



NAICC NEWS

Official publication of the National Alliance of Independent Crop Consultants

Volume 5, Number 2

The Voice of the Professional Crop Consultant

February 1991

NAICC Board Takes Crop Consultant Story To Washington's National Policy Makers



NAICC Board members and NAICC Executive Vice-President Paul Weller meet with newly appointed SCS Chief William Richards in his offices at USDA.

NAICC'S leadership team took full portfolios to the Nation's Capital in mid-January to begin a new year – and a new phase in national public affairs. "We are delighted that the entire NAICC Board was able to take time from their busy schedules to spend three days on National Alliance business," reported NAICC president **Madeline Mellinger**. "This is a dedicated group of individuals."

A full schedule of personal meetings with top USDA and Capitol Hill officials had been arranged by NAICC headquarters, zeroing in on critical issues outlined two months earlier at NAICC's 1990 Annual Meeting in Florida.

Sessions began on Thursday evening with a dialogue with past National Academy of Sciences' official **Dr. Charles Benbrook**. Topic was availability of grant monies for future NAICC programs, such as certification and member professional improvement. By the end of

the weekend, Benbrook was on an airplane to Battle Creek, Michigan to begin the first presentation on NAICC's behalf.

Meetings began early Friday morning with USDA Assistant Secretary **James Moseley**. The former Indiana farmer and participant in NAICC's 1990 Annual Meeting heads up USDA's massive natural resources and environmental programs. Requests are pending within his Soil Conservation Service and Forest Service for \$20,000 in funds for the developing Registry of Environmental and Agricultural Professionals (REAP) program supported by NAICC. But the January 10 meeting was to explore closer and more effective working relationships between SCS and NAICC professionals. "We need to leverage USDA programs," Moseley said. "SCS was mandated to do conservation compliance under the 1990

Farm Bill. Do we actually do the work, or do we approve plans and supervise people like you to do the work? Water quality initiatives are a major area."

NAICC leaders explained the advantages of independent crop consultants on SCS projects: accountability and professional follow-up. Both parties agreed that certification of professionals is essential to provide government and private industry with meaningful credentials. "There's a huge job to be done," Moseley agreed. "We need to work together."

Next on NAICC's schedule was Moseley's colleague, **William Richards**, recently named chief of the Soil Conservation Service. The innovative Ohio farmer has been on the job for three months, and greeted Circleville, Ohio neighbor **Bill Blair**, as an old friend. "We

See Board Meeting

Page 4, Column 1

PRESIDENT'S MESSAGE

Swift Progress, Unique Strength

Madeline Mellinger, NAICC President

Your Board had a productive, hard working session in Washington, D.C., January 11-12th. All board members were in attendance. The trip to Washington gave us a chance to schedule several important meetings with USDA officials, and to work with Paul Weller's staff and others in the D.C. area supportive of NAICC.

I have several exciting developments to report, and two important documents to share with you. First, some good news –

- The Board has asked new NAICC member **Dr. Charles Benbrook** to hand deliver a letter from me to **Dr. Dan Moore**, Kellogg Foundation Vice-President of Programs. The letter seeks the help of the Foundation in pursuing several NAICC priority initiatives. Dr. Benbrook delivered this letter during a January 15th meeting with Kellogg officials in Battle Creek, and reports a very encouraging reaction. Work is progressing to determine the next steps in developing a more detailed proposal.

- **Dan Bradshaw, Bill Blair, Mark Otto, Maggie Alms, Rich Wildman, Louise Henry, Paul Weller**, and I had productive and encouraging meetings with **Hon. Jim Moseley**, USDA Assistant Secretary for Natural Resources and Environment, **Hon. Keith Bjerke**, ASCS Administrator, **Hon. Bill Richards**, SCS Chief, and **Dr. Vivan Jennings**, Deputy Administrator of Cooperative Extension. Our agenda is reviewed in the lead article of this newsletter.

