



NAICC NEWSLETTER

Vol. 4 No. 4

The National Alliance of Independent Crop Consultants

April 1990

"The Voice of the Professional Crop Consultant"

The Marquart Report

Deanna's working for the NAICC

On April 24, in Washington, D.C. the Board on Agriculture (BA), National Academy of Sciences, will hold its third annual meeting with professional societies related to agriculture. Charles M. Benbrook, BA Executive Director, has invited Dan Bradshaw not only to represent NAICC at the meeting but to present to the Board "matters of concern to NAICC."

"Being invited to participate in this conference as a presenter would strengthen our image..."

Deanna Marquart is preparing hand-out materials for NAICC's presentation. In addition to explaining that NAICC represents a sector of the agricultural economy that traditionally has been overlooked -- namely, the independent, private professionals -- the hand-outs will include NAICC's recommendations regarding:

-- The role the Board on Agriculture can play in promoting NAICC's participation in governmental decisions affecting agricultural policy, including decisions that tend to undermine either farm profitability or environmental quality directly related to agricultural practice, or both;

-- Proposals for amending the 1990 Farm Bill to favor the ability of independent agricultural professionals to function as private sector specialists in integrated, applied agricultural systems -- to the benefit of their farmer clients, the environment, and consumers; and

-- A request that the Board on Agriculture include NAICC as a presenter at the "National Policy Conference to Encourage Innovation in Undergraduate and Professional Education for Agriculture, Food, and Natural Resources." This conference is to be jointly sponsored by BA and USDA and will be held in Washington D.C. on January 7-8, 1991. Being invited to participate in this conference as a presenter would strengthen our image of "worthiness" in the eyes of foundations that are the targets of our grant-seeking efforts.

Deanna also is finalizing the paper she and Dan Bradshaw co-authored to propose multidisciplinary education for advanced degrees in plant health. The paper will be ready to distribute to members of the Board of Agriculture as well as to U.S. Representatives and Senators who will be visited by the NAICC Steering Committee members during the week of April 23.

President's Message

Dan Bradshaw, CPAg/CS

Spring is here, agriculture is alive with activity. Soil being tilled, fertilizer being applied, seed planted, Farm Bill is being written. The final outcome of all remains to be seen.

NAICC is trying to safeguard the future of our profession by providing input into the legislative process just as all of us, as individuals, are preparing our clients to plant their crops. Our obstacles as individual consultants are weather and crop pests, which are absorbing matters indeed. But we must not let our preoccupation with the critical on-farm issues blind us to equally critical concerns in Washington.

We cannot lose sight of the fact that many other groups are lobbying hard for a Farm Bill, and their vision for the future of agriculture is quite different from ours. If we relax our vigilance now, it will be tantamount to allowing inexperienced personnel to order the seed, drive the tractor, and set the planter.

We can and must provide our realistic, informed and concerned perspective to members of Congress as they ponder this important legislation. Fortunately, we have more and more opportunities to do so. The Board on Agriculture has invited Deanna Marquart and me to provide input on the educational system in agriculture and the long term plans for our profession. (See Marquart Report)

Madeline Mellinger and John Kimbrough will accompany me to Washington, D.C. and help get our message on these matters across to as many policy makers as possible.

The results of past efforts are beginning to appear. Significant changes have been made in the most recent directive from ASCS on SP53. Independent crop consultants have been given fair and realistic treatment as the situation has been brought to the attention of those in charge of the project.

"...we must not let our preoccupation with the critical on-farm issues blind us to equally critical concerns in Washington."

The education project gained much acceptance and support. I could not have imagined that we could have come this far in this short time. Much credit must be given to Deanna Marquart for her ability to put together a cohesive plan, and to our members who have provided essential assistance. This plan will be the cornerstone

(Cont. next page)

President's Message (cont.)

around which our profession will be built, and we need continued financial support to foster its development.

Many people have worked for years to bring us to this critical juncture for our profession. We have attained recognition for crop consulting that has been the dream of many of our charter members. With this recognition comes opportunities to impact the success of our clients and our profession, and of the U.S. agricultural system.

Those opportunities are accompanied by heavy responsibilities. It takes time, telephone calls, and travel to get our ideas and beliefs across to policy makers and possible grant funders. It is impossible for me to convey to you the importance that your Board places on what the NAICC is doing. The burden will be light if it is shared. Please get involved.

