



# NAICC NEWSLETTER

Vol. 3 No. 12

December 1989

## PRESIDENT'S MESSAGE

My original, end of the year, 'good times are just ahead', newsletter is just destined not to be. Shortly after the meeting last month, I jotted down a few observations on some of the changes that we are seeing in agriculture. What a chance to get ahead, right at the start, on the old monthly newsletter game. I had planned to say some really profound things on the future of our profession and NAICC. Things that you might expect a newly elected president to say at a special time like this. Things like "We are only days away from the last decade in this century. The 21st. century looms ahead." My plans were to tell you how much of an impact NAICC and independent crop consultants have had this past decade. I had planned to say how well prepared we are because of the ground work that has been already done, for the new decade ahead. But things are just happening too fast. You will just have to use your memory and imagination to fill in all those details.

What a great way to start a new year! Recent events are more pressing and keep happening faster than we can report to you. At the same time, however they illustrate the point better than all the facts and comments that I originally planned to use. Here are concerns that need our immediate and constant attention; just keep in mind these key points that have been discussed several times lately. Be aware that the professional development, certification, and educational programs are of high priority in NAICC. The REAP program has created great interest in many other disciplines and societies in addition to NAICC. These are all very important developments in the long term outlook for our profession. We have a lot of things going for us. We are gaining a lot of recognition, probably much more than we realize.

A few weeks ago, I received a proposal,

Alternative Systems for Achieving Chemical Use Reduction With Emphasis on Environmental Cross-Compliance. This proposal is intended by its proponents to be a part of the 1990 farm bill. It would give incentive to farmers for chemical (both pesticide and fertilizers) use reduction. This plan would tie the farm payment benefits to these practices. One of the methods proposed to arrive at this was be encouraging the use of "Integrated Environmental Management." One alternative of this proposal, would require "that farmers file an acceptable environmental management plan as an extension of the conservation plan concept."

This program is oriented towards extension structured and administered programs. One of the proposals that would most directly effect NAICC members was that "field monitoring would be done, as prescribed, by farmers and independent operators or by private consultants trained and certified by Extension."

As you can see, this proposal would have widespread and possible long term effects on our practice as independent crop consultants. We feel that NAICC must put together an alternative option based on our own developing certification program under the general guidelines and concept of REAP.

To further confirm that is definitely a serious matter today's mail (Dec. 8), brought a copy of New ACP Practice-Integrated Crop Management from USDA. This program is one of ASCS cost share assistance to "encourage producers to adopt Integrated Pest Management (IPM)." In addition a "special practice, SP 53, Integrated Crop Management (ICM) has been developed for limited use." The ICM program is set up to demonstrate "the use of crop management practices, that seek to minimize the amount of pesticides and nutrients used on the farm while maintaining farm income."

Proposed Farm Bill Add-On suggests extension should certify independent crop consultants.

## PRESIDENT'S MESSAGE (cont.)

Under the guideline "ICM farming systems will be prescribed in writing by ES, SCS, or a private consultant for the producer." This is planned "as a demonstration practice, (and) will be limited to a maximum of 5 counties per state and 20 farms per county."

Education, training and other requirements are outlined for consultants to be "certified by STA as having the necessary skills to implement the program." A qualification of particular interest was that "Private consultants that are affiliated or have a vested interest with sales of agricultural chemicals or agricultural products, that could derive some financial gain from the practice, will not be certified."

Cost-share participation was outlined for "up to 75 percent of the cost not to exceed:

1. \$7.00 per acre for small grains, forage, hay and row crops.
2. \$14.00 per acre for vegetables, berries, orchards, vineyards, or other specialty crops produced on fields."

As you can see, from these few excerpts, there are many areas where NAICC should have input on both of these matters. I will be calling on many of you to assist in these and equally important matters that come up during the year. These two recent developments point out the critical role that those in government see that independent crop consultants will play in agriculture of the future.

This is further emphasized by the important part that crop consultants are being called on to play in the

### ALTERNATIVE

AGRICULTURE report. Many in government realize that the efficient, use of farm production inputs can achieve many of their desired results without serious disruptions of our farm production system. We are on the right track and others are starting to recognize this fact.

**USDA Crop Share Program would require participation with a certified crop consultant, ES or SCS.**

The education program is going very well. We have had an enthusiastic, positive response from some key people active in foundation funding. They see the merits and great possibilities in our plan for an education plan proposal for agricultural universities. They agree that the current programs are not sufficient to train the ag practitioners needed for the future. They see that NAICC can play a key role in designing the kind of training program needed. In addition, we are making excellent progress in certification and the education program.