As a result of these meetings, we have a firm commitment from USDA to work cooperatively with NAICC to assure a clear role for consultants in ongoing and future USDA water quality, IPM, ICM, and integrated farm management programs. This trip and these meetings convinced us all that this issue is surely among the most pressing and immediate we face as private practitioners. I have asked **Paul Weller** to work with me in the next steps of our dialogue with USDA officials.

To help us make the strongest case to our colleagues in government, I have a special, indeed perhaps urgent, request. Please send to Paul Weller information regarding state and/or federal programs or policies that you feel we should monitor in determining the possible extent of unfair public sector competition, or which raise new issues or concerns to your clients. This request is further explained in the accompanying "action alert."

- Perhaps the most exciting news of all is that we have finally submitted the required paperwork for incorporation of our educational foundation. This will enable us to provide many important member services through funding from sources such as the Kellogg Foundation.

The Board discussed at length another set of critical membership issues. What do we really mean by "independent?" Does any association with a firm selling products threaten a consultant's independence? Does any gain from a product sale following a recommendation to a client – accepting a complimentary baseball cap, for example – disqualify a consultant from enjoying the benefits, and sharing the responsibility of an NAICC voting member?

We have a pressing need to refine and clarify the rules and criteria governing NAICC membership decisions. After considerable discussion, the Board accepted my proposal to establish an ad hoc committee composed of past and current members of the ethics and membership committees to study these questions. The committee will be chaired by **Bruce Nowlin**, and include **Don Jameson, Dan Bradshaw, Pat Weddle**, and **Charles Benbrook**. The Board has asked the committee to study these issues, and formulate a set of recommended changes in policy for review by the Board and membership. Members are encouraged to forward their ideas on this issue to Bruce Nowlin.

We all recognize the importance and sensitivity associated with revisiting these membership issues. We will do so without sacrificing in any way what the "I" in NAICC represents. To help stimulate your thinking about NAICC, I am sending to you with this mailing a copy of the revised NAICC mission statement that was discussed and approved by the Board at Orlando and included in our annual meeting notebook. I want all members to have another chance to review carefully and reflect upon this statement. Please share any thoughts, reactions, or suggestions for change with me.

I also enclose the text of the challenging presentation made to us in Orlando by Dr. Charles Benbrook. It is interesting and clearly helpful given the issues before us that Dr. Benbrook's remarks focused on the meaning of the "I" word, and the importance of NAICC's aggressively confronting instances where our members or clients are placed at a competitive disadvantage because of new public programs or policies.

In particular, we have to remember Dr. Benbrook's warning – if public policies and programs place our clients at a competitive disadvantage relative to their neighbors, our future as independent business people will surely be in jeopardy.

Just three months have passed since I assumed the responsibility – and honor – of representing you and NAICC. In this short time I have been once again deeply impressed by the dedications of this organization's members, many of whom are putting valuable hours into the mission (some would say crusade) of building this Alliance. We are making remarkably swift progress in turning NAICC into a powerful and cohesive voice speaking on behalf of all professionals delivering to farmers the tools and insights needed to meet the challenges of the 1990s.

In addition to its people, this organization has tapped into something very special, something which seems to

bring out the best in people, and always unselfishly. This special character of NAICC has caught the attention of many agricultural leaders, and remains our secret weapon. As President, I promise to nurture this unique strength of NAICC, and use it wisely as we collectively try to assure farmers access to the professional services and advice that must form the bedrock of a profitable and environmentally responsive agriculture in the decades ahead.

Importance of the "I" Word

Dan E. Bradshaw, NAICC Past-President

Independent, the single word at the center of our name and the heart of our profession, is taking on a new importance. This quality has been, from the beginning, the essence of the NAICC and the primary reason our members are trusted and relied on by farmers. Now, others in agriculture and the general public are recognizing that our independence is in everyone's interest. What other group combines scientific understanding, technical knowledge, environmental stewardship and societal awareness with the commitment to long and short-term welfare of individual farmer clients?

