



NAICC NEWSLETTER

Vol. 4 No. 9

The National Alliance of Independent Crop Consultants

October 1990

See You In Orlando! 12th Annual Meeting Nov. 8-10, 1990

We Met The "Challenge To Grow"

by Dan Bradshaw
President NAICC

At the annual meeting last year, President Jim Ladlie issued members a challenge by way of the theme of the annual meeting, a "Challenge to Grow". Few of us at the time realized how prophetic and appropriate those words were. Perhaps prophetic is not the appropriate word as it implies that something is destined to happen; that the future is a matter of chance and luck. We should remember the old saying that "Luck is what happens when preparation meets opportunity." With NAICC, years of preparation have paid off.

Members have worked hard and taken advantage of those years of preparation. They answered that challenge well, the "Challenge to Grow". Membership numbers have grown by amounts that we had hoped for but had not previously experienced. New members number about 60 in the six months since the Membership Directory was published. Your President and Board of Directors appreciate the show of support that this growth represents.

***"The door of opportunity is open to us.
We must step forward to meet this task.
We must accept this 'Challenge To Lead'."***

There has also been tremendous growth in the recognition of the importance of our organization and profession. We have the answers to many of the problems facing agriculture today. This has been made much more clear as this year we have had contact with more people and organizations than in the past.

As we all know, farmers are becoming increasingly aware that independent crop consultants are the ones best suited to assist them in the complex crop production and problems they face. We are best prepared to deal with his/her need to produce a profitable crop, making the most appropriate use of the available resources and technology. We help individual farmers do these things while taking the action necessary to reduce adverse environmental impact and assure food safety.

Policy makers are also becoming aware of our role and importance in working with farmers. They are seeing that the services we provide can be a real aid to them in showing the public that technology can be used while at the same time meeting food safety, water quality and environmental concerns. This is not to say we

(see Challenge page 6)

A Dream Is Realized for NAICC

For such a relatively small organization, the NAICC has faced down many challenges and achieved many goals during its 12-year history. "Our biggest limiting factor has been the lack of a full-time staff person to keep all the volunteers focused and on track," says Dan Bradshaw, president. "During the past year it has been my dream, and that of many other people, to secure enough funding to be able to get that person in place."

Bradshaw's dream came true on October 1, when Paul Weller of Agri/Washington assumed the title of NAICC Executive Vice President, a position that has been filled on a part-time basis by Garry Raymond for the past 2 1/2 years.

Weller has more than 20 years experience in the association management field, having served such national organizations as the Apple Processors Association, National Association of Grain Inspections & Weighing Agencies, American Agricultural Editors Association, and the Agricultural Relations Council. His Washington, D.C. base gives him access to government policy makers, and will allow him to coordinate and support program initiatives begun by NAICC leaders during the past 12 months.

"Our first order of business will be to strengthen the financial base of the organization," Weller says. "We have staff members with a great deal of experience and expertise in grant writing, with the number of important areas in which NAICC is active I am confident that significant grant monies will be forthcoming. If we concentrate on that area and continue the emphasis on increasing membership numbers, the Alliance will be on the road to securing a sound financial base."

Raymond says, "It has always been in the cards that NAICC would employ a full-time staff person when the funding was available, and I congratulate the leadership in accomplishing that goal. The time demands of the Alliance increased dramatically as the organization became more involved in national policy matters. At the same time, my responsibilities with my other employers also expanded. Since I couldn't find any way to add extra hours to the day, it was becoming increasingly clear that something had to give. I believe this is a move that will benefit everyone, and I wish NAICC and all my ag consultant friends a successful future."

Bradshaw says, "It would be impossible to overstate the value of Garry's contributions to NAICC. He joined us at a time when there had never been a professional association manager in the staff position, and he introduced order into our operations. We are grateful to

(see Dream page 7)

A Better Mousetrap? Petroleum Oils In The Spray Mix by Robert H. Fulton

Since the beginnings of spraying crops, water has served as the universal economic carrier. Yet, from the physio-chemical viewpoint, water ranks poorly for the interactions of the actual field spray application process. Ironically, our choice for water as the major carrier of our pesticide programs could not have been more wrong. Let us see how such a "rash" statement can be justified.

The process of moving the pesticide from available spray equipment to the pest or crop target is not a single isolated system, but that of a series of interactions affecting the "droplet". Firstly, we have the atomization of the water carrier/pesticide mix at the nozzle tip. From this moment-on, until impaction on the target, these spray droplets are subjected to "continuous and progressive evaporation"! Additionally, droplet sizes is formed. This apparent lack of uniformity allows for high losses to drift or failure of impaction (poor velocity) for the smaller droplet sizes. These losses represent a dramatic "reduction" of available pesticides for biological action and actual target coverage. It is for this reason, that publications, spray calendars and labels cite that it is better to employ large sizes droplets for good control (i.e. 250-400 um). Since they are the ones that can make it to the target after "running the gauntlet" of field evaporation.

