing our strengths, weaknesses and capabilities.

This was eventually combined with the stated desires of ASA to provide a category for consultants and other practitioners under ARCPACS. It was felt that the ARCPACS program provided the needed organization, administration, prestige and numbers to help our program be successful if we choose to have a category for crop consultants. This was the approach proposed by ASA at their executive committee meeting. The Steering Committee felt, however, with the diverse activities of NAICC members that it would not be appropriate to have our professionalism/certification program related just to agronomy. With this in mind and knowing of the interest of many of our members in several other of the scientific disciplines, a proposal was drafted to bring into being an umbrella organization such as the "American Registry of Agricultural Professionals" with duties and functions according to their needs and capabilities.



Notice



COMMITTEE REPORT (cont.)

The proposal was submitted to the Board and received an enthusiastic response. This proposal was then invited by ASA president Ed Runge to be presented to the ASA Long Range Planning Committee. Also participating in that meeting, in addition to ASA and NAICC representatives, were officers of ARPE and members of Entomological Society of America, Weed Science Society of America and American Society of Agricultural Consultants. The certification plan is one to unite the various disciplines and professions in agriculture by sharing a common certification registry. They would cooperate in areas where they have interests and needs in common while still allowing each professional organization to perform those functions they could best do themselves. Included in the proposal is a category for certification of "Affiliated Agricultural Practitioners". These would be company fieldmen, extension agents, and all others besides Independent Crop Consultants. They would be recognized separately from Independents, but Independents would still have the most rigorous requirements and would make the "MDs", distinct from the "pharmacists".

The proposal and related discussion was well received by all in attendance, and it was decided for ASA, ARPE and NAICC to work together in developing such a plan. There was even discussion to expand the title and scope to include those individuals whose activities extend into environmentally related areas (soil conservation, land use planning, etc.) that have much in common with agriculture. Many of these individuals have or should have training in agriculture or agriculturally related science. This would be something such

as Registry of Environmental and Agricultural Professionals (REAP).

These ideas were very well received and generated a lot of favorable discussion. It was felt that many other agricultural disciplines and professions would be interested and should be approached. A concept paper is being prepared by representatives of all three of the above organizations and a meeting planned for June 5th to try to inform other potentially interested professions of what is happening and what is proposed. NAICC is playing an important role in this organizational attempt. We as an association and as crop consultants have to deal daily with a whole assortment of agricultural disciplines and professions. As such, we are better able to relate to all of these and put the whole system of agricultural professionals into perspective.

A session is planned for the NAICC annual meeting to inform our members as to what is occurring and the tremendous potential that it holds for our professions. By then we should have a better idea of how it is being received by other organizations such as Weed Science Society of America, American Phytopathological Society, American Society of Agricultural Consultants, American Horticultural Society, Entomological Society of America, Plant Growth Regulator Society, etc.

In crop production and protection, we in U.S. agriculture have built a multitude of specialties and disciplines without a mechanism to bring them all together. This is different from many other professions such as medicine, law, engineering, veterinary medicine, etc. Where in those cases, the profession is primary and the specialties secondary. A plan, such as is being proposed, would

COMMITTEE REPORT (cont.)

give unity to agricultural professionals while still allowing the professional specialties (agronomy, entomology, plant pathology, weed science, soil science, etc.) and general practitioners (crop consultants, fieldmen, extension agents, farm managers, etc.) who practice in a number of specialties to continue their existing organizational structure. These specialties would still be able to best deal with their own problems, needs and interests. A list of benefits from such a program is listed in the May 1989 NAICC Newsletter in the President's Message by Jim Ladlie.

The new American Registry of Agricultural Professionals (ARAP) or Registry of Environmental and Agricultural Professionals (REAP) could be administered by ASA, as Agronomy (crops and soils) is basic to crop production agriculture. ASA has one of the larger current registries under their ARCPACS structure at this time and would be best able to handle the administration of such a program. They also seem to be willing to attempt the task. Other administrative arrangements would be entertained if some other group would be able to handle the task and would want the job. Such an arrangement would cut down on duplication of efforts and would provide unity.