The challenge to NAICC members is to make sure that non-members are made aware of

what is happening in and to our profession. It is critical that they become members of NAICC and provide their input and support on these and many other activities in which NAICC is playing a leadership role. State organizations must also be encouraged to be active and show their support by sustaining memberships. Members are also encouraged to support the education program initiative. This is an extremely important area for now and even more important for the future. It is an area in which the members feel that they themselves should show their support. Please make whatever contribution you can when you pay your membership dues. It is critically important that we support this effort and maintain our independence.

There is much work to be done. Much of it must be in the government and in other areas that we have not spent much effort on in the past. Now is the time for us to have an impact in these areas. It will require a commitment of time and money. There is no choice but that we make our voice

heard. To do otherwise will be to allow ourselves and our profession to be directed by outsiders who do not understand or worse yet who only want to dominate our profession.

We can't let that happen. We must

## PRESIDENT'S MESSAGE (cont.)

continue to work and put our efforts into determining our own destiny. We must continue our efforts to bring all independent crop consultants together. By doing we can insure that NAICC will be an even more effective and powerful "Voice of the Professional Crop Consultant."

Dan E. Bradshaw, CPAg/CS  
NAICC President

**Our Challenge: You and I must voice our opinions or others will decide our profession's status and destiny!**

## EDUCATIONAL FUND

President Dan Bradshaw highlighted in his message above the importance of the newly established NAICC Educational Fund. The NAICC Board of Directors would like to encourage you to contribute to the NAICC Educational Fund. The categories are:

Any Amount	- Sponsor
\$100 - \$199	- Patron
\$200 - \$499	- Benefactor
\$500 or more	- Grand Benefactor

Contributions can be forwarded to Harold C. Lambert. Education Fund updates will appear in future newsletters. Thank you for your support.

## NEW MEMBERS

Roger A. Didriksen, M.S. (ARPE) CPAg  
Voting Member  
Agronomic Evaluations  
HCR4, Box 1491  
Reeds Springs, MO 65737  
Office 417-338-5340 Home 417-338-5340  
Began business 1986 (Retired - Shell Ag. Chem. Co.)  
Services: Complaint handling - Teaching  
Crops: Row crops - corn, soybeans, wheat, milo.

*Welcome*

John R. Miller  
Academic Member  
Agricultural Consulting Services, Inc.  
1209 Chaffee Rd.  
Arcade, NY 14009  
Office 1-716-473-1100 Home 1-716-457-3417  
Services: Fertility, IPM, Glucose/Sucrose testing.  
Crops: Small Grains, potatoes, tomatoes, corn, alfalfa, forage.

## Las Vegas Convention - Big Success

by Paul Groneberg,  
CENTROL, Inc.

The quality program together with the highest attendance to date gave the 1989 NAICC Convention a special flavor. The growth of the NAICC along with the greater participation of members directly reflects the direction of the crop consulting profession.

A critical issue for consultants across the country is the certification of crop consultants. Many ideas were shared from University and the chemical industry viewpoints. Eight state representatives also gave brief presentations on the stage of certification and licensing in their states. REAP (Registry of Environmental and Agricultural Professionals) was also discussed. These sessions were valuable to those of us that can be proactive in developing certification alternatives in our own states.

The business of consulting is growing. This

## Big Success (cont.)

creates challenging business management decisions. Sessions that helped address these challenges were Master Business Planning, Benefit Packaging, Retaining Quality People, Pricing Services and Managing your Cash Flow. In addition to these excellent seminars, there were opportunities for discussion with other consultants.

Other issues that impact every consultant are LISA, Government Regulations, Ground Water Legislation and Biotechnology. We were given ideas on how these issues affect our businesses and our clients. Each of us needs to know how these factors fit into our clients management plan.

The profession of consulting is challenged on a daily basis. Michael Jackson with the opening address and Scott McKain as the banquet guest speaker, both gave thought provoking ideas on how to deal with the challenges that each of us face. One of the main tools available to each of us is the network of the NAICC that broadens our horizons. This makes each of us a better person, more professional and a more progressive business person.

## NAICC ANNUAL MEETING RECAP: Attendees' Survey Results

by Robert E. Ascheman  
Ascheman Associates Consulting

1. Why did you go?
2. What's in it for you?
3. What benefits did you receive?
4. Why do you go year after year?
5. How did the 1989 meeting compare with previous meetings?
6. What was the most important thing you took home from the meeting?