Water is polar, which means it has no affinity for waxy surfaces (i.e. spread and stickability). This characteristic leads to "spray droplet bounce" on the target surfaces and obviously more product loss. After final rest on the target the droplet can be further exposed to "rapid drying". This often results in a crystallized deposit which then may have no mechanics for biological activity! This is why urea or ammonium sulfate have been recommended as spray additives for specific herbicide or fungicide sprays--they keep deposited spray droplets wet longer!

In the early 1900's, oils were used not only for insect management but as an additive to enhance sticking of the copper and lead arsenate sprays. The same still holds true today and now includes a host of herbicides as well; but let us return to the beginning--can petroleum oil as an additive or used as the only spray tank carrier be again a tool for less pesticides usage and less chemical impact on the environment?

Published papers on the use of petroleum oils are few and scattered throughout the literature. Oils were one of the mainstays early- on in pest management. After WW II, and the advent of organic pesticides the use of oil fell into disuse, it simply was not new or exciting. Interestingly, it was the banana industry that again opened the doors on oil usage. Spraying from the ground with 10-10-100- Bordeaux every 2 weeks, for Sigatoka leaf spot control, was labor intensive and astronomically expensive. In 1958, oil was discovered to be a "retardant" for the development of Sigatoka. Oil did not

kill the fungus, but gave a workable therapeutic effect. Further studies delimited that mancozeb acting as a protectant and antispore improved control. Mancozeb could be applied in an oil emulsion system at 1.75 lbs./acre, but if applied in water one needed 3 to 4 lbs./acre for similar action. Consultants to the banana industry carried these innovative finds back to the states. There was a brief surge of published findings, with oils as additives to atrazine and other herbicides being those that "caught-on". While oil emulsions of copper or maneb used for Septoria control on celery worked very well, but were only adapted on celery in Australia.

Nonetheless, published field studies confirmed that oil even used at 1 to 2 quarts per acre enabled investigators to "halve" the recommended pesticide dosages. WHY? More of the active ingredient impacts on the target because of less evaporation, thus a greater number of droplet sizes, little bounce on impaction, droplet spread on the target at impaction and for several days thereafter leading to better coverage, stickability on the waxy surfaces, the droplets stay "wet" longer thus less crystallization of the deposits, a longer time for biological action or target penetration for further action.

As we study oils more and rationalize findings we can postulate that oils modify the target surfaces making them hydrophobic with notable less sporulation (i.e. Septoria, Cercospora and Phytophthora); or by reducing insect activity by encapsulating the attractant vapors (i.e. aphids, thrips); retarding symptom expression by restricting the flow of oxygen necessary for toxin production by fungal hyphae in the mesophyll tissue.

Many are quick to cite that oils will trigger phytotoxicity or reduce yields, but the physico-chemical attributes of oil in the spray carrier system far outweigh these shortcomings. Especially so, when the "anti-evaporant" characteristic alone can allow for a significant reduction in pesticide rates! The name of the game for successful IPM programs!

MNICAA Ethics Survey by Bob Ascherman

The Minnesota Independent Crop Consultants Association conducted an Ethics survey of its membership last January.

The results were discussed at the annual winter meeting and again at a tour in August.

Topics included:

- (1) Real conflicts of interest
- (2) Perceived conflicts of interest
- (3) Technical expertise
- (4) Business practices
- (5) Informed consent

The results prompted some lively discussion and soul searching, as well as gentle reminders for all of us on ETHICS, a prime factor in our claim of independence.

Trouble Looms for Big Green

Until recently, all the evidence appeared to be pointed in one devastating direction: California voters seemed bound to pass the sweeping environmentalist initiative known as Big Green on November 6. Agricultural interests claim the initiative stands a good chance of putting California growers out of business. Policy makers in other states are concerned that the effects could cross state lines.

As the election draws nearer, however, the momentum for passage has slowed. No lesser an authority than *The New York Times* reported on September 16, "When first proposed, a sweeping California ballot measure that promised a 'bold and comprehensive' plan to protect the environment seemed a sure winner that could deliver a powerful national message about the public's determination to fight pollution.

"But seven weeks before the election, the initiative appears to be in trouble. And environmentalists now fear it may prove that voters' willingness to convert noble abstract notions about the environment into concrete actions may be limited by the potential cost..."