NAICC Board of Directors Meeting

March 30 - April 1, 1990

El Campo, Texas

Members Present Included: Dan Bradshaw, Madeline Mellinger, Richard Wildman, Harold Lambert, James Ladlie, and Garry Raymond

Treasurer's Report

The board discussed the current financial status of the organization: 3/20/90 statement showed \$25,420.48 in year to date income, \$19,450.67 in year to date expenses, net income of \$5,969.81. It was agreed that additional income will be needed to fully fund all planned projects and activities of the 1990 Budget year.

Executive Vice President's Report

Garry reported that recent magazine articles have generated substantial requests for consultant referrals from growers. The 1990 Directory is at the printer and distribution will occur well ahead of last year's schedule. Additional directories will be printed for distribution as promotion for the NAICC. The following comparison of member growth was presented:

1990 Directory	Type	1989 Directory to date
135	Voting	117
0	Provisional	4
1	Honorary	1
1	Student	1
6	Academic	21
21	Affiliate	Included in Academic
27	Sustaining	18
191	TOTAL	162

1991 Convention

Garry is negotiating with the Hyatt Regency Crown Center in Kansas City for rooms and facilities. It appears to be the best available choice when considering price, facilities, and proximity to other conventions.

Steering Committee

Jim Ladlie, Chairperson, updated the board on the conference call that was conducted and the projected agenda of the steering committee:

- 1) Future direction of National Perspective of NAICC
- 2) Development of a solid financial foundation
- 3) Legislative and policy matters
- 4) Membership
- 5) Certification/REAP

It is anticipated that the steering committee will meet in the Chicago Area in May. The steering committee has been asked by the Board to pay their own travel and lodging expenses for meetings until the financial status of the organization is stronger.

1990 Convention

Program and facility planning is progressing rapidly. The board reviewed the program and found the topics to be pertinent and the speakers well qualified.

Legislative and policy matters

Dan updated the group on the REAP meeting held March 6-7 in Madison, WI. Dan, Jim, and Deanna attended as representatives of the NAICC.

On April 24-25 Dan, Madeline, John Kimbrough III, and Deanna will represent the NAICC in Washington. The Agenda for the trip includes the following:

- Meet with the Board on Agriculture and present matters of concern to NAICC members.
- Develop recognition by scientific societies by acknowledgment of the fact that the work of NAICC is more effective than the current academic system in meeting the needs of agriculture.
- Establish that we are the experts for the general public on the current state of agricultural production and plant protection.
- Maintain solid working relationship with ASCS.

The Institute of Food Technologists IPM workshop attended by Madeline and Charlie Mellinger was discussed. The IFT position paper "Achieving the Full Potential of IPM" was distributed. Comments will be summarized by Madeline and submitted to the IFT.

The Sustainable Agricultural Resources and Education Act of the 1990 Farm Bill was distributed for comment. The lack of acknowledgment of private consultants' role in the implementation of sustainable agriculture techniques will be discussed with appropriate groups and individuals in Washington.

Project Interact, a Board on Agriculture project designed to explore ways to improve the quality and relevance of undergraduate agricultural education was discussed. It will be proposed to the Board on Agriculture that NAICC present input at the Project Interact workshop in 1991.

MEMBERS IN THE NEWS

--Agrichemical Age, March, 1990. Earle Raun, Bob Ascherman, David Harms, John Obermeyer, and Garry Raymond were quoted in "*Corn Belt Consultants Gaining Ground*". Article mentions expanding niche of the consultant. NAICC Past President James Ladlie has another article in the same issue, "*Professionalism in the Age of Regulations*".

--Agri Finance, March, 1990. Bob Glodt, Jay Blair, and Virgil Jons were featured by author Ron Brunoehler in "*Wheat: Taking a bigger bite of profit*". Also, NAICC's committee chairpersons were listed in the issue's Association News column.

--Ag Consultant, March, 1990. Michael Brubaker wrote the Crop Consulting column, discussing integrated pest management, nutrient management, and public relations. Editor Judy Ferguson, in her Summing Up column, quoted NAICC President Dan Bradshaw regarding ICM and SP53.

--CPM Magazine, April, 1990. Michael Brubaker, John Klepper, and Elton Barrett were featured in the Crop Consultants columns.

--Progressive Farmer, March, 1990. NAICC President Dan Bradshaw was featured in the article "*Consultants Want Standardized Certification*".

--Farm Industry News, March, 1990. Dan Bradshaw, Y.G. Reddy, Bob Miller, Bill Craig, and James Powell were featured in "*Buying Crop Expertise Boosts Profit Potential*", by Ron Brunoehler. Ron encouraged producers to contact NAICC for assistance in locating independent crop consultants.

--Soybean Digest, March, 1990. Bill Craig and Harold Lambert were featured by Mick Lane in "*Cops For Your Crops*", in which he encouraged producers to contact NAICC for assistance in locating independent crop consultants.