The administrative tasks of ARAP or REAP might be shared by other existing certifying organizations such as ARPE, ARCPACS and others. It should reduce costs and paper work to registrants if there was cross referencing of credits and qualifications. The plan would also allow certification programs to be developed by organizations where there is the desire for recognitions of

professional standards of their members, but where there is no mechanism for administration of such programs under existing financial and manpower constraints.

A lot of the details, such as continuing education, standards (experience, core education requirements, references, exams, ethics, etc.) could be handled primarily by specific professional organizations such as NAICC, under general but fairly rigid guidelines. There is a feeling that credit and recognition should be given for experience and non-university education. NAICC and the state organizations as well as other sources could provide some of this continuing education. We are still in the discussion stages, and there is much work yet to do.

I feel that such a plan is vital to the development of our crop consulting profession to its full potential. But most important is the fact that this plan would help unite professionals in agriculture and allow them to communicate and work together. We could be recognized by the public as agricultural professionals first with specialties in agronomy, entomology, crop consulting, agricultural systems practitioners, weed specialists and many others.

Such an approach will allow a synergism to develop in the recognition of agricultural professionals to a much higher level than would be possible with the discipline oriented approach that we have had in the past.

Submitted by,
Dan Bradshaw, Chairperson
Professionalism/Certification Committee
Steering Committee

SUMMARY OF THE PESTICIDE USERS ADVISORY
COMMITTEE (PUAC) MEETING
APRIL 17 AND 18, 1989

The meeting, held in the EPA conference room in Arlington, VA, started with a brief outline of EPA's Office of Pesticide Programs current emphasis. Doug Campt, Director of OPP, said that the priority, mandated by FIFRA 88, is re-registration of pesticides.

(PUAC registered concern for minor use registrations, and urged waiving of re-registration fees for minor use products, and consideration of time extensions for compliance by user groups wishing to maintain them).

EPA has approximately 35000 registered products. Registrants have asked for cancellation of 9000 of them which involve 65 active ingredients. Registrants have failed to respond on another 9000 involving 135 active ingredients. (These will automatically be canceled). Maintenance fees have been paid on 15,000 pesticide labels. Other items "on the plate" of OPP are:

1. Expeditious processing of label application.
2. Implementation of the "negligible risk" concept in food safety.
3. Ground water safety.
4. The Endangered Species Act.
5. Farm Worker Safety Act.

EPA is implementing the "negligible risk" concept with Captan as the first chemical to be retained under it. Products with less than 1 chance in 100,000 of causing a human cancer will be retained or labeled. With more than 1 per 100,000 products will be dropped or refused a label. 24 uses of Captan have been retained and 42 uses canceled, under this concept.

Products currently under the negligible risk microscope are maneb, mancozeb, daminocide, aldicarb and carbofuran.

Much of the two days were spent hearing and commenting on summary reports of EPA viewpoints and activities from the various OPP divisions. On the morning of the 19th, PUAC went in to executive session to discuss, and to prepare resolutions, one of which was referred to earlier in this report. A summarization of other resolutions:

1. Work towards international chemical tolerances on food, so that imported products meet the same standards as U.S.
2. Commended OPP's efforts to lower pesticide dosage rates as an alternative to product cancellation.
3. Recommended re-examination of the certified applicator levels of training.
4. Recommends that EPA incorporate its IPM research activities into existing qualified entities, rather than go beyond its charter.

by Earle S. Raun

Florida News

Florida is wrapping up a fairly successful year of agricultural production. Almost every crop, including citrus, sugarcane and many of the vegetables, yielded more than any previous year. Prices were average to good. For those of you somewhat unfamiliar with the agriculture of central and south Florida, we have 450,000 acres of vegetables consisting mainly of sweet corn, staked tomatoes, green peppers, and watermelons.

by Charlie and Madeline Mellinger

TELL YOUR SIDE OF THE STORY

Four additional NAICC members sent in their responses this month. They are Doug Henry, Lee Hutchins, B.B. Singh, and Dan L. Thompson. Their random responses are listed below.