The *Times* continued, "While the initiative still leads in the polls, it has been battered in recent days by reports -- vigorously disputed by its backers -- that it would cost local governments and the state billions of dollars and it would depress agriculture and other state industries. The legislative analyst for the City of Los Angeles, for example, estimated the city's Department of Water and Power would have to spend more than \$6 billion just to reduce carbon dioxide emissions..."

"The campaign [in support of Big Green] is using the same Hollywood hoopla environmentalists used successfully four years ago to pass an initiative to label foods and products containing toxins. Thursday night celebrities like Bette Midler, Robin Williams, Cher, Olivia Newton-John and Meryl Streep sang, danced and preached for clean air and water, nearly filling the 6,188 seat outdoor Greek Theater in Hollywood and raising about \$600,000.

"They're blindly going through campaigns of the past," said one disaffected backer who spoke on the condition of not being named. The other side is much smarter. There is a feeling Big Green goes too far and voters do not want to pay a lot of money. There is no groundswell of support."

"A California Poll, an independent, nonpartisan statewide survey taken by the Field Institute Aug. 17-27, found voters favored the measure by 58-26, but the margin was 49 percent to 35 percent among those who were familiar with it. The poll, with a margin of error of plus or minus five percentage points, also found that 16 percent were undecided. A recent Los Angeles Times poll found support had slipped to 44 percent in favor and 42 percent against, less than the poll's margin or error of three percentage points.

"Political experts say this is ominous because the opposition has not begun its main television advertising assault. The measure is popular in the Los Angeles and San Francisco areas, but not in the politically pivotal San Joaquin Valley, the huge agricultural region, because of fears that curbs on pesticides could injure the economy."

What Do Consultants Think?

By Randy Van Haren, Chairman
Public Relations Committee

A recent membership survey by the Public Relations Committee indicates that crop consultants rank professional certification as the number one concern for the 1990s, followed closely by "Increasing regulation of agricultural chemicals."

In the survey respondents were asked to rank various "concerns" for the 1990s and the potential for crop consultants to develop solutions.

Among the other concerns ranked were: the 1990 Farm Bill, the SP 53 program of the ASCS, ground water quality, food safety, LISA, biotechnology, pesticide container disposal, and the availability of adequately trained "new professionals."

Consultants were most confident about their potential to affect a solution to the problem of professional certification, a process which began with the formation of the NAICC in 1978 and continues today with the REAP concept. REAP, or the Registry of Environmental and Agricultural Professionals, is a proposed agency with professional certification at its heart.

The respondents also expressed confidence that consultants can deal effectively with the problems of providing trained professionals to meet the demand for crop consultants in the 1990s. A recent initiative by the NAICC to promote a Doctorate of Plant Health degree in universities across the country is evidence that there is movement in this direction.

Consultants were less confident that they can have much impact on the ever-changing scene of government regulation of agricultural chemicals even though this issue ranked number two on their list of concerns. Food safety, LISA, and biotechnology were relegated to the status of "less concerned" by survey respondents, indicating that these issues are being handled on a day-to-day basis by crop consultants and their grower clients. Food safety and LISA did generate a fair degree of disagreement among consultants, indicating that these concerns are far from being unimportant to the profession.

The issues of pesticide container disposal and the Farm Bill appeared at the bottom of the list of concerns and also ranked lowest when viewed in terms of consultants' potential to solve them.

Overall the respondents exhibited the greatest degree of concern over the issues closest to home. The concerns over how to provide for the increasing demands on professional crop consultants, to maintain a high degree of professionalism through certification, and the availability of agricultural chemicals, which are vital to present-day crop management -- those issues are top of mind for independent crop consultants.

Florida Consultants Beware

The fine authority of the Florida Department of Agriculture and Consumer Services under the Florida Pesticide Law was recently increased by the Florida Legislature. The legal increase comes in a whopping 900 percent -- from \$1,000 to \$10,000. Whew!

Generous Sponsors Assist NAICC

Donations by agribusiness firms to support the NAICC annual meeting have hit a record amount as the newsletter goes to press; more businesses than ever before have committed to underwrite various events and activities at the Orlando event November 8-10.

FMC Corporation has made a two-year commitment to underwrite the special ethics series. BASF Corporation will pick up the tab for the discussion breakfast on Saturday morning and Abbott Laboratories will foot most of the bill for the awards luncheon. NOR-AM Chemical Company is making sure nobody forgets the meeting by providing a convention memento.

Ag Consultant magazine is expressing its continued support for NAICC by funding the convention notebook, while *Agri Finance* will pay the expenses of Neil Harl, a prominent ag economist who will be a featured speaker at the meeting. Expenses for designing and printing the program are being underwritten by Pioneer Hi-Bred International.

