



NAICC NEWSLETTER

Vol. 4 No. 7

The National Alliance of Independent Crop Consultants

August 1990

"The Voice of the Professional Crop Consultant"

Doctors of Plant Health Can Help Cure Agriculture's Ills

By Dan Bradshaw, President
NAICC

"The problem with today's agriculture is..."

That sentence could be completed in dozens of ways, but it's disturbing to realize how many people in America today would fill in the blank with, "It's too complex, too dependent on technology."

These are the people who long for the "good old days" of the early 1900s, who deplore the use of fertilizer, pesticides, even hybrid seeds and biotechnology. They have chosen to view technology as the *problem* rather than as a possible component of a *solution*. Technology is neither inherently evil nor good. It is only as good or bad as the way it is implemented and managed.

"The current systems produce specialists rather than generalists, researchers rather than practitioners..."

Rather than placing the blame for agriculture's troubles on the shoulders of technology, we should question how technology is being transferred and utilized. Instead of restricting or eliminating modern technologies without regard to consequences, agricultural practitioners should be trained to use available technologies in informed and responsible ways. That includes a realization that agriculture is a complex system and must be dealt with as such. Our problems cannot be solved by tackling bits and pieces of the whole.

Our profession is rapidly gaining widespread support as people begin to realize that technology and its by-products can be used in a safer and more responsible manner, and that independent crop consultants are the ideal agents to implement those safer practices.

If our profession is to perform this valuable service, we must be sure that our skills are up to the task. Education, both formal and informal, will remain a continuing and pressing need. NAICC strives to meet as much of this need for our members as we can, but there is such variability in crops, growing conditions, and problems, that education is more appropriately conduc-

(see Doctors page 4)

Orlando Program Offers Something for Everyone

"Maybe you can't please everybody, but I think we're going to come close," says Dwayne Coulon, chairman of the program committee for the NAICC meeting to be held Nov. 8-10 in Orlando. "We have studied the past meeting evaluation forms very carefully, and have concentrated on keeping the good and strengthening the areas where people expressed some dissatisfaction."

The problem is, of course, not everyone comes to a meeting with the same expectations. Some value a motivational, "feel good" approach, while others come for solid information they can take home and put to use. Within that category, one person may seek technical answers while another hungers for business management techniques. Then there are the national policy matters that are, or should be, of concern to everyone touched by agriculture.

"Techies" will be briefed on biotechnology breakthroughs, contract research, and resistance management in the weed, disease, and insect areas. Those who want to know how to run a tighter business ship will have access to the mind of Neil Harl, the noted ag economist.

"I don't know of anyone more widely published," Coulon says. "I was reading about him the other day in Newsweek, and he's a regular columnist in Agri Finance magazine. His name seems to crop up everywhere."

"We have studied the past meeting evaluation forms very carefully..."

Ranking officials from EPA, ASCS, and Extension will brief consultants on political matters. And there will be abundant opportunities to share information with independent consultants from all over the country.

All this, and more, will transpire at the NAICC "happening" in Orlando. Can you afford to miss it?

Convention Information

A packet of 1990 NAICC convention materials has been sent to everyone on the mailing list. If you have not received yours yet please call 815-725-1057.

Is IPM Valid?

NAICC's Input Sought

Public apprehension and legislative activity concerning the presence of agricultural chemicals in the food and water supply have been very much in the news in recent months.

A workshop was held February 26-27, 1990 in Washington, DC to evaluate Integrated Pest Management (IPM) as a valid scientific and economic approach to pest control. The workshop was sponsored by the Institute of Food Technologists' (IFT) Office of Scientific Public Affairs.

Representatives of 32 professional scientific societies whose areas of interest include pest management for protection of plant, animal or human health, attended the workshop. The NAICC was invited to participate and was represented by Madeline and Charles Mellinger. The delegates have drafted a workshop report. The IFT plans to deliver the report to policy makers (both federal and state legislators) and the media. The purpose of the report is to reflect the consensus of the scientific community's position on the feasibility and value of IPM.

It has been requested that the NAICC put its "stamp of approval" on the report. The Board will discuss the report and make a decision at their August meeting. Copies of the report are available through Garry's office (815-725-1057). Your input to the Board will be greatly appreciated.