Recent meetings with USDA and EPA leaders in Washington indicate a deep appreciation for the role independent agricultural consultants play in advising our nation's farmers. They recognize that our strength and credibility are due in large part to the fact that we are accountable directly to our farmer/clients. The importance of this independent status was a part of the keynote address by **Dr. Charles Benbrook** at our annual meeting. The entire speech is well worth re-reading carefully.

Most, if not all other advisors are isolated from this direct accountability. Instead they are accountable to their employer, stockholders, government agency or someone other than the individual farmer who they might also serve but not directly. When this accountability is linked with professional preparation and a dedication to ethical standards, a profession exists that is second to none in credibility. NAICC members must continue to jealously guard this credibility. We are actively doing this through our certification program, our emphasis on ethics, and our attempt to tell others more about our profession.

Mills Rogers, long-time cotton consultant and NAICC member, said upon his being presented the 1990 Cotton Consultant of the Year Award, "I really feel like consulting is a calling." It is obvious many other NAICC members feel the same way and this firm conviction of the value of our profession is what comes across to those who are just now learning of independent crop consultants.

For what other reason would our members subscribe to a Code of Ethics that restricts their individual activi-

ties for the common good? This commitment to highest ethical standards was shown in the survey of members at the annual meeting. Of our members, 98% answered that they believe their individual business depends on maintaining the highest ethical standards. A unanimous 100% said that they are willing to turn down/lose clients to uphold ethics they see as important. Over 2/3 (69%) said they have already done so. Because our Code of Ethics is so central to the independent consultant's role, the Ethics Committee has decided to use a portion of FMC Corporation's grant money to review the Code and be sure it is clear and relevant.

We must do more than tell each other how good and noble we are. This message must also be conveyed to policy makers who will determine our future. Recent Washington meetings made this clear. Many who make the laws have no concept there is a credible, private sector alternative to more government programs. Our members should use personal contacts with Congressmen to inform them of the valuable asset they have in their own constituency who can do much in addressing public and governmental concerns. We should also tell the story of independent crop consultants to environmental groups, farm organizations and others who influence policy. To paraphrase a song title...to know us is to love us. We must make sure that more people know us. Individual members must play a key role in making this happen.

Call for Submissions to NAICC NEWS

In 1990, NAICC enjoyed one of the most successful years of its 12-year history. Membership swelled significantly, the budget improved drastically, and the Alliance gained powerful friends in Washington, and through them, a voice on national affairs. We're on a roll!

There's no room for coasting or resting on our laurels. The entire membership must work hard to maintain the momentum. The organization's newsletter, *NAICC NEWS*, is one area where everyone can "pitch in." Since the newsletter is the major communications conduit for the organization, we must do everything possible to keep it vibrant, interesting, and informative.

We need to hear from you, the readers, as to what kinds of information you would like to see on these pages. And we need your input concerning good sources for acquiring that information. Or submit the article yourself, along with photographs illustrating the theme.

A self-addressed reply card is provided with each issue of *NAICC NEWS*. Use it for small bits of member news or leads on hot news items. If you have more information than the card will hold, drop us a letter. The submission deadline is on the 20th of each month for the next month's issue. We look forward to hearing from you.

Board Meeting

Continued from Page 1

have a mandate from Congress to assure farmer compliance with conservation and environmental programs," Richards noted. "But not enough money and manpower to do the job." Then send the message down to the counties that qualified private consultants are available to do the job," explained NAICC board member **Rich Wildman**. "We have solid influence with farmers, and we can help you do your job." Richards pledged his support.



NAICC President Madeline Mellinger presents Jim Moseley with the January issue of NAICC News.