Several companies have provided token gifts for the 1990 event, with promises to budget for complete sponsorship in 1991 and beyond. In this category are Ciba-Geigy Corp., Monsanto Corp., and Abbott & Cobb, Inc., who designated their contributions to help defray expenses of the President's Reception; American Cyanamid Company, which is helping with the Luau Banquet; and E.I. Du Pont De Nemours & Company, Inc. and ICI Americas have both contributed toward coffee breaks. Entotech, Inc., Rhone-Poulenc Ag Company, Sandoz Crop Protection, Inc., Atochem North America, and Consep Membranes, Inc. have made donations to the general fund to help defray convention expenses.

"These sponsorships are a testimonial to the importance that these key agribusiness firms attribute to the impact of independent crop consultants on agriculture," says Daney Kepple of Great Lines Inc. who helped to coordinate the solicitation. "Many NAICC members were involved in approaching companies and asking for their assistance, and that is the only way an effort like this can function successfully. No one can speak on behalf of the Alliance as eloquently as its members can. I believe that meeting sponsorships will increase in importance and magnitude in the future, and I know the membership will get behind Paul Weller as he makes preliminary plans for the 1991 meeting in Kansas City."

NAICC most gratefully acknowledges these gifts and urges members to thank sponsors individually.

30 Food Safety Bills

More than 30 food safety bills are being considered by Congress, and at least eight states are establishing their own regulations in efforts to reduce the amount of chemicals used in agriculture. In Congress, bills for mandatory fish inspection, tighter pesticide regulations and a national definition for "organic food" are being considered.

(Environmental Protection Week, May 29, 1990)

All Available Exhibit Spaces Filled for Annual Meeting

Due to space limitations at the Grosvenor Hotel, site of the NAICC's 12th annual meeting in Orlando November 8-10, there is a limit of 25 display booths this year. By mid-September, agribusiness firms had eagerly snapped up all available slots.

"We regret that we had to place a ceiling on the number of booths, but are tremendously encouraged by the response," says Jim Ladlie, chairman of the solicitation effort. "I think this is one more indication of the growing recognition of the key role crop consultants play in today's agricultural production."

Display booths will be located in the main meeting room, and can be visited before and after sessions and at all breaks. In addition, the President's Reception will be held there, and exhibitors are welcome to staff their booths during the reception.

"Visits to the booths will be an important part of the education that always occurs at the convention," Ladlie adds. "As key advisers to our farmer clients, it's mandatory that we consultants stay abreast of new developments from industry. These companies are on the cutting edge. I hope all our members will take advantage of this opportunity and will communicate to the exhibitors that we're glad they are there and hope to see them back in the future."

1990 exhibitors are: A & L Labs, Abbott & Cobb, Inc., Abbott Laboratories, Agri-Weather Insurance Services, Inc., Atochem North America, BASF Corporation, Brookside Farm Laboratory Associates, Inc., Cedar Chemical, Ciba-Geigy Corp., Consep Membranes, Inc., Delta Biological Products, Inc., E.I. Du Pont De Nemours & Company, Inc., Fermenta Plant Protection, Fermone Corp., FMC Corporation, Great Lakes IPM, Griffin Corporation, ICI Americas, Merck & Co., Inc., Miller Chemical and Fertilizer Corp., Mycogen Corp., Pest Management Supply, R & D Sprayers, Inc., Rhone-Poulenc, Inc., Sandoz Crop Protection Inc., and Spectrum Technology.

Save Money...Register Today

Have you sent in your registration form yet? You know you can't miss this meeting. Why not save yourself some money and send it in today?

Advance registration is only \$130 for NAICC members. This special rate applies until October 15, after which time a brief "grace period" kicks in. Between October 18 and October 28, members may register for \$155. After that, the full meeting price of \$180 will apply.

The three rates for non-members are \$180, \$205, and \$230. If you've been putting off sending in your application for membership, you should also get that in the mail to net further savings.

Registration packets were mailed on August 31. If you haven't yet received yours, contact Garry Raymond.

New Members

Voting

Arthur S. Allen, Ph.D. (Plant Pathology)

AA Crop Protection Service
Rt. 1, Box 296 Fish Hatchery Rd.
Natchitoches, LA 71457
Office 318-352-2953 Home 318-352-2953
Began business 1977

Services: Control of insects, diseases, weeds; culture, fertilization, soil tests.

Crops: Cotton, soybeans, sorghum, pecans, trees, ornamentals.

Tom Jones, B.S. (Agronomy)

Control
Rt. 1, Box 36
Walcott, ND 58077
Office 701-274-8203 Home 701-553-9110
Began business 1984

Larry J. Stowell, Ph.D. (Plant Pathology)

PACE Consulting
1267 Diamond St.
San Diego, CA 92109
Office 619-272-9897 Home 619-273-8415
FAX Number 619-483-6349
Began business 1986

Services: Primarily research and development for experimental materials, turf disease diagnosis and control recommendations.