These questions were asked of several consultants that attended the 1989 Annual NAICC Meeting in Las Vegas. Their responses included a wide range of items as follows: (edited, editorialized & not necessarily all direct responses to the questions asked)

1. Why do I go and keep going? To share ideas, meet old friends, renew acquaintances & make new ones.

2. My main reason for going is to develop a network with other consultants. I like to compare notes with other consultants about how they operate and how they handle problems and avoid them. I keep going back because we always seem to have new problems.

3. I thought the program was particularly good this year. (Topics are discussed elsewhere in this newsletter.) There were several topics that I was fairly well informed about previously, but this was an opportunity to see if I really was current on issues and new technology. The panel discussions were an opportunity to hear opinions and ideas from several diverse sources. These often provide the germ of an idea that has a different application in our area and are the topics of discussions in the halls between and after the meetings. I find out at the meetings who is using or is interested in new products, new techniques, new concepts, and new approaches to problems and I can often adapt them to my consulting practice.

4. It looks to me like certification is going to become an issue in our state before long and I'm happy to see the NAICC take the lead in developing the ground rules. There is strength in numbers.

5. It does cost a fair amount for registration and travel and lodging but the benefits far exceed the cost. Ever since I've been coming to these meetings, I've always come away with at least one good idea that I can attribute to NAICC. Seeing what the guys in the other parts of the country are doing (sometimes good and sometimes bad) helps me to keep from making the same mistakes and to pick up on their good ideas to apply in my business.

6. I came home with a feeling that the NAICC, like most other teenagers, has reached a rapid growth stage. The very substantial growth in NAICC membership and attendance at the annual meeting now

## Attendees' Survey Results (cont.)

makes it possible to have a first-class program and to have some substantial influence on industry, academia, government and the future of our profession. It's a pleasant feeling to see so much cooperative effort in the committee meetings and a hard-working and aggressive Executive Board taking action and getting things done. The membership now appears to be ready to support it's professional organization, the NAICC, with dollars as well as time. In addition, there is a solid commitment to independence, high ethical standards and professionalism in crop consulting. It's nice to be part of a dynamic, growing, and productive organization that is rapidly "growing-up".

If you did not attend the 1989 meeting consider seriously what you missed, and then, make a New Year's resolution to attend the next annual meeting in Orlando, Florida, in November, 1990.

## 1989 CONVENTION TAPES AND PROCEEDINGS

Enclosed in this newsletter is an order form for convention cassette tapes. Proceedings are still available for \$20 with the 3-ring binder or \$15 without the binder.

## INTERIM RELEASE OF THE NATIONAL PESTICIDE SURVEY

The Environmental Protection Agency has released findings of the first 295 drinking water wells sampled in the NPS. These findings show that 6 of the 180 community water systems wells sampled showed some level of pesticide residues and 79 wells showed some level of nitrate residues. None of the finding in community wells were above Health Advisory Levels (HALs) or Maximum Contaminant Levels (MCLs) established by EPA. Nine of the 115 domestic wells sampled showed some level of pesticide residues and 66 contained nitrate residues. Three pesticide findings in domestic wells were above HALs and 8 were above the MCL of 10

ppm for nitrates.

In releasing the information, EPA cautioned that the NPS is designed to provide nationwide estimates of pesticide occurrence in drinking water wells. Such estimates will only be possible once all wells are sampled and the results extrapolated to all wells nationally using the statistical design of the NPS. Any interpretation or other use of these preliminary results would be incorrect and misleading.

For further information on the National Pesticide Survey, please contact:

Jeanne Briskin, Director  
National Pesticide Survey  
Office of Drinking Water (WH-550)  
U.S. Environmental Protection Agency  
401 M Street, S.W.  
Washington, DC 20460

Submitted by,  
Madeline Mellinger, President Elect  
Glades Crop Care, Inc.

## EBDC UPDATE

The EPA's December 4 announcement that it plans to cancel certain registrations of the EBDC fungicides for most food product uses and some homeowner and industrial uses will be very costly to the produce industry and consumers. Several months ago the four major registrants of EBDC's voluntarily removed 42 crop uses from their labels, retaining 13 uses. The EPA announcement agreed with the 42 crops and added tomatoes, potatoes, and grapes. Crop uses retained by EPA's proposal are sweet corn, figs, asparagus, peanuts, almonds, sugar beets, onions, wheat, grapes and cranberries.