--Soybean Digest, Mid-March, 1990. Father-son team of Dan and Gary Bradshaw was featured in the article "*Concrete Information on Soil Moisture*".

A WINNER

NAICC Member Selected

Congratulations to Dwayne Coulon who was a winner in Atochem's Soybean Protection Challenge contest in the consultant division. The contest was conducted to recognize innovators in the soybean industry who work to promote soybeans and prevent soybean diseases. Dwayne will receive a \$1,000 check and a plaque from Atochem North America, a company formed January 1, 1990, as the result of the merger of Pennwalt Corp., Atochem Inc., and M & T Chemicals Inc. The announcement appeared in the February 1990 issue of Sunbelt Soybeans (a supplement to Cotton Grower and Ag Consultant).

RESOURCES FOR YOUR LIBRARY

The following resources would make good additions to your library:

Full proceedings of the Agricultural Issues for the 1990's Forum, sponsored by IMC Fertilizer Inc. Contact: Dr. Sam Kincheloe, IMC Fertilizer Inc., 501 E. Lange St., Mundelein, IL 60060.

U.S. Agricultural Policy Guide. Contact: World Perspectives Policy Guides, 900 17th Street NW, Suite 508, Washington, DC 20006. Phone (202)785-3345. Cost \$55.95.

Proceedings - Sustainable Agriculture in California: A Research Symposium. Contact: University of California - Davis, Sustainable Agriculture Research and Education Program, Sacramento, CA.

1990 Farm Bill: Proposal of the Administration. Contact: Office of Publishing and Visual Communications, United States Department of Agriculture, Washington, DC 20250. Phone (202) 382-9434

SP53

Due to NAICC's influences the official wording of the SP53 document has been changed. As a matter of fact, when listing the qualified plan developers, the "private consultants" are now listed in front of CES and SCS. There have been some other modifications in the language that might impact you. If you need additional information, or wish to obtain a copy, please call your state ASCS office and ask for Notice ACP-218 dated March 28, 1990.

The NAICC NEWSLETTER is the official publication distributed monthly to members of the National Alliance of Independent Crop Consultants. Deadline for all issues is the 25th of the month preceding publication. All correspondence should be sent to:

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NEW MEMBERS

Voting

Dave Dickerson, M.Ed. (Animal Science, Soils)
Double D Crop Consultants Co.
Rt. 4 Box 211
York, NE 68467
Office 402-362-3738 Home 402-362-3738
Began business 1980
Services: General crop consulting - irrigation, pests,
planning, herbicides, fertility, etc.
Crops: Corn, soybeans, popcorn, milo.

John R. Frantom, Ph.D (Plant Pathology)
Frantom Crop Services
P.O. Box 2253
West Monroe, LA 71294
Office 318-396-3154 Home 318-396-3154
Began business 1985
Services: Insect, disease, and weed control.
Crops: Cotton, soybeans, rice.

Fred James Grant, B.S. (Agriculture)
Grant's Agri-Consulting Service
P.O. Box 361
Flora, MS 39071
Office 601-879-8718 Home 601-879-8718
Began business 1981
Services: Cotton consultant.
Crops: Cotton.

Edward E. Jones, B.S. (Business)
Jones & Sons Agri Ser. Inc.
P.O. Box 726
Rayville, LA 71269
Office 318-728-2121 Home 318-728-3006
Began business 1976
Services: Insects on cotton, laser and production on
rice.
Crops: Cotton, rice.

Reynold S. Minsky, B.S. (Horticulture)
Delta Agricultural Services, Inc.
Rt. 2, Box 420
Lake Providence, LA 71254
Office 318-559-1613 Home 318-559-1339
Began business 1954
Services: Insect & weed control.
Crops: Cotton, wheat, rice, soybean, corn, milo.

Glenn Edward Morin, B.S. (Zoology)
New England Fruit Consultants
4 Denton St. P.O. Box J
Lake Pleasant, MA 01347
Office 413-367-9578 Home 413-367-2629
Began business 1982
Services: Comprehensive crop production
consultation.
Crops: Apples, peaches, pears.

Melvin Nicholson, B.S. (Agronomy)
Nicholson Consulting
R.R. #1 Box 434
Greencastle, IN 46135
Office 317-739-6687 Home 317-739-6589
Began business 1980
Services: Soil testing & recommendations, tissue an-
alysis & recommendations, sludge testing & site test-
ing/recommendation, tillage recommendations.
Crops: Corn, soybeans, alfalfa, forages, wheat.