Crops: Vegetables, cotton, peanuts, turf and soybeans.

Paul J. Templet, M.S. (Zoology)

Calvin Viator-Ag Consultant
966 Bayou Rd.
Thibodaux, LA 70301
Office 504-447-4327 Home 504-447-4327
Began business 1976

Services: Soil fertility, disease & weed control, insect control & variety recommendations in sugarcane, soybeans and wheat.

Crops: Sugarcane, soybeans, wheat.

Mark L. Truster, B.S. (Agricultural Economics)

Mark Truster Ag Consulting
R.R. 1, Box 100B
Waldron, IN 46182
Office 317-525-6698 Home 317-525-6697
Began business 1986

Services: Soil fertility and animal nutrition consultation. Animal and municipal waste land application management. Environmental site assessment.

Crops: Corn, soybeans, wheat, oats, hays and turf.

Kirk A. Wesley, B.S. (General Ag.) CPAg

Key Agricultural Services, Inc.
1705 Vernon Ave.
Springfield, IL 62704
Office 217-546-9489 Home 217-546-3237
Began business 1985

Services: Soil testing, soil sampling, plant sampling, compaction management, fertility management, field fertility mapping, hydraulic cone penetrometer interpretation, soil core interpretation, abandoned mine lands reclamation.

Crops: Corn, soybeans, alfalfa, barley, wheat.

Todd Williams, B.S. (Agri-Business)

Crop Pro-Tech, Inc.
33 W. Bailey Road
Naperville, IL 60565
Office 708-420-2999 Home 708-428-1091
FAX Number 708-355-1581

Began business 1984

Services: Consulting, scouting, soil testing, infrared analysis, computer mapping.

Crops: Corn, soybeans, alfalfa, lawns.

Affiliate

James Hansel, B.S. (Fisheries & Wildlife)

Great Lakes IPM
10220 Church Rd. NE
Vestaburg, MI 48891
Office 517-268-5693 Home 517-268-5693

People Management Workshop

Focuses on industry needs

Crop consultants and professional farm managers sharpened their communication and people management skills at the recent People Management Workshop, sponsored by the National Alliance of Independent Crop Consultants, AGRI FINANCE magazine and the DuPont Co.

The specific needs of the consulting and management professions were addressed by the speakers, most of whom were drawn from the respective industries. "Communication and people management are familiar topics. But this program was extremely useful in focusing on the needs of our industries," said NAICC President Elect Madeline Mellinger, who attended the workshop with NAICC President Dan Bradshaw.

Workshop participants also used the event to draw on the expertise of speakers and fellow participants to resolve specific communication and management problems.

The next workshop is tentatively scheduled for the spring of next year.

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 20th of the month preceding publication. All correspondence should be sent to:

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Challenge (cont. from page 1)

have as many problems as the public thinks. But as long as the public thinks there are problems in these areas and policy makers respond to the public's concerns, then for certain agriculture has a problem.

These are the types of responses that are showing up in many proposals in the farm bill. Rather than eliminating the uses of technology and its products, ways are being devised to use that technology in a more appropriate manner. Independent crop consultants are in the center of this effort, if not always by name, then certainly by definition and what we do.

This brings us to another challenge and the theme of this year's annual meeting. "Challenge to Lead" is an appropriate one for NAICC at this time. Certainly our profession has much to contribute to all of agriculture in these rapidly changing times. What other group has as much to offer as our members in directing the future of agriculture? What other group views the actual on-farm production and protection problems from such a trained, experienced and broad perspective? What other individual's successes are as closely tied to the success of each of his or her individual farmer clients as are independent crop consultants? What other group is better prepared to deal with the proper uses of technology? What other group is better prepared to answer the concerns of food, water and environmental quality?

"NAICC has only to tell our story and keep working toward the goals and purposes we have had since we were founded."

If we don't take the lead in these matters, then who will? True, it's a big job ahead, but, as they say, some-one has to do it. NAICC members have been indicating by their interest, support of this effort. This is an undertaking that we must attempt. Much of this was even stated in our original purposes. Go back and read them if you haven't recently.

The door of opportunity is open to us. We must step forward to meet this task. We must accept this "Challenge To Lead".

The Board of Directors and Steering Committee recognized the importance and magnitude of this undertaking. They further recognized that it was not something that volunteers could accomplish alone. This is the reason it was decided to obtain a full time association manager in Washington to help us meet this challenge. Paul Weller and Agri/Washington have been hired to help us meet these future challenges and opportunities. We request your continued dedication to the NAICC to help us support this effort.