NAICC Co-Sponsors Management Seminar

The hard work and vision of Chairman Dave Harms and other members of the Education Committee will pay off for all consultants in the form of a management workshop to be held Sept. 7 at the Holiday Inn Airport, Moline, Ill. Other sponsors are Agri Finance magazine and DuPont.

Sample topics are, "Skills Needed for Effective and Productive Communication with Farm Operators, Clients, and Employees," "The Process of Hiring Good People," "People Knowledge that Can Yield Increased Productivity," and Performance Appraisal." Speakers and panelists include NAICC members Harms, president elect Madeline Mellinger, and University Personnel Liaison Chairman Bill Blair along with industrialists, columnists, and management experts.

Registration will be at 8:30 A.M. with the program beginning at 9:00 A.M. The \$45.00 registration fee includes lunch. Registrations are due by Aug. 24 and should be sent to: Mary Thompson, Agri Finance Magazine, 6201 Howard Street, Niles, Ill. 60648. For more information, contact Thompson at 708-647-1200.

A Special Invitation

Integrated Crop Management Conference

NAICC members have been offered a special invitation to participate in a conference on integrated crop management systems to be held in San Antonio, Texas. The conference is scheduled for October 20-21, 1990 just prior to the American Society of Agronomy Annual Meetings.

Specialists of several key disciplines will present brief lectures on how their discipline interacts with others in developing a crop management plan for a farm.

These will include the physical and biological factors of the soil-crop-climate system, pest management, and economics. Emphasis will be placed on economics and environmental implications of decisions to be made.

Participants will be divided into small-group teams for three different problem-solving sessions during the conference. Live specimens, computerized budget analysis, and supportive reference materials will be provided. Each participant will receive a notebook of reference and workshop materials.

Advance registration is required--deadline is September 7-- and is limited to the first 100 who register. Cost is \$100 which includes materials and coffee breaks. Contact: Dr. Harold Reetz, Potash & Phosphate Institute, RR2, Box 13, Monticello, IL 61856-9504 Phone (217)762-2074

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Fields of Fear

By Luther McKinney, Senior Vice President
Quaker Oats Company

(Condensed from *Choices* magazine, a publication of the American Agricultural Economics Association. First of a two-part series.)

Today's consumer environment can be summed up in three words: fear, confusion, and frustration.

The reasons for the fear are understandable. In recent years U.S. consumers have been told repeatedly that the foods they eat are unsafe: that there is cancer-causing aflatoxin in the grains they eat, Alar on their apples, salmonella in their chicken, parasites and mercury in their fish, hormones in their meat, and undetected pesticide residues on imported fruits and vegetables.

But consumers are also confused, because at the same time the media and some consumer groups are telling them how unsafe their food is, the government and the food industry are saying just the opposite. In fact, current government dietary guidelines recommend that consumers eat more chicken and fish, more grains, and more fruits and vegetables--the very same foods that have been characterized as harmful in headlines across the country.

"Scrutiny of fungicides could result in even more controversy than has been the case so far."

The result is that consumers don't know who or what to believe. That in turn has led to a loss of confidence in our food supply and growing frustration with those who produce that food.

Farmers and food processors are also frustrated. Increasingly, farmers are being told that they are poisoning America. They are charged with harming the environment by eroding the soil, contaminating groundwater, and destroying wetlands and woodlands. Farmers also stand accused of making our food unsafe--of poisoning grains, fruits and vegetables with pesticides; of contaminating meat with hormones and antibiotics; and of producing meats high in fat and cholesterol.

The truth is that these accusations are largely inaccurate and unfair. However, truth is almost irrelevant because when it comes to our food supply, perception has overtaken fact. The spotlight is likely to focus next on fungicides, as EPA begins the re-registration process required under the Federal Insecticide, Fungicide, Rodenticide Act (FIFRA). Scrutiny of fungicides could result in even more controversy than has been the case so far. The 1990 farm bill debate is continuing to focus on whether to tighten restrictions on the use of

(see Fear page 4)

Consultant Certification Discussed At July Meeting In Washington

A meeting to discuss certification for crop consultants, agricultural practitioners, and other agricultural professionals was held in Washington, D.C., July 12, 1990. Invited attendees included representatives from USDA (ARS, SCS, CSRS, APHIS, ASCS, ES, and ARI), EPA, American Society of Agronomy, and three NAICC members, Dan Bradshaw, Bill Blair, and Madeline Mellinger.