Although in EPA's Press Release, William Rielly, the Administrator of EPA stated "EPA believes that the dietary risk to consumers from the EBDC pesticide may be much lower than the available data indicate. We have some federal and state monitoring data, though limited which clearly show that the EBDC pesticides are present at relatively low levels by the time the treated crops reach the

## EBDC UPDATE (cont.)

marketplace." Even though a number of produce industry groups urged EPA to wait for the extensive market basket survey underway, Rielly went ahead with his announcements including telling people "Don't stop eating those healthy fruits and vegetables."

The food use cancellations will not be finalized until spring 1991. Meanwhile, the market basket survey data will have been collected and analyzed by EPA. A hope is, based on the preliminary market basket data showing no to extremely little residue on the fruits and vegetables, EPA will not cancel the uses.

In our home state of Florida 331 commodities are grown all falling into the minor crop categories. The loss of the EBDC's, the broadest label fungicide available, will be a devastating blow to our fungal and bacterial disease control programs.

Food safety is paramount but so is rational thinking and quality science.

H. Charles Mellinger, Ph.D.  
Glades Crop Care, Inc.

## IN THE NEWS

NAICC member Bill Nissen, Nissen Crop Advisory Service appeared in a feature article in the Mason City, Iowa "Globe Gazette", September 17, 1989. The article was entitled "Farm-taught ag advisor is tops in field" and was written by Kevin Baskins. The author did a fine job highlighting Bill's career as a crop consultant. One of his customers was Walter Boehlje of Sheffield whose farm became the famous 'Mickey Mouse' field last summer. Bill began his crop consulting business in 1975 and retired this last September. He is currently working on a book about the last 50 years in farming. Good luck Bill!

The November/December 1989 issue of Dealer Progress Magazine highlighted the

growth of the NAICC in the "Across State Lines" column. James Ladlie, Agri-Growth Research, Inc. was quoted, "The growth indicates an understanding on the part of professional crop consultants that they must work together to achieve common goals." Jim also mentioned the certification project for agricultural practitioners.

The December 1989 issue of Agronomy News listed the 1989 inductees into the Ag Consultant Magazine's Crop Professionals Hall of Fame. NAICC member Madeline Mellinger, Glades Crop Care, Inc. was selected to join these prestigious ranks this year.

## CONFERENCE CALENDAR

### PRELIMINARY CONFERENCE ANNOUNCEMENT

Plans are being finalized for the North Central Regional Water Quality Conference scheduled for April 23 - 25, 1990. The conference will be held at the Clarion Hotel in St. Louis, Missouri. The sessions will address the issues of assessing agricultural impacts on water quality and identifying preventive actions to reduce impacts. For more information contact:

Gary Jackson  
Environmental Resources Center  
Room 216 Agriculture Hall  
1450 Linden Drive  
Madison, WI., 53706  
(608) 262-1916

## DUES

NAICC dues invoices have been mailed to all members who haven't paid their 1990 dues. Please pay dues by February 1, 1990, to be included in the 1990 NAICC Directory.

Dues should be sent to:

Harold C. Lambert  
NAICC Treasurer  
P.O. Box 947  
Innis, LA, 70747

If you did not receive your invoice please give the NAICC office a call at 708-739-1017.

## MEMBERSHIP REPORT

Membership report - Following our successful convention; membership applications have continued to come in during November and December. However, each of you as NAICC members can continue to participate in the 1990 Alliance Builders Campaign (A.B.C.).

Enclosed is an A.B.C. identification sheet to record and return to our Executive Vice President for names that you intend to follow-up on or would like information materials sent to.

In 1989, special recognition and awards were given A.B.C. participants, and those initiating the membership of 3 additional individuals.

Recall that the one time application fee is \$25, and the annual dues are \$150 for voting and provisional, and \$100 for affiliate and academic. Only \$10 for student. Lets all strive to also increase student memberships, and promote crop consulting as a profession among these young agriculturalists in training.

submitted by,  
Don Jameson, Membership Chairperson  
AGRIMANAGEMENT

## BOARD MEETINGS

The NAICC Board of Directors is planning a conference call for Sunday, December 17, 1989. The first meeting for 1990 is scheduled for January 26 - 28 in Austin, TX. Members who have input for the board meeting should contact Dan Bradshaw or Garry Raymond.

## NEW NUMBERS

The NAICC office now has its own dedicated telephone line. The new number is 708-739-1017. A FAX machine has also been installed and the FAX number is 708-739-1018.