The importance of what the Alliance and our members are doing gives us confidence of additional and increasing support from the agricultural, environmental and government sectors as well. NAICC has only to tell our story and keep working toward the goals and purposes we have had since we were founded.

How To Survive An EPA Inspection Contract research panel

"You really can't believe how intensive it is until it happens to you," says Steve West, co-owner of West Consulting, Inc., of Austin, CO, speaking of an audit by the National Enforcement Investigation Center of the Environmental Protection Agency (EPA). "When three or four inspectors show up and spend two to three days looking through your records, you have to come up with a lot of information."

West Consulting, Inc. survived such an inspection in 1990, and Lee West will share their experience and insights with fellow contract researchers during a panel discussion at the NAICC annual meeting in Orlando. The session is scheduled for 1:30 P.M. on November 9.

West adds that no contract researcher who expects to continue in business can afford to miss this discussion. "A year ago, EPA said they would approach their oversight responsibility by analyzing the data submitted by prospective registrants and, if they found anything wrong, they would come to the contract researchers. This year they say they'll do all field work. That means it's very possible they will inspect every contract researcher in the country."

The Colorado consultant/contract researcher explains that EPA gives a two or three week notice to firms they plan to inspect. However, he adds, "Even knowing they were coming didn't prepare us for what happened. One of the most stressful times was in the preparatory period reviewing all of our records to be sure they were what we thought they were and facing all of our shortcomings. It was nerve-wracking!

"And in a way we were lucky because there are 10 people in our firm and we all pitched in to review and double-check everything. Smaller outfits don't have those resources, so they need to know what's coming and be prepared. We also received a lot of interpretations that will make it easier next time."

The panel will be moderated by Bruce Nowlin of Crop-Guard, Inc., of Eakly, OK, and will consist of Lee West, Tom Gale of Ciba-Geigy, and Alan Courville of R & D Sprayers, a company which also faced an inspection in 1990. "We plan to roll up our sleeves and tell the group exactly what happened when the auditors walked through the door," Lee West says.

On a more positive note, the Wests comment that the increased vigilance by EPA is not all bad for professionals in the contract research business. "After all," Steve West says, "most members of NAICC who do contract research have been doing a conscientious job all along, and we've had to charge a full price for the service. Sometimes it was hard to compete with others who were a little more willing to cut corners and take shortcuts. The EPA audits will weed out those people in a hurry, and that will be to the benefit of everyone in the industry."

Contract Researchers Take the Platform

Not all independent crop consultants do contract research, but every contract researcher needs to be a member of the National Alliance of Independent Crop Consultants. This is the opinion of Steve West, who will chair the Contract Researchers' Breakfast Discussion Forum at the NAICC 12th annual meeting in Orlando November 8-10. The breakfast, which requires a special ticket, is slated for Friday morning, November 9, at 6:30 A.M.

"There is no organization that represents only contract researchers, and we're too small a group to warrant an organization just for that purpose," West explains. "I believe that NAICC can represent our interests quite well, but in order for that to be successful, we have to provide our input.

"Contract researchers have some significant concerns, and we need to identify what they are. After all, we're the people out there in the trenches doing the work, but up until this point we have had no voice in the policy-making that determines how the work is to be done. We must identify the areas in which we need to speak with a unified voice, and we need to communicate to the NAICC leadership what we need from the organization.

"I hope every contract researcher in the country will be there to help out with this vital effort."

Photo Contest Deadline Draws Near

Come on, all you budding photographers. It's time to review your prints and slides for submission. With six contest categories and three winners in each, you are bound to get lucky! To sweeten the pot a little, the PR committee is currently soliciting businesses for the donation of prizes. Tentatively the following items will be awarded: A professional Blacklight Trap, rototape, Oakfield sweepnet ("the best"), soil sampling probes and gift certificates for professional services of interest to crop consultants.

Don't be shy about submitting your shots. The NAICC desperately needs these photos to help promote crop consulting. You will receive photo credit when your photos are used and help gain recognition for the NAICC at the same time.

All entries must be submitted as 8x10 color prints with adhesive labels on the back indicating the category, name and address. NAICC members and their employees are eligible, three entries are allowed per category and the entry deadline is October 15, 1990.

The judging will be done by members of the PR committee on November 8 at the annual meeting and the winning photos will be displayed in or near the meeting room.

Categories:

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

The NAICC reserves the right to use all entries for the purpose of promoting the organization. Entrants will be asked to submit the master negative or color slide for reproduction if their photo meets the NAICC's needs, without compensation. All originals will be returned to the owners. The NAICC guarantees that these photos will not be used in the direct promotion or advertising of any product or service.

Dream (cont. from page 1)

Garry and hope he knows that if he ever needs friends, he has about 250 of us in NAICC.