Contacts made by Bradshaw, Mellinger, and John Kimbrough at the NAICC meetings in Washington last April set the stage for these most recent discussions. At that time, conversations with Jim Moseley, then agricultural adviser to EPA and now USDA Assistant Secretary for Natural Resources, brought up the idea that NAICC's efforts in certification and professional development could have wide ranging benefits to those outside of agriculture. Moseley commented that if there were enough qualified private agricultural consultants to work with 600,000 farmers, we probably would not be facing many of the environmental and food safety issues we face today. This set the stage for EPA and other government agencies to assist and encourage the development of our profession. Joan Schnell with EPA then began working on the project that culminated with this most recent meeting.

The ASA continues to support the Federation of Registries of Agricultural and Environmental Professionals (RAEP). Bob Barnes, executive director of ASA, was asked to conduct the meeting.

The group appeared unanimous in the opinion that certification and professional recognition of agricultural practitioners is needed. The mission to enhance the professionalism of agricultural and environmental practitioners was also agreed on by those present.

Past these two points, there was no consensus of opinion. ASCS has an immediate need for some method to identify those consultants who are qualified to conduct programs such as SP 53. Most of the public employees and those representing scientific societies believe there is a need for an umbrella-type organization like a federation of registries of agricultural and environmental professionals (FRAEP). FRAEP would not be in the business of certification and would mainly serve to coordinate the efforts of other certification groups which would handle most of the certification efforts.

The decision to form a steering committee by selecting members from scientific societies appears to have been made prior to adjournment. This leaves NAICC members to develop a certification program of our own, if we are to continue to be considered professionals by those in governmental agencies.

Doctors (from page 1)

ted on the state or regional level. What we can and must do, however, is provide a way to distinguish and recognize individuals who try, voluntarily and on their own, to keep themselves updated in the technical areas that are important to them and to agriculture. The certification program that we have been working toward for several years will do just that. Our members have long recognized certification as a priority.

We have a plan for the future. When the plan is implemented, the next generation of crop consultants will benefit from a more focused educational process than was available to those of us now in the profession. The program is outlined in the paper entitled, America Needs Doctors of Plant Health, which I co-authored with Deanna Marquart, and which is the culmination of the work of many NAICC members and supporters over a long period of time. Our point is that the current education system in agriculture is set up to produce specialists rather than generalists, researchers rather than practitioners, and bureaucrats rather than entrepreneurs. The result has been that our agricultural system is not able to deal with the problems and challenges we now face.

The following dialogue transpired at a recent meeting:

First speaker: Most of our current problems are multi-disciplinary and deal with the entire system rather than a single discipline.

Second speaker: We don't have enough research and other information to deal with such issues.

First speaker: You're right, but those of us out in the real world have to deal with them every day, with or without the information we need.

That's why we need doctors of plant health.

The NAICC plan offers both immediate and long-range action steps. Continuing education and recognition by certification are proposed in the short term. This will take care of the most pressing needs of current practitioners. In the longer term, changes in university curricula are needed to create multi-disciplinary practitioners of integrated crop management for the future.

The problems facing modern technology-based crop production agriculture have no easy solution. The necessary changes cannot be legislated or regulated. Our goals cannot be accomplished by using some miracle product or procedure. The situation must be met head on by using available resources in the most profitable, safest, most sustainable manner possible. We must have the best information and research in the hands of well-trained practitioners qualified to deal with crop production and protection and soil and resource management.

In other words, American agriculture needs certified independent crop consultants who have been trained to be generalists, practitioners, and entrepreneurs.

Fear (from page 3)

farm chemicals and restrict other farming practices.

With the kind of challenges facing American agriculture, it is vital that the nation's farmers and food processors play a significant role in helping people understand what to expect in terms of the safety of the food supply and the environment. Agriculture can gain public support if it develops credible environmental and food safety policies and sells them effectively. But the policies have to be real ones, policies of creativity and substance. If agriculture fails to take the lead, or if it develops a narrow, short-term agenda that only defends the status quo, agriculture will be discredited and at the mercy of political events outside its control.