## SPREADING THE WORD

The NAICC will be included in the American Farm Bureau Federation's "Farm/Ranch Expo, 90" on January 6-9, 1990, in Orlando FL. The NAICC has been invited to participate with the Boeing Aerospace Division Exhibit. **Madeline Mellinger** has volunteered to represent the NAICC by being on site to disseminate information and answer questions.

## ISSUES FOR THE 90's

Garry Raymond has been asked to represent the NAICC at the "Agricultural Issues for the 1990's" Forum sponsored by IMC Fertilizer, Inc. to be held in Tampa, FL on January 23-25, 1990. Topics Include: Productivity is the Solution, Agriculture's Role in Global Trade, Scientific Perspective of Food Safety, Agriculture's Environment...Risk Perceptions, U.S. Agriculture...The Public Image, The new Farm Bill, Government Regulations - A Federal Perspective, Government Regulations - A Local Perspective, LISA...The Way to Grow?, Sustainability in Agriculture, Nitrogen...A Perspective, Media Challenges, Information Transfer Strategies, and Agriculture is the Solution Not the Problem. The forum promises to be informative and timely. Members who wish to provide input or to request information on a particular topic should give Garry a call at 708-739-1017.

## SEEKING MEMBERSHIP INPUT

1990 promises to be a very active year for the NAICC. There are many issues looming on the horizon which will demand important decisions from the NAICC Board of Directors. The Board, in order to properly represent the views of the membership, is requesting that all members make their opinions and recommendations known. Also, members wishing to serve on a particular committee should also make their preferences known. Please feel free to contact Dan Bradshaw and provide him with your input. With your support, 1990 will be the best year yet for the NAICC!

## 1990 NAICC OFFICERS

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Mr. Harold C. Lambert  
Treasurer  
Lambert Ag. Consulting  
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504-492-2790

Dr. James S. Ladlie  
Past President  
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Exec. Vice President  
NAICC  
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708-739-1017  
FAX 708-739-1018

## NEXT ISSUE TOPICS

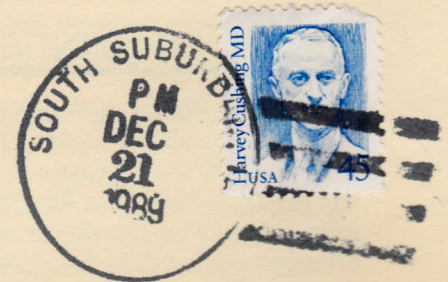
Pledge Update  
Highlights of the  
Board of Directors  
Conference Call  
New Members  
In The News  
Deanna Marquart  
Activity Review  
Announcements

**The NAICC  
Board of  
Directors  
wishes you and  
your family a  
very Merry  
Christmas and  
a Happy New  
Year!**

National Alliance of  
Independent Crop  
Consultants



401 Liberty Drive  
Bolingbrook, IL 60439





1989 NAICC Convention Tapes  
Order Form

Number ordered

A Challenge to Grow - Michael A. Jackson \_\_\_\_\_  
Professionalism and Certification - Dan E. Bradshaw \_\_\_\_\_  
Contract Research - Ellsworth Stewart \_\_\_\_\_  
Master Business Planning - Robert Love \_\_\_\_\_  
Managing Your Cash Flow and Labor Needs - Steve Hofing \_\_\_\_\_  
LISA and Biotechnology: Are They Compatible? - Marlin Edwards \_\_\_\_\_  
Open discussion on activities occurring in state organizations  
and other items of concern to NAICC membership - Harold Lambert \_\_\_\_\_  
Strategies for Attracting and Retaining Quality People and Ideas  
on Benefit Packages - Robert Love \_\_\_\_\_  
True Cost of Doing Business and Pricing of Services - Brett Hall \_\_\_\_\_  
Impact of Government Regulations, Policies, Ground Water and  
Endangered Species on our Customers - Elin Miller \_\_\_\_\_  
The Celebration of Change - Jolene Brown  
and \_\_\_\_\_  
Closing Remarks - Dan E. Bradshaw \_\_\_\_\_

Total number of selections ordered \_\_\_\_\_

Prices

Amount enclosed \_\_\_\_\_

\$7.50 per selection  
\$6.00 per selection if 8 or more are ordered  
Prices include shipping and handling

Ship to:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Make check payable to NAICC and send  
with this order form to:

NAICC  
401 Liberty Drive  
Bolingbrook, IL 60439  
ATTN: Garry Raymond