Rick E. Reinsch, B.S. (Agronomy)
Central States Agronomics
2616 Avenue L
Kearney, NE 68847
Office 308-234-2461 Home 308-234-5055
Began business 1986
Services: Soil fertility, irrigation scheduling, insect,
weed, disease scouting, equipment calibration, pesti-
cide recommendations.
Crops: Corn, soybeans, and sorghum.

Kevin Jay Smith, B.S. (Plant & Soil Science)
Smith Agricultural Consulting Serv.
1006 Mimosa
Idalou, TX 79329
Office 806-462-1231 or 806-762-5568
Home 806-892-3143
Began business 1983
Services: Soil & tissue testing, moisture monitoring,
insect & disease, Gossym/Comax analysis.
Crops: Cotton, sorghum, peanuts.

Jesse Young, B.S. (Agronomy)
Ray Young Insect Control
P.O. Box 86
Wisner, LA 71378
Office 318-724-7333 Home 318-724-7333
Began business 1976
Services: Soil sampling, fert. recommendations,
weed control, tillage, and insect control.
Crops: Cotton, soybeans.

Provisional

Diane Dealey Neill, M.S. (Plant Protection)
Glades Crop Care, Inc.
127 Moccasin Trail
Jupiter, FL 33458
Office 407-746-3740 Home 407-743-9645
Began business 1990
Services: Pest management consulting.
Crops: Vegetables, cane, and citrus.

Student

Charlie C. Hartwell
Univ. of Neb. at Lincoln
East Campus (Rm 243)
Lincoln, NE 68504-0915
Office 402-472-1623 Home 402-489-9466
Services: Soil sampling, fertilizer recommendations,
herbicide selection.
Crops: Corn, soybeans, alfalfa.

Sustaining

Atochem North America
Contact: William Smith
8777 Purdue Rd., Suite 210
Indianapolis, IN 46268
Office 317-875-5803 Home 815-758-7838
FAX Number 317-875-0532

**California Agricultural Production Consultants
Association**
Contact: Stan W. Strew
100 Valley Dr.
Petaluma, CA 94952
Office 707-795-0311 Home 707-795-3172
FAX Number 707-795-8099

Why should I get involved with the National Alliance of Independent Crop Consultants?

by Daney Kepple

-- THERE'S POWER IN NUMBERS

Wildfire rumors about pesticides are being spread in the consumer media today. The alar crisis convinced the mothers of America that farmers are poisoning their children with pesticides. The farmers' image changed overnight -- and not for the better. Now the infection has hit Washington. Secretary of Agriculture Clayton Yeutter made the following statement at the 1989

"The chosen weapons are leadership, sound strategy, unity, and numbers."

Soybean Expo: "I suspect the majority of next year's farm bill debate may deal with areas other than the traditional price and income support focus on past farm acts." Next year is here, and the debate has begun. What are today's buzz words? LISA. Food Safety. Groundwater Safety. Ban Pesticides. At this point, we can only imagine what's coming, but it doesn't take much imagination to guess that it's going to mean more outside intervention and less freedom to do our jobs the way we believe that they can best be done. One Mississippi farmer expresses the problem this way: "This isn't my farm any more. It's America's farm. I have to ask somebody's permission before I can even plow a field!" The situation is serious. Consultants don't have to take it lying down, but if we're going to answer our critics effectively, we have to pool our resources and speak with one voice. The NAICC can be a powerful lobbying force in Washington, but not while it has fewer than 200 members. One very effective means of combatting the rising tide of pesticide hysteria is to join the NAICC to swell the membership ranks. And you need to join for every one of your employees and associates. There's power in numbers. Individual voices, no matter how compelling the message, are rarely heard in Washington.

-- NAICC PROMOTES THE CONSULTANT'S IMAGE

In 1989, the public relations committee of NAICC was instrumental in the publication of 20 articles about the consulting profession in 12 different national magazines. More importantly, three magazines -- Agri-Finance, CPM, and Dealer Progress -- began continuing columns about the consultant's role in agriculture. The campaign was so successful, in fact, that it won a National Agrimarketing Association Merit Award. Another reason consultants have image or credibility problems is that there's no universally recognized criteria for certifying our credentials. Doctors have AMA. Lawyers have ABA. Accountants have to have a CPA. Crop consultants are just -- crop consultants. NAICC is working with other scientific groups to establish a nationally recognized certification program. Every consultant needs to understand what is being done and have a voice in the final package. The NAICC represents the consulting profession at national meetings. NAICC was at the recent National Farm

Bureau convention that attracted 10,000 farmers, Clayton Yeutter, and George Bush. NAICC's Charlie and Madeline Mellinger "manned" the booth and handed out literature on consultants from all over the country.