Why are you a member of NAICC?

To achieve professional development, maintain high standards of work ethics and keep current with the new developments in consulting through mutual interaction at the meetings.

- 1) To be able to exchange ideas with fellow professionals.
- 2) To be part of a group that speaks for the profession.
- 3) To feel more professional.

I feel that being a member of NAICC gives me a chance to meet other consultants from around the country thereby broadening my knowledge and finding new friends in our line of business. I should be able to learn by being a member.

It is important for any industry to have an association of members to deal with common problems and exchange information regarding their profession. Input from other states regarding similar crops may provide useful information that can be utilized in another area.

What has the NAICC done for you since you have become a member?

National exposure of our profession. In a few cases it helped as a proud professional when appearing as an expert witness in court.

Given me the opportunity to meet

consultants from other parts of the farming areas and share different ideas.

Allowed me to meet some very fine consultants.

It has given me an idea of what kind of people are involved and what type of services they provide. It has informed me as to what crops are grown in various areas throughout the United States, some of which are not common knowledge.

IN THE NEWS

This month was an excellent one for positive public relations for the NAICC, there were several articles featuring our members.

The May, 1989 issue of Cotton Farming printed an article that highlighted planting cotton flat instead of on beds. There was a quote in the article by A.L. Lachney, a Louisiana producer, that bears repeating. "As much as I think I know about planting cotton, I also know that new production techniques and chemicals have been developed over the last eight years. Grady Coburn is on top of all of it. Why worry myself when I can rely on him? The amount of money we save in herbicide and insecticide costs, plus the additional cotton yields we make, more than pay for his services. I would not even attempt to farm cotton without hiring a consultant."



Announcing

IN THE NEWS (cont.)

The May, 1989 issue of Ag Consultant Magazine contained an article entitled "Tissue Testing's New Role." W.M. McLawhorn, Jr. emphasized the importance of a year-round crop management system which incorporates tissue testing as a routine management tool instead of just for trouble-shooting.

David Wilde was quoted in the April, 1989 issue of Rice Farming. David discussed the problem of sheath blight (Rhizoctonia Solani) in the upper Gulf Coast. His concern is if sheath blight can be seed transmitted and if seed treatment will help control it.

Another one of our members received praise recently. The April, 1989 issue of Cotton Farming featured Kermit Harton, Jr. a producer from El Campo, TX. His comments included "The best thing I ever did was hiring Reed Green." He gives Reed much of the credit for increasing yields from one and one fourth bales per acre before 1986, to two and one fourth bales per acre last year.

Dan Bradshaw was featured in the April 23, 1989 Texas Agriculture Farm Bureau Magazine. Dan did a super job of communicating the role of the independent crop consultant. He emphasized the importance of using a large variety of information to give meaningful advice.

The *Ask The Consultant* column in the May/June, 1989 issue of the Dealer Progress Magazine featured Randy Van Haren. Randy did an excellent job answering the question "*Is A Nematode Assay Worthwhile?*"

There was a picture on page 21 of the May, 1989 issue of Agrichemical Age showing David Wilde presenting a \$5000 endowment check to T.R. Greathouse from Texas A&M University to fund scholarships. The funds came from the Texas Association of Agricultural Consultants (TAAC). The TAAC presented the funds to honor Patricia M. Nemec who donated hundreds of hours to the TAAC in its formative years.

Welcome

NEW MEMBERS

Mr. James L. Chandler
Elanco Products Company
3901 86th St., Suite 230
Indianapolis, IN 46268
Office Phone: 1-317-276-2480
Membership Type: Sustaining

Mr. Karl J. Czymmek
Agricultural Consulting Services, Inc.
139 Caroline St.
Rochester, NY 14620
Home Phone: 1-716-889-9370
Membership Type: Voting
Services Offered: Soil fertility and pest management consulting.