Next month, Mr. McKinney will present his thoughts on "creative and substantive" environmental and food safety policies.

Certification and Education Program Update

The whole area of certification and education has been a real flurry of activities these past few months. Excellent progress is being made on the certification program and a proposal will be available for consideration at the annual meeting. We have been receiving widespread interest in the certification effort from individuals, organizations and government agencies. Financial assistance has been solicited to aid us in the initial, time consuming and costly start-up phase.

A longer term proposal for education of the next generation of crop consultants has been made in the paper prepared for the Board on Agriculture. Titled America Needs Doctors of Plant Health, the paper has been receiving considerable interest. It calls for curricula revision in the education program for agricultural practitioners. Part of the proposal recommends the granting of a doctors level degree patterned after the Doctor of Veterinary Medicine program. Many other recommendations are made about credentials and professional recognition for present and future practitioners.

The granting and recognition of bachelors and masters level degrees for generalists and practitioners was also addressed. The need for all these was discussed showing that the current system in formal education is geared to producing specialists in one narrow field rather than the well trained general practitioners. Long term plans were outlined for our profession utilizing patterns such as accounting, law, medicine and especially veterinary medicine.

A copy of this paper has been sent to all current contributors to the education fund as well as interested parties in government, universities, professional societies, industry and others. Any other requests should be made to Garry Raymond or Dan Bradshaw.

New Members

Voting

Michael R. Ahlers, B.S. (Ag. Studies-Farm Operation)
Ahlers Consulting
RR 3, Box 317
Ames, IA 50010
Office 515-292-3913
Began business 1987
Services: Field mapping, sampling, analytical, fertility and nutritional recommendations.
Crops: Corn, soybeans, small grains, forages, turf, greenhouse and nursery stock.

Hugh Davies, B.S. (Agriculture)
Davies Consulting
P.O. Box 94 B
Vergennes, IL 62994
Office 618-687-1091 Home 618-687-1091
Services: Balanced soil fertility and crop nutrition.
Crops: Corn, soybeans, small grain, alfalfa, horseradish.

Robert H. Fulton, Ph.D. (Plant Path./Hort.)
Ful-Cor, Inc.
9877 N.W. 49th. Terrace
Miami, FL 33178
Office 305-592-7174
Began business 1985
Services: Paper presentations at international conferences; civic group presentations on safe food/pesticide residues/pesticide safety; workshop presentations on IPM techniques, low volume spraying, pesticide formulations for the target; and the role of oils.
Crops: International in U.S.A. for Hawaii Cocoa.

Paul Gerard Haag, B.S. (Agronomy)
Centrol 5282 Missouri Rd.
Marshall, WI 53559
Office 608-643-2454 Home 608-655-3797
Began business 1986
Services: Ag Consulting, full farm, fertility, monitoring.
Crops: Alfalfa, corn, soybeans, small grains.

Gregory F. Kerr, B.S. (Entomology)
Centrol P.O. Box 374
River Falls, WI 54022
Office 715-672-8304 Home 715-425-8447
Began business 1981
Services: Fertility, scouting, crop planning, assistance with SCS farm plans.
Crops: Corn, alfalfa, small grains.

David J. Maille, M.A. (Intl. Adm.)
Maille Consulting Services
9163 E. Lake Rd.
North East, PA 16428
Office 814-725-1535 Home 814-725-1535
Began business 1977
Services: Soil, plant and animal nutrition, cropping, tillage, pest identification, environmental monitoring.
Crops: Grapes, tree fruit, tomatoes, corn, small grains, beans, potatoes, nursery.

Scott Peterson, B.S. (Agronomy)
Glades Crop Care
1020 Willard Ave.
Leigh, FL 33936
Office 407-746-3740 Home 813-369-9773
Began business 1982
Services: Disease and insect monitoring, control programs.
Crops: Tomato, pepper, cucurbits.

Homer S. Wilson, M.Ed. (Zoology-Chemistry)
Wilson Ag. Service
P.O. Box 86
Fulton, MS 38843
Office 205-685-0479 Home 601-862-4041
Began business 1966
Services: Fertility and insect control advice.
Crops: Cotton, corn, wheat.