"Our membership must feel that things are happening very rapidly, and they are right," Bradshaw adds. "It must seem that every time they pick up a newsletter, there's a momentous announcement, but that's what happens when a group builds momentum. This really did follow a logical progression. Four months ago we announced that we had retained Great Lines Inc. as our public relations agency of record, and had charged them with building the financial base. It's as a result of their efforts that we were able to retain Agri/Washington, and in fact Daney Kepple, our account supervisor at Great Lines, was one of several people who recommended Paul Weller.

"So we have a team of people at the helm of NAICC who understand the mission and what needs to be accomplished. I feel good about handing this package over to Madeline Mellinger, the President-Elect, at the annual meeting in Orlando."

Lawson to Receive Premier Award

Plant pathologist Roger Lawson, who heads the USDA's Florist and Nursery Crops Laboratory at Beltsville, Md., has been named the first recipient of the NAICC Service to Agriculture Award. The award will be presented at the Awards Luncheon during the organization's twelfth annual meeting in Orlando November 6-8.

A nationally recognized and award-winning researcher, Lawson epitomizes the qualities sought by NAICC when the award was established, according to Madeline Mellinger, NAICC president-elect. "Dr. Lawson believes in real-world' research," she said. "He believes that researchers should actively seek input from growers, consultants, and industry, and that the research should be conducted in response to grower needs. We applaud both his approach and the high caliber of his work."

Lawson holds the B.S. and Ph.D. degrees from Oregon State University, Corvallis, Ore. A fulbright Graduate Fellow, he spent a year at the Agricultural University in Wageningen and the Laboratory for Flower bulb Research in the Netherlands. He is a Fellow of the American Phytopathological Society.

Here are some of Lawson's accomplishments:

- * was named Outstanding Scientist of the Year by the USDA Agricultural Research Service
- * has helped to introduce several new plants to U.S. markets as a result of his work with genetic engineering and tissue culture transformation
- * discovered the viral nature of a serious disease in orchids that makes the flower unmarketable, and developed methods for serological detection of the causal agent
- * developed monoclonal antibodies to carnation etched ring virus and tulip breaking virus that can be used in plant health programs to produce virus-free plants
- * associated a mineral nutrient toxicity with a foliar decline of chrysanthemums that affects some of the most economically important cut flower varieties

"We could not have a more deserving recipient of our first Service to Agriculture Award," Mellinger concluded.

NAICC Members

In The News

-- Agri Finance, September, 1990. **Robert Ascheman** authored "*Farming for the future*" in the Bonus section. **Tom Perlick** and **Paul Groneberg** were featured in "*CENTROL: Ten years old and growing.*" **Roger Carter** and **Cecil Parker** authored "*Why we're in the newsletter business*" found in the Crop Consultant Briefings column.

-- American Vegetable Grower, August, 1990. Research conducted by **Glades Crop Care** was highlighted in "*Bracing for Another Virus Outbreak.*"

-- The Grower, August, 1990. **Charles Mellinger** authored "*How to Take Aim at Bacterial Spot Disease.*"

CALENDAR

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

October 20-21, Integrated Crop Management Conference, San Antonio, TX. Contact: Harold Reetz (217)762-2074

October 21-26, Annual Meetings of ASA, CSSA, and SSSA, San Antonio, TX. Contact: 1990 Annual Meetings (608)273-8080

October 28-30, California Agricultural Production Consultants Association Conference, Red Lion Inn, Costa Mesa, CA. Contact: Wanda Strew (707)795-0311

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

Retailers Find Organic Produce Unprofitable

The introduction of organic produce in conventional supermarkets has not proved profitable to date, according to a study at the University of California at Davis. According to Professor Roberta Cook, who conducted the study, most retailers have been unable to build organic sales above 1% of the total produce sales. Even in specialty shops selling only produce, organic fruits and vegetables generally fail to reach 2% of sales. Retailers are reporting shrinkage of up to 25% for organic produce, compared to 5-6% for conventionally-grown items. She reported that chains that do a good job of advertising and merchandising organic produce have had disappointing results.

"What we are finding is that there was not an overwhelming existing market for organics. The market for organics appears to be a niche market which has to be developed like any other niche market," she said. Cook stressed that consumers actual purchasing behavior doesn't always follow their response in surveys. "Surveys have indicated that consumers are willing to buy organics at a premium," she noted, "But what they say in a survey isn't necessarily how they behave." The food safety-conscious consumer will not buy organic when the price is 20-30% higher than conventional produce.