-- GROUP BENEFITS

One of the major benefits of membership in most professional associations is the opportunity to purchase desired items at discounts made possible by the size of the group. Insurance comes to mind immediately. Crop consultants are usually small employers, and the cost of medical and disability insurance, workers comp, etc., is staggering. Then there's liability coverage, which is a major issue in our profession. With an adequate membership base, the National Alliance can negotiate these matters far more effectively than we can do alone or as a single state organization.

-- SOURCE OF INFORMATION

Things are moving so fast, it's easy to feel overwhelmed by the amount of time it takes to stay informed. Those of you who saw the movie, "Broadcast News" probably remember the scene where Holly Hunter's character passes a whole row of newspaper stands, buys a copy of every paper, and rushes off to her room for a news binge. Today's world can turn us all into news junkies -- at the expense of more productive uses of our time and sometimes of our peace of mind. But it's dangerous not to stay informed. With an effective national organization, supported by a large and growing membership, we can afford a professional newsletter that can be trusted to keep us informed of everything that's going to affect our profession. Another excellent source of information is the program at the annual meeting. One NAICC member recalls a workshop at the 1984 meeting on pricing services. "After hearing that presentation, I went straight home and restructured my fee schedule and got religious about collections," she says. "I'm convinced that's a major reason that my firm now has three offices around the country instead of going belly up the first year. It doesn't take many experiences like that to pay your dues and finance your trip."

Remember: Information is what you have to sell.

-- NETWORKING

Much of the important business of most meetings is conducted in the halls, and the NAICC annual meeting is no exception. It is increasingly the place to see and be seen by the movers and shakers in our industry. Important alliances are forged there. Contacts are made with consultants from other areas and with members of industry. When you are a member of NAICC, you'll always have someone to call when you have a problem

***"This isn't my farm any more.
It's America's farm."***

or need information. The media war about "appropriate agriculture" will no doubt get worse before it gets better. The battle field will be the daily newspapers, the airwaves, and the halls of congress. The chosen weapons are leadership, sound strategy, unity, and numbers. The National Alliance of Independent Crop Consultants is your best available arsenal. Please get involved.

Eastern Consultants Meet

NAICC was there
by Roberta Spitko

Albany, New York was the site of a "Consultants Forum", sponsored by the DowElanco Corporation, on February 26-27, 1990. Approximately a dozen independent consultants from Maine to North Carolina attended, many of whom are NAICC members. The forum provided an excellent opportunity for eastern consultants to meet and compare notes as we are generally few in number and located in geographically separate areas.

The two days of talks focused on many current issues affecting independent consultants as well as product efficacy information.

NAICC Executive Vice President Garry Raymond was a featured guest and spoke on liability insurance and other pertinent issues. SP53 was a major topic as several eastern states including Massachusetts and New York are already implementing programs with the exclusion of any input from independent consultants in their states. Another topic discussed was the NAICC itself, with all agreeing the organization is gaining rapidly in respect and recognition. It was a great opportunity for members to canvass non-members for membership.

All attending felt the meeting was a positive experience and promoted a feeling of solidarity as consultants. Thanks to DowElanco for providing this opportunity.

NAICC Members Address WAPAC

3rd Annual Meeting
by Randy Van Haren

The Wisconsin Association of Professional Agricultural Consultants held its 3rd Annual meeting on March 14th with the NAICC's Bob Ascheman present to discuss contract research and expert witnessing. Ascheman, along with a panel of WAPAC members, including our own Jon Baldock provided a wide ranging view of the ins and outs of this topic. The more than 40 members in attendance showed a keen interest in the personal observations these consultants had in their dealings with contract research and expert witnessing. George Twohig, an Ag liability attorney added spicy coverage of what a lawyer looks for in an expert witness.

Following lunch, a discussion of SP53 insured that no one would fall asleep! Present were representatives of the state's ASCS office and University of Wisconsin Extension persons to provide answers to the questions and complaints most independent crop consultants have on this program. While the original intent of the program was to include "Qualified" crop consultants, the group was informed that due to the lack of a certification process at the present time, consultants would be left out.

The group as a whole took exception to the program's input reduction quota of 20%, indicating that the real spirit of such a program should be BMP and ICM...something that independent crop consultants have

been promoting and practicing for many years.

WAPAC voted during the business portion of the meeting to draft a letter to Peter Senn of the Wisconsin ASCS with suggestions for amendments to SP53.