Mr. Earl Hartzfeld
Ciba-Geigy Corporation
P.O. Box 18300
Greensboro, NC 27419
Office Phone: 1-919-292-7100
Membership Type: Sustaining

Mr. Leo A. MacDonald
Neogen Corporation
620 Leshler Place
Lansing, MI 48912
Office Phone: 1-517-372-9200
Membership Type: Sustaining

NEW MEMBERS (cont.)

Mr. Perry M. Petersen
Agri-Growth Research, Inc.
1811 Brookside Drive
Albert Lea, MN 56007
Office Phone: 1-507-889-4371
Home Phone: 1-507-377-3546
Membership Type: Voting
Services Offered: Agronomic consulting,
soil test evaluations, diagnosis of
problems, contract research, training,
regulation/compliance assistance.
Crops: Corn, soybeans, milo, wheat,
small grains, alfalfa.

Mr. Kyle Rushing
Gustafson
P.O. Box 660065
Dallas, TX 75266-0065
Office Phone: 1-214-985-8877
Membership Type: Sustaining

Mr. David A. Willis
Agassiz Crop Management, Inc.
Route 5, Box 126A
Thief River Falls, MN 56701
Office Phone: 1-218-681-6970
Home Phone: 1-218-681-6970
Membership Type: Voting
Services Offered: Field inspections,
pest control recommendations, soil
testing, fertility recommendations.
Crops: Sugarbeets, potatoes, wheat,
barley, edible beans, soybeans, misc.

Mr. John G. Witherspoon
Agra Management Company
Rt. 2
Norfolk, NE 68701
Office Phone: 1-402-371-1697
Home Phone: 1-402-371-1697
Membership Type: Voting
Services Offered: Irrigation
scheduling, fertilizer recommendations,
pest management, chemical calibration.

CHANGE FROM PROVISIONAL TO VOTING

Mr. Dan L. Thompson
Skylens Aerial Photography
P.O. Box 2964 C.S.
Pullman, WA 99163
Office Phone: 1-509-547-3838
Home Phone: 1-509-332-4587
Services Offered: Acquisition and
interpretation of aerial photographs,
pest management consulting.
Crops: Potatoes, wheat, corn, orchard,
vineyard, asparagus, peas, beans,
alfalfa.

Mr. Kevin Turnblad
Centrol, Inc.
RR1, Box 15
Morris, MN 56267
Office Phone: 1-612-589-4293
Home Phone: 1-612-589-4293
Services Offered: Provide fertility
management, agronomic crop planning,
field monitoring, field history record
keeping, and consulting to growers in
West Central Minnesota.
Crops: Wheat, barley, corn, soybean,
alfalfa, sugarbeets edible bean.

1989 NAICC DIRECTORY

The 1989 NAICC Directories were mailed out directly from the printer. This mailing process enabled us to use bulk rate postage thus saving substantially on expenses. If you did not receive yours yet please let Garry Raymond know and he will be happy to mail you one.

CONVENTION SPONSORS

We are looking for sponsors to help defray some of the convention expenses. A free exhibit space and registration (\$500 value) will be given to sponsors who donate \$1000 or more!

DEMOGRAPHIC SURVEY

There were 105 surveys mailed out to all Voting Members. 62 surveys were completed equaling a 59% return rate. The last issue of the newsletter reported on questions 1 through 3.