Student Member

David L. Barton, B.S. (Plant Protection)
730 East 8th, #2
Moscow, ID 83843
Office 208-885-6236 Home 208-883-3550
FAX 208-885-7760

Consultant and Family Are State Winners of "Good Earth" Award

NAICC past president John M. Kimbrough III, a Mississippi crop consultant, has been named to represent his state in the Good Earth Families awards program. Sponsored by the National Endowment for Soil and Water Conservation and funded by DuPont, the awards were presented this year for the eighth time.

The state winners are selected from among several hundred nominees by public and private agricultural and conservation leaders in each state. The awards honor families who do an especially effective job of managing soil and water resources, preventing or reducing air and water pollution from agriculture, and helping other farmers and the public learn how and why to protect natural resources.

Ten national finalists will be selected from the 50 state award recipients, and three national winners will be tapped from the list of finalists. National awards will be presented in Washington, D.C., in December.

Position Available

The Michigan Department of Agriculture is recruiting to fill the Director of the Emergency Services Office position. Will be responsible for providing an organized inter-, intra- departmental response to emergencies and toxic substance events, natural disasters, and accidents affecting the food resource. Contact: Dr. Charles P. Cabbage, Pesticide and Plant Management Division, Michigan Department of Agriculture, P.O. Box 30017, Lansing, MI 48909

New Awards Honor Consultants' Achievements

Agri Finance magazine and BASF Corporation will join Ag Consultant magazine in presenting awards to outstanding consultants at the NAICC annual meeting November 8-10 in Orlando. All will be presented at the Awards Luncheon at noon on November 9.

The purpose of the Crop Consultant Communicator of the Year Award is to honor an NAICC member "who has demonstrated outstanding accomplishments in publicizing the crop consultant profession," according to Lynn Henderson, vice president and publisher of Agri Finance, which will sponsor the award. A three-judge panel, chaired by a former NAICC president and including a representative of the farm media, a consultant, and a farmer, will make the selection. Points will be given for articles, speeches, newsletters sent to clients and prospects, advertising, and trade show exhibits in which the nominee has been involved. Nominations are encouraged from the membership, and should be addressed to Henderson at 6201 Howard Street, Niles, Ill. 60648. To request a nomination form, call 708-647-1200 Ext. 311. Nomination deadline is September 21.

BASF is seeking to recognize stewardship with its Stewardship award. The winner will be selected by the NAICC Awards Committee, and nominations should be addressed to chairman Carl Richgels at BASF Corporation, P.O. Box 13528, Research Triangle Park, NC 27709-3528. The nomination deadline is September 21, 1990. "We are looking for those people who do a particularly good job of conserving natural resources while also putting sound agronomic principles into practice," says Dan Roland of BASF. "I know this is an area of strong emphasis by crop consultants, and the competition will probably be stiff. We are pleased to take part in this endeavor." The award will include a \$1,000 honorarium.

The NAICC itself is pioneering a Service to Agriculture Award at the 1990 convention. The award was established to honor researchers or others who have made valuable contributions to agriculture.

Another highlight of the luncheon will occur when Ag Consultant magazine presents the 1990 inductees into its prestigious Crop Professionals Hall of Fame.

Constitution Vote Results

The results of the recent vote by NAICC members to amend the constitution are as follows:

Agree to allow for 4 directors 74 yes - 0 no

Agree to allow for a committee to exceed 5 members
65 yes - 9 no

Agree to clarify that sustaining members do not possess voting privileges 74 yes - 0 no

Agree to allow for the renumbering of different articles for better organization 74 yes - 0 no

Information Exchange

The Public Relations committee is requesting members to submit copies of the following information:

- 1.) General informational sheets, i.e. pest reports, guidelines, methods
- 2.) Scouting reports
- 3.) Soil and tissue test reports
- 4.) Brochures (send multiple copies if available 10 - 50)
- 5.) Crop assessment forms

This information will be compiled for the benefit of members and displayed at the annual meeting for review and ideas. The NAICC will use this information for promotion, by illustrating the wide range of services and expertise available through its members.