The first amendment suggests that state consultant organizations be involved in the certification process. This would provide an option for consultants to be involved in the program for 1990. A Certification board of WAPAC members, university extension and ASCS personnel would review applicants.

The issue of the mandated 20% reduction in inputs was addressed by suggesting that item L. in the ICM requirements be amended to require that the program follow BMP guidelines.

The executive board of WAPAC was to meet on March 30 to discuss the SP53 program further and develop a strategy for involving independent crop consultants during the 1990 growing season.

IOWA IS OFFICIAL

New organization is formed

The Iowa Independent Crop Consultants Association has been officially formed. They adopted a constitution and by-laws (patterned after the NAICC) at a recent charter meeting. Officers for 1990 are:

Brad Buchanan - President
Jay D. Johnson - Treasurer
Robert Ascheman - Director

NAICC MEMBERS KNOW ABC'S

Campaign increases membership

To date 139 names of prospects have been submitted to the NAICC office via the Alliance Builder's Campaign. As a result, 21 new members have applied with several more applications on the way. NAICC members who submitted names are Bill Barksdale, Dan Bradshaw, John Christian, Grady Coburn, Paul Groneburg, David Harms, Don Jameson, John Kimbrough III, Harold Lambert, Madeline Mellinger, Robert Miller, Bruce Nowlin, John Obermeyer, Ray Pestle, Jr., Earle Raun, Yella Reddy, Stacy Steward, Dave Svobodny, Dick Weston, and Ray Young.

The NAICC board of directors has removed the deadline for ABC participation. You are eligible to send in your prospects to the NAICC anytime. Remember that any member who initiates 3 new memberships, by sending the names in, receives a free convention registration at Orlando this November. Dan Bradshaw, Harold Lambert, and Stacy Steward have earned a free registration.

ARI REQUESTS NAICC CONFERENCE PARTICIPATION

The NAICC has been asked to participate in a conference sponsored by the Agricultural Research Institute. Attendance has been limited to a maximum of 120 participants and the ARI has tentatively reserved two spaces for the NAICC since we are considered to be a "key-player."

The conference is entitled Bridging the Gap: The Role of Ground Water Research in Agricultural Policy Development and Implementation. The groups identified to participate include federal policy makers, state policy makers, environmental interest groups, producers, agricultural business/ commodity groups, and agricultural researchers.

The conference is scheduled for May 14-16, 1990 in the Washington, DC area. The registration is \$100 which includes several meal functions. Attendees are responsible for their own lodging and transportation costs. Are you interested? It would be advantageous for NAICC to participate. Please call Garry Raymond at 815-725-1057 right away to volunteer or to get additional information.

Pesticide Users Advisory Committee Meeting

by Earle S. Raun

The PUAC meeting was held at the Canterbury Hotel in Washington, DC February 20-22, 1990. Erick Lichtenberg of the Western Consortium for Public Health acted as "traffic director". Numerous Office of Pesticide Programs/EPA personnel visited with the Committee about various agenda items. I'll attempt to summarize the high points in this report.

Doug Campt, Director, and Jim Toughey, Senior Ag Advisor, OPP/EPA were with the Committee throughout the discussions, commenting as needed. They reported that final decision on carbofuran, granular pesticide strategy, and revocation of EBDC tolerances is due.

OPP is now following a 4-year program, which is updated twice yearly. The strategy is as follows:

- I. Register only those pesticides with low risk. They plan to aid these registrations with reduced fees and waivers of data requirements.
- II. Reduce exposure and environmental burden through improvements in certification and training requirements, worker protection regulations, ground water strategies to reduce contamination, and improve container and rinse-water disposal.
- III. Support LISA (IPM) approaches.
- IV. Reduce public "outrage" by better communication of risk/benefit approaches.
- V. Integrate common program/resources with other government agencies.

A discussion of Food Safety and Trade issues outlined the role of the United Nations FAO and WHO in dealing with pesticides in world trade. Maximum Residue Limits (MRLs) are established for international trade. There are 2700 MRLs on 105 chemicals. 44% of these are not accepted in the US, mostly because they haven't been investigated. Called CODEX, differences

between the international and the US-EPA approach are numerous, and resolution of these differences are constantly being worked on.

The loss of "minor use" registrations is concerning users and regulators alike. These are being lost because manufacturers aren't willing to spend the money to re-register products that won't return as much as the cost. The suggestion was made that important "minor use" products might be saved by commodity groups contributing "check off" funds to help defray costs.

The well water survey of 783 domestic use, and 566 community wells has been completed. The preliminary report is due this September, with the final report due in January of 1991. These data will be statistically meaningful only on a regional and national basis...NOT BY STATES.