4. If scouting: Check items scouted for

55 insects	24 irrigation
48 weeds	41 fertility
52 diseases	23 harvest schedule
30 nematodes	8 other

5. Crops worked with: Enter approximate acres

Crop	# of consultants	Total	Ave.
----	-----	-----	----
alfalfa	15	47,380	3,159
wheat	23	76,309	3,318
other forage	2	9,000	4,500
rice	4	3,150	788
corn	32	438,565	13,705
other small grain	6	9,602	1,600
milo	11	19,000	1,727
other course grain	5	1,000	200
sunflowers	2	2,050	1,025
rape	1	500	500
soybeans	16	102,850	6,428
other field beans	5	3,900	780
vegetables	19	103,922	5,470
sugar cane	7	74,400	10,629
fruits, small berries	2	505	253
sugar beets	4	2,700	675
cotton	9	41,320	4,591
seed crops	6	35,000	5,833
turf	5	5,500	1,100
orchards, pome and soft	5	9,095	1,819
vineyards	1	2	2
flowers	2	95,095	47,548
other	7	16,300	2,329

total acres	1,097,145
represented by	
survey responses	

DEMOGRAPHIC SURVEY (cont.)

6. Employees: Enter number

	total	ave.
	-----	-----
full time management and specialists	30	4
full time secretarial	23.5	2.6
full time lab tech. or similar	55.5	4.6
other full time	7	1
part time specialists	31	2
part time secretarial	17	1.2
part time lab tech. or similar	24	2.2
summer scouts	166	4.3
other part time	7	2

Total full time 196

Total part time 275

7. Payment by clients:

	low	high	ave.
	---	----	----
by the acre	\$1	\$100	\$9.35
by the hour	\$20	\$250	\$40.48

The remainder of the responses for question 7 were insufficient to generate any meaningful data.

8. Business growth: Last three years

- 2 increasing by 50% or more each year
- 2 increasing by 25-50% per year
- 24 increasing by 10-25% per year
- 19 staying the same - slight increase
- 3 staying the same - slight decrease
- 1 decreasing

9. Your age

- 1 20-30 yrs.
- 1 30-40 yrs.
- 20 40-50 yrs.
- 9 50-60 yrs.
- 9 60+ yrs.

10. Years in business

- 1 0-5 yrs.
- 1 5-10 yrs.
- 18 10-15 yrs.
- 8 15-20 yrs.
- 11 20+ yrs.

11. Educational Level

- 19 BS/BA
- 23 MS/MA
- 21 Ph.D.
- 0 Other

DEMOGRAPHIC SURVEY (cont.)

12. In your geographic area is consulting:

36 increasing 4 decreasing 23 about constant

13. In your geographic area is retail product salesmen field service:

17 increasing 17 decreasing 28 about constant

		Yes	No
14. Are you being paid enough?		27	32
Should you charge more?		42	13
Could you charge more?		41	13

15. What is your hourly sales dollar return from:

Scouts	Management/Spec.	Lab. Technicians
8 <\$10/hr	5 <\$10/hr	2 <\$10/hr
10 \$10-15/hr	4 \$10-15/hr	3 \$10-15/hr
7 \$15-20/hr	5 \$15-20/hr	5 \$15-20/hr
2 \$20-25/hr	3 \$20-25/hr	0 \$20-25/hr
7 >\$25/hr	16 >\$25/hr	4 >\$25/hr

16. If you had it to do over (knowing what you know today and had other options) would you go into consulting?

49 yes 7 no

17. Would you like NAIICC to establish an Information Source where you can obtain information on research equipment and techniques?

33 yes 15 no

18. If you answered yes to above question, would you be willing to contribute with names and addresses of sources?

28 yes 5 no

19. Should full voting membership be extended to industry, research, and extension personnel who are doing private consulting?

7 yes 51 no

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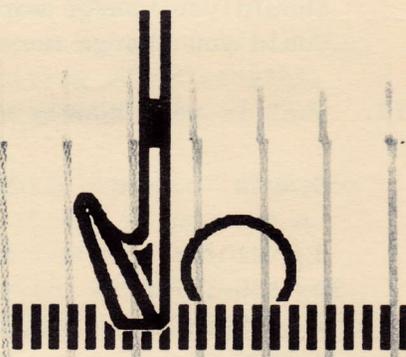
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National Alliance of
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