Send to: Randy Van Haren
PO Box 188
Plainfield, WI 54966

Photo Contest Announcement

The Public Relations committee is now accepting 8 x 10 color prints in 6 contest categories for promotion of the organization. The top 3 winners in each category will be exhibited at the Annual meeting in Orlando. The contest categories are:

- 1) Crop consultant at work in the field
- 2) Crop consultant interacting with grower/client
- 3) Contract research activities
- 4) Crop pest or pest damage symptoms
- 5) Prettiest crop scene
- 6) Application of a crop protection product

For more information call Randy Van Haren at (715) 335-4046 (days) or (715) 335-4841 (evenings).

Logos, Logos, Logos

How do you incorporate the NAICC logo into your business cards, stationery, etc." Are you publicizing your membership in NAICC in an effective and creative manner? Are you interested in incorporating the logo but aren't sure what would look best? Diane Neill, a member of the PR Committee, is preparing a display of NAICC logo use for the November annual meeting. In order to provide convention-goers with the myriad of possibilities, she is asking that you send your business cards, stationery, and other items that incorporate the logo. Address them to:

Diane D. Neill, Glades Crop Care, Inc., 949 Turner Quay, Jupiter, Fla. 33458

Come on, everyone, pitch in! The larger the response, the more ideas will be available for everyone.

Ask Your Travel Agent

We've heard this statement a dozen times in recent months: "I'd love nothing better than to go to the annual meeting or Orlando. The program sounds great, and I'd love to take my kids to Walt Disney World, Universal Studios, Kennedy Space Center, Sea World, and the dozens of other world-class attractions in central Florida. But I just can't afford it."

Don't be so sure. There are some pretty unbelievable deals out there. For example, Eastern Airlines is offering a \$345 package that includes round-trip air fare between several east coast cities and Orlando, hotel accommodations at the Grosvenor Resort, headquarters hotel for the NAICC meeting, and a rental car.

There may well be equal or better packages from a city near you. Only your travel agent knows for sure.

Vegetable Field Tour Is Early Arrival Prize

Put two crop consultants in the same room and they immediately start swapping field experiences. Put them in a carrot field and who knows what will happen?

If the weather cooperates and advance sign-ups warrant, we'll have a chance to find out on November 8 when a field tour of A. Duda and Sons and Zellwyn Farms is in the offing. Those who purchase the extra ticket and arrive early for the NAICC annual meeting in Orlando will have an opportunity to visit fields filled with carrots, radishes, fresh market corn, and celery. A visit to the packing house will spotlight celery processing.

"There's a good chance that corn harvest will be in full swing," says NAICC member Robyn Quaid of Tequesta, Fla., one of the local coordinators of the event. "Mule train harvesters carry workers through the fields, and they harvest the ears by hand. It's quite different from combining field corn."

"I think the farm tour will be one of the highlights of the program," says Dwayne Coulon of Port Allen, La., overall program chairman for the meeting. "I'm eager to see how unfamiliar crops are grown, and I'm also looking forward to the impromptu conversations that take place between tour participants. My experience with field tours is that they are often the best part."

Psst! Here's A Hot One

Local Arrangements Committee member Robyn Quaid passes along the following stock tip to NAICC members headed for the annual meeting in Orlando in November.

By purchasing one share of Disney stock you will become a member of the Magic Kingdom Club, which

means:

- . Reduced prices year-round on tickets and passports at all Disney theme parks;
- . Reduced admission to Typhoon Lagoon, Pleasure Island, and River Country;
- . 10% discount at Disney stores across the U.S.;
- . 10% discount on Delta Airlines when flying to Disneyland and Walt Disney World;
- . Reduced rates on the regular greens at the three championship golf courses at Walt Disney World;
- . Up to 23% savings on published rates with National Car Rental.

Call 1-800-334-4017 to find out more about the advantages available to Magic Kingdom Club members. Quaid claims her favorite offering is the frameable quality stock certificate members receive, "complete with all the characters and Walt Disney."

The next newsletter will carry further hints from the Local Arrangements Committee on how to take greatest advantage of the convention site offerings. Meanwhile, "Contact your broker."