Linda Fisher, EPA Assistant Administrator for Pesticides and Toxic Substances, indicated that a better idea of how much of a pesticide is used, and how much acreage is treated, would help EPA in its "risk/benefit" studies. Often, the "USE" data are assumptions, and on the high side for safety purposes. If USERS OF PESTICIDES would keep good records, and provide them for use in "risk/benefit" studies, some pesticides could be retained that might otherwise get the axe.

The PUAC went on record as supporting thorough record-keeping by users, and providing those records to EPA when a special review has begun. This may help preserve some uses of some pesticides.

EPA's records indicate that there has been no significant change in the amount of pesticide used since 1980. While herbicide use is up, insecticide use has dropped.

EPA records also show a considerable drop in the number of chemicals registered for the first time. The high point was in the early 1970s, with 35 being registered in 1975. In 1986-1988, 11 were registered each year.

The next meeting of the PUAC will be in Iowa, probably in September.

Editor's note - Earle points out in a memo to the members of his Certification committee the following:

Events nationally (ASCS SP53, discussions with congressional ag. aides and with environmental representatives) make me believe it is imperative for NAICC to get a certification program on track at the earliest possible time. In Nebraska, the ASCS is talking about consultants certified by our Nebraska Registry of Certified Crop Consultants being automatically approved to prepare the ICM programs called for under SP53. Environmental groups are talking about tying IPM into future Ag Programs, and independent certification could well be an easy entry into that.

NAICC Educational Fund

Have you donated?

Your donations to the NAICC Educational Fund have enabled us to accomplish the activities that are highlighted in the Marquart Report and the President's Message found on page one. If you have not yet donated please consider sending in a check to the NAICC office today.

ANNOUNCEMENTS

1990 NAICC Directory

The directory is in the final proof stage and is scheduled to be printed next week. You should receive yours shortly.

Bulk permit

Our membership has grown substantially during the last two years. As a result of our growth we now qualify for the use of a bulk mail permit which is saving the NAICC considerably on postage, especially on newsletter mailings. Unfortunately, bulk mailings go fourth class which slows down your newsletter arrival. We are attempting to speed up our turn-around time on the newsletter to compensate for this situation.

New address - we are moving

As of April 26, 1990 the NAICC office address, will be:

Garry W. Raymond
Executive Vice President
503 Westwood Drive
Shorewood, IL 60436
Phone (815) 725-1057
FAX (815) 725-1058

Please make a note of it.

Referrals

Thanks to Ron Brunoehler and Mick Lane, who included the NAICC office address and phone number in their recent articles. Since then we have received over 70 requests from growers/farmers for lists of independent crop consultants. We are responding with a cover letter and a listing of all NAICC members located in that state. Your dues are paying off!

Constitution

A ballot listing the NAICC constitutional changes is being mailed to all voting members. Please mark your ballot and return right away.

Demographic Survey

The results of the 1990 NAICC Demographic Survey are being compiled and should be available shortly. A summary will be included in a future newsletter.

REAP

An informational brochure, put together by ASA, is enclosed in the newsletter. It does an excellent job explaining the REAP concept. Please read Dan Bradshaw's comments carefully; he reports on the recent REAP meeting held in Madison, WI.

Convention tapes and proceedings

A reminder that 1989 NAICC tapes are still available. We still have a few copies of the convention proceedings as well. Please contact the NAICC office if you are interested in tapes or proceedings.

Calendar

May 14-16, Bridging the Gap: The Role of Ground Water Research in Agricultural Policy Development and Implementation, Washington, DC. Contact: Garry Raymond (815)725-1057

May 25-27, NAICC Board of Directors Meeting, Kansas City, MO. Contact: Dan Bradshaw (409)543-3416

June 11, Indiana Association of Professional Crop Consultants field day, Purdue University, IN. Contact: John Obermeyer (317)494-4563

August 22-27, Symposium on Soil Testing and Plant Analysis in the Global Community, Orlando, FL. Contact: J. Benton Jones, Jr. (404)542-0782

October 10-12, Annual Meeting American Society of Agricultural Consultants, Westin Hotel, Dallas, TX. Contact: Frank Frazier (703)356-2455

November 8-10, NAICC Annual Convention, Grosvenor Resort, Walt Disney World Village, Lake Buena Vista, FL. Contact: Madeline Mellinger (407)746-3740

National Alliance of
Independent Crop
Consultants



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Benefits Offered by the REAP Approach. REAP will assist in focusing resources to achieve a positive image and perception of environmental and agricultural professionals. Potential benefits can include:

1. A national certification program for traditional and urban environmental and agricultural professionals.
2. Development of educational programs needed for certification, recertification, short courses, and workshops for the registrants.
3. Improved communication and formulation of common objectives among academics, private practitioners, industry, government representatives, and environmentalists.
4. The recognition that environmental and agricultural professionals can serve their employers while also maintaining high standards on issues and interests important to the public.
5. Providing opportunities for intern programs in conjunction with university degree programs.
6. Providing a proactive rather than a reactive approach to environmental and agricultural concerns.
7. Improved communication of appropriate technology transfer between researchers and end user groups.
8. A more holistic approach to problem solving through combined efforts of scientific societies and organizations.
9. Providing a set of recognized standards from which states may pattern their certification/registration/licensing programs.

For further information contact:

**The Registry of Environmental &
Agricultural Professionals
677 South Segoe Road
Madison, WI 53711-1086**

Registry of Environmental and Agricultural Professionals

R E A P

Registry of Environmental & Agricultural Professionals (REAP)

Agriculture at the Crossroads. American agriculture has evolved into a complex business affected by international trade, rigorous regulations, politics, far-reaching technological developments and environmental concerns to an extent never dreamed of.

In the past, agriculture was largely defined as a rural endeavor, but today extends into the supermarkets, lumber yards, parks and backyards of America. Suburban development has reached into prime agricultural production areas resulting in the two often lying side by side. As a result, agriculture and primary environmental concerns have become intertwined.

Need for Qualified Professionals. There is an increasing need for qualified professionals to help transfer technology from researchers to end users, be they farmers, agri-businessmen, land use planners, waste disposal specialists, governmental entities or others.

The need to recognize and certify competent, well-trained professionals in the environmental and agricultural areas has never been greater. The complexity and impact of decisions made by these practicing professionals in serving traditional and urban agriculture is increasing every year. There is a growing recognition that environmental aspects of these professional activities will have increasing impact and importance beyond the agricultural community.

Societies Should Jointly Develop Standards. Presently there are no uniform standards of training, education, experience, continuing education or ethics among the various disciplines of environmental and agricultural professionals. The Registry of Environmental & Agricultural Professionals (REAP), as a consortium of professional, scientific and educational societies and organizations, should address this need.

Our Challenge. The challenge to agricultural and environmental organizations is to recognize the importance of validating the competence of practicing professionals, and to design and implement a program for educating, qualifying, certifying, identifying and promoting the professions they represent. Such a program is vitally needed to fill the needs of modern traditional and urban agriculture, and related environmental areas for today and tomorrow.

Current Status. REAP will be an organization of certified environmental and agricultural professionals. Current registries, such as the American Registry of Professional Entomologists (ARPE) and the American Registry of Certified Professionals in Agronomy, Crops and Soils (ARCPACS) will become a part of REAP much as they presently exist. ARCPACS has operated successfully as a registry since 1977 and a great deal has been learned in the process.

In October, 1989, the Board of Directors of the American Society of Agronomy voted to support the REAP concept. Initially, REAP will be maintained at the headquarters of a member organization. Eventually, it may become a free standing operation. All professionals seeking certification will do so through the registry of a REAP member society.

Standards and requirements for certification are the responsibility of the member society through which the professional seeks to be certified. However, such standards and requirements must be approved by the directors of REAP. Certification in more than one area (society) is expected for many members of REAP.

Strategy. Consolidation of the various societies' efforts through REAP will provide a registry more economically than any one society can provide alone. REAP will advise interested societies in developing their own registry when requested.

By having one overall Registry, REAP, for all traditional and urban agricultural and environmental professionals operated through a single office, sponsoring societies can more effectively and efficiently meet the needs of their professionals and communications among organizations will be enhanced. REAP can serve as an overall "clearing house" to the public when seeking to identify qualified agricultural and environmental professionals.

Anticipated Costs of REAP. The cost of implementing REAP will be shared by member organizations and their registrants in a fair and equitable manner. Estimated start-up cost for REAP in the first three years of operation is \$30.00 per registrant per year to implement the centralized registry. Costs will vary depending upon the services provided by REAP for each certification program and the number of individuals involved.

Additional Funding. The REAP approach will allow us to better address many of today's and tomorrow's needs. Member societies are expected to jointly seek funding from such sources as the Kellogg Foundation, the U.S. Environmental Protection Agency, U.S. Department of Agriculture, farm organizations and others having a mutual interest in these activities.

Sponsoring societies will have the opportunity to increase their own membership services to practicing professionals certified by REAP. Such membership services should be coordinated or offered through REAP when such an approach would benefit more than just the members of one society.