The NAICC team set out for Capitol Hill for a dialogue with House Agriculture Committee professional staffer **Bill O'Connor**. The skilled legislative aide minced no words in telling NAICC that his Congressional committee had mandated tough new environmental programs, and that it was looking to the Extension Service to get the job done. "Don't forget the private sector," NAICC's leaders said. "Can you do the job?" he asked. "Can you cover the demand geographically? We can't let the demand just sit there!" NAICC president Mellinger noted that it was important to increase awareness that qualified professionals from the private sector are available to join in. "A good example is the SP-53 program," she pointed out. "It was originally set up for ASCS or Extension. Now private consultants are listed as the primary service providers." Don't exclude the private sector in your legislation, NAICC requested before leaving the ornate chambers of the House Committee on Agriculture.

Veteran EPA official and former assistant to James Moseley, **Joan Schnell**, reviewed EPA expectations of the REAP program and NAICC's new certification program. "You must make sure your program is credible," she cautioned. "The government is willing to help where it can." The roundtable discussion took part in USDA's historic Williamsburg Room, site of the custom-designed conference table that was used for world leaders at the 1986 Economic Summit.

One of the most productive -- and most meaningful --

meetings of the Washington visit was a joint USDA dialogue with task force officials from the Extension Service, ASCS, and SCS. This joint meeting brought program leaders from the three major USDA agencies that manage programs of prime interest to independent crop consultants. Chaired by Extension deputy administrator **Dr. Vivian Jennings**, the group reviewed USDA program initiatives such as water quality, IPM, ICM, and hydrological units that are currently underway. NAICC leaders listened attentively, then expressed concern about possible competition with private consultants in Iowa, New York, and other pilot program states. "We shouldn't be in conflict," Jennings told the group. "Our role is education and is short term. Although we know that the 1990 Farm Bill creates potential for some conflicts."

The 90-minute frank exchange brought out concerns from both sides. These included low and unrealistic fees charged by Extension-affiliated programs, and establish of publicly funded programs in competition with established professionals. Recommendations were readily available: Require an economic impact study before major long-term public programs are initiated; include an objective to stimulate private sector professionals to perform selected projects; develop a voucher system where farmers can use government-issued vouchers to pay either Extension or private consultants to do the work.

Task force members were concerned, and asked NAICC members to provide specific experiences with Extension and other government programs in their local areas. They also asked for positive feedback -- examples of public programs that work. An Action Alert and reply card is enclosed with this newsletter for this purpose. NAICC staff will use the information to prepare a report by the end of February.

A personal visit with ASCS Administrator **Keith Bjerke** was next on the agenda. The ex-North Dakota farmer was also a participant on NAICC's 1990 Annual Meeting program. He pledged his support and assistance as the National Alliance moves through a profes-



NAICC Board members review the filing procedure for incorporation of the NAICC Educational Foundation with attorney Ed Wheeler.

sional certification program. "A positive and needed move," he told NAICC leaders.

Two days and evenings of Board meetings and deliberations followed the meetings with Washington officials. It was a momentous beginning to a new year and new NAICC program direction.

NAICC BUSINESS NOTES

Contract Researchers' Workshop Outlines EPA Audit Role

More than 75 contract research professionals and guests crowded suburban Denver's Sheraton Conference Center in late January to learn more about EPA audit plans. NAICC member **Lee West** and her committee took charge of the meeting earlier in the month to provide a service for all in the profession, following EPA auditing her firm.

"We received a call from Ms. West on January 5 that she was planning a meeting in the Denver area," recounts NAICC executive vice-president **Paul Weller**. "It was very short notice, but we were determined to help her produce a successful meeting." While the West staff produced a mailing list and labels, the NAICC staff prepared a letter and meeting registration forms for mailing. The first batch of labels was received by NAICC headquarters on January 8, and the materials were mailed that same day. Plans had to be made with the Sheraton hotel staff, a program printed, menus selected, meeting materials prepared, and hundreds of invitations mailed. "The labels kept coming, and we kept mailing," Weller says. "We understand that some persons received multiple invitations, but the bottom line was to assure complete coverage of all possible contract researchers."

Final mailings, with a full program agenda added, were made as late as a week before the January 30-31 meeting. "We understand that some recipients complained about the late notice," Weller noted. "It was a joint decision to keep adding groups to avoid missing interested parties."