Stronger University Ties Are Liaison Committee Goal

"We've identified the problems or challenges, and we've compiled a list of action steps. We still need input and a lot of help in putting the plan into action," says Bill Blair, chairman of the NAICC University Liaison Committee.

Key "challenges" identified by the committee are lack of knowledge about NAICC in the university community, and lack of awareness among Extension personnel that consultants are ideal vehicles for educating farmers. "Most of the problems have to do with inadequate communication between the private and public sectors," Blair said.

The committee recommends that this is an ideal opportunity for state associations and the Alliance to work together to benefit the consulting profession. Suggested joint efforts could include NAICC support of state organizations, educating extension and experiment station directors about the number of consultants in the state, average academic credentials and field experience of consultants, and the number of farmers utilizing consultant expertise. Once dialogue is established, the committee expects the consulting community to have more input into research and program planning. In return, the state and national organizations should solicit more input from university and Extension personnel.

"Communication is always a two-way process from which both parties benefit," says Blair. "I'm optimistic about the success of this effort."

NAICC Leadership Projects Steady Growth

Last month's newsletter contained a report of the Steering Committee's rosy projections for the state of the NAICC by 1994: 2,000 members, a \$400,000 annual budget, a headquarters office staffed by a full-time executive. The table below shows how simply the organization can accomplish those goals.

NAICC membership growth is the key to the future of the consulting profession. If you know of qualified consultants who are not members, tell them about NAICC today.

	1990	1991	1992	1993	1994
Dues	\$150	\$175	\$175	\$200	\$200
Income	\$30,000	\$52,000	\$87,500	\$200,000	\$400,000
Members	200	300	500	1,000	2,000
% Increase	71	50	66	100	100

Members In The News

-- Agri Finance, July, 1990. Charles Mellinger was featured in "Just give me the fax." Earle Raun was quoted in "Pests, skies and videotape." NAICC Treasurer Harold Lambert authored "Crop consultants as financial advisors" in the Crop Consultant Briefings column. David Harms was featured in "The complete candy bar; How Crop Pro-Tech's high-value consulting package was built."

-- The Grower, June 1990. Dale Stukenholtz authored "Healthy plants get sick less often: Rx for your soil."

-- The Palm Beach Post, June 25, 1990. Charles Mellinger was quoted in "UF scientists warn virus may spread, hurt tomato crop."

Farm Bill Update and Comments

Both the House and Senate versions of the farm bill are in their final stages. A compromise has yet to be worked out and final approval is yet a ways off. One thing for certain is there will continue to be increased emphasis on environmental concerns. As we all know, there will likely be many provisions effecting us and our clients for years to come.

The intent and even the concept with some of these programs have merit. However, implementation through mandated government programs may leave much to be desired. The growth of our profession as independent crop consultants shows the private sector working closely with individual farmers can accomplish the stated goals and intentions of these projects. We have for a number of years been practicing many things in the environmental area that this bill proposes.

One such program regarding Integrated Pest Management was mentioned in the last months newsletter. Previous references had described it as funding extension IPM pilot programs. Reasoning for authorization described it as "A major program in IPM research and extension ... with a strong emphasis on transferring existing IPM information to producers through the cooperative extension system." While we certainly have no problem with farmers using IPM, the role of Extension should be carefully reviewed in relation to their competition with already established programs in the private sector. It should be recognized that with the simple stroke of a pin, qualified people cannot be created to staff such an enormous project. And if less than qualified people are used, considerable harm could be done to the whole IPM concept.

This is an opportune time for cooperation between government and the private sector (independent crop consultants). This is also true in other sections the IPM proposal. Another section intends to establish a data base "to track the availability of pest control methods in order to prioritize ... research work." And another still would establish a resistance monitoring program. There is no doubt that the vast network of independents across the nation could contribute much to the success of these efforts. This is less likely if the private sector is not utilized.

And this is only one of many examples dealing with soil and fertility management, water quality, integrated crop management, agricultural education, waste disposal and management and a number of others.

With the input of well informed and trained people, such as NAICC members, who have both a scientific background and extensive field experience, these programs are much more likely of success. Many of these projects have administrators, advisory boards and committees. NAICC members should whenever possible provide input and guidance to help make these projects a success as far as farmers and agriculture is concerned.

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