Cook also tested consumer response to several types of organic labeling, and found that even consumers very conscious of food safety didn't understand the various certification programs. Reference to government standards appear to have no value, she added. "The consumer who is not food safety conscious doesn't understand them, and the food safety conscious consumer is not assured by them," Cook said, explaining, "Their attitude is 'government standards are not my standards.'"

(Food Chemical News, 2/26/90)

National Alliance of
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1990 Membership Awards

The following individuals will be recognized at the Awards Luncheon. Please report any corrections to Garry Raymond as soon as possible.

10 year members (joined in 1981)

Michael W. Brubaker (PA)	L. B. Davis (MS)	Donald L. Jameson (WA)	James S. Ladlie (MN)
James C. Powell (TX)	F. Todd Tremblay (ID)	David L. Watson (IL)	

5 year members (joined in 1986)

Chris Canalos (GA)	Arthur D. Cole (WI)	Glenn L. Crane (TX)	J. P. Goode (TX)
Lee H. Haile (TX)	Doug Henry (AZ)	Richard D. Nelson (CA)	Dale Stukenholtz (ID)

1st year members - approved (joined in 1990) as of 9/1/90

Michael R. Ahlers (IA)	Margaret Alms (MN)	David L. Barton (ID)	Lou Ann Bever (WI)
Billy Bradford (MS)	Roger L. Butts (OH)	James P. Clower (LA)	Phillip D. Cochran (IL)
Hugh Davies (IL)	Charles E. Denver (AK)	Dave Dickerson (NE)	Paul T. Dorman (IL)
Scott R. Edgar (MN)	Daniel A. Filbert (KS)	Kenneth W. Fobes (KS)	John R. Frantom (LA)
Galen E. Frantz, II (FL)	Robert H. Fulton (FL)	David W. Genereux (MN)	Fred James Grant (MS)
Paul Gerard Haag (WI)	Kevin R. Hagen (IA)	Charlie C. Hartwell (NE)	Roger D. Irwin (ND)
Edward E. Jones (LA)	Gregory F. Kerr (WI)	Jeff O. King (NE)	Kent W. Kirk (KS)
Mark A. Leitner (KS)	David J. Maille (PA)	Douglas L. Mayhugh (VA)	Bryce Milam (TX)
Tucker Miller III (MS)	Reynold S. Minsky (LA)	Glenn Edward Morin (MA)	Diane Dealey Neill (FL)
Melvin Nicholson (IN)	John L. Obermeyer (IN)	Ronnie L. Phillips (TX)	James J. Penney (IA)
Scott Peterson (FL)	Rick E. Reinsch (NE)	C. Robert Rodabaugh (OH)	Rodney Sams (TX)
Richard J. Scholl (WI)	Kevin Jay Smith (TX)	Charles D. Spallinger (OH)	Hal Martin Tucker (MN)
Raymond C. Ward (NE)	Patrick W. Weddle (CA)	Homer S. Wilson (MS)	Gerald E. Wolfe (MS)
Jesse Young (LA)			

1st year members - pending (on the approval list)

Arthur S. Allen (LA)	Robert Boehle (IL)	Kevin N. Bryan (FL)	Carl Buchner (WI)
Will Connell (NC)	Fred L. Collins (LA)	Roy G. Cooper (TX)	Gary W. Cross (IL)
Randy Darr (IL)	Shawn Thomas Eisch (WI)	Renee Flammer (FL)	John L. Grandin (IL)
James Hansel (MI)	Thomas C. Hoffmann (OH)	Steven A. Hoffman (WI)	Tom Jones (ND)
Michael P. Kiddy (WI)	Greg S. LaPlante (ND)	James E. Laubach (MI)	Lynn H. Maass (SD)
Max L. Mohler (OH)	Jeffrey J. Polenske (WI)	Randall Gene Rabata (WI)	Stan L. Schaaf (IA)
Donald A. Sweet (NY)	Mark F. Stone (MN)	Larry J. Stowell (CA)	Paul J. Templet (LA)
Mark L. Truster (IN)	S. David Wagner, Jr. (OH)	Dean E. Wesley (IL)	Kirk A. Wesley (IL)
Dennis R. Wildman (OH)	Todd Williams (IL)		

1st year sustaining members*

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Bill Barksdale	Dennis Berglund	Dan E. Bradshaw	John E. Christian
Grady Coburn	Paul Groneberg	David J. Harms	Don Jameson
John M. Kimbrough	Harold Lambert	Madeline Mellinger	Robert F. Miller
Bruce Nowlin	John Obermeyer	Thomas Perlick	Ray I. Pestle, Jr.
Earle Raun	Yella Reddy	Stacy Steward	Dave Svobodny
Dick Weston	Richard Wildman	Ray Young	

* Please note - all sustaining members will be recognized and receive a 1990 spur for their multi-year plaque.