Success of the meeting made the hard work and rush worthwhile. The NAICC staff and committee members worked hand in hand to put together this NAICC event.

Marketing Workshop Sold Out

NAICC's first educational workshop of the new year is a sell-out. The first of two "Marketing Your Services" workshops, scheduled for February 5-6 at Bloomington, Illinois, had 50 reserved seats for crop consultants. "We actually sold 55 tickets," says **Lynn Henderson** of *Agri-Finance Magazine*, co-coordinator of the workshop. "It's standing room only."

Second of the workshop series is scheduled for February 27-28 in Omaha, Nebraska. Marketing consultant

and noted speaker **Carl Clayton** moderates the two-day program. Clayton began his career as an agricultural banker, later joining a Fortune 500 company where he was a sales and marketing executive for 22 years.

Some vacancies are still available for the Omaha workshop. Registration fee is \$65.00 per person. Contact **Jackie Czarnik**, *Agri Finance Magazine*, 6201 Howard Street, Niles, Illinois 60648, or phone 708/647-1200, ext. 331, by February 22, to sign up.

The workshops are services of **David Harms'** NAICC Education Programs committee, sponsored by NAICC, Du Pont Company, and *Agri Finance* magazine.

Certification Board Activities

The NAICC Board appointed five voting members and two affiliate members to the Certification Board as was voted on by the membership at the annual meeting. At that time it was decided that until the NAICC certification program has approved a pool of consultants from which to select board members, NAICC members with credentials from professional societies or certification groups be named to this first board.

Dr. Earle Raun, ARPE certified and past president of ARPE and NAICC was named to chair this initial board. Dr. Raun is also certified by the Nebraska Registry of Certified Crop Consultants and serves on their board of directors. Affiliate members named are **Dr. Robert Palmer** and **Dr. James Coppedge**. Dr. Palmer is a Certified Professional Agronomist and chair of the ARCPACS board of directors. Dr. Coppedge is a Registered Professional Entomologist and past president of Southwestern Branch ESA.

Other voting members on the Board are: **Dr. Charles Mellinger**, certified by the American Society of Agricultural Consultants and active with the APS practitioners committee and certification group; **Dr. Robert Ascherman**, is certified by ARCPACS and ASAC and is actively working with the Weed Science Society certification committee; **Dr. Bill Blair** is active with the ESA, is retired national coordinator of IPM programs and NAICC president elect; and **Dan Bradshaw** who is ARCPACS certified, serves on the ARCPACS board and is active with the REAP certification effort.

The NAICC Certification Board has asked for input from federal agencies interested in our certification program inviting them to provide advisors. ASCS Administrator **Keith Bjerke** has answered this request by appointing **Mike Linsenbiger** as their liaison and advisor. Bjerke said that a successful certification program would provide both government agencies and producers some assurance that consultants can provide high-quality professional services.

Plans for certification were discussed with the NAICC Board and legal counsel in mid-January with emphasis on legal and liability issues. The desire is to move ahead as rapidly as possible, giving due consideration to legal concerns.

COMMITTEE NEWS

Nearly all of NAICC's 18 committees have reported solid work underway during their first two months of operation. Here are sample reports:

EDUCATION PROGRAMS

Regional emphasis is in the Midwest with two "Marketing Your Services" workshops, both scheduled for February. Program details and meeting arrangements are being done by **Mary Thompson** of *Agri-Finance* Magazine. Meeting sponsor is **Jack Thew** of the Dupont Company.

OUTREACH

Committee first met at NAICC's 1990 Annual Meeting, and decided the following action program: 1) Develop standard format case studies of in-field problem-solving experiences to educate target groups; 2) Explore formation of a 501(c)(3) designation to facilitate obtaining tax-exempt grants; 3) Develop a goals and objectives statement for 1991 use.

ETHICS

A January 14 conference call brought agreement to prepare a monthly article on ethics for the NAICC newsletter, hold a break-out session at the 1991 Annual Meeting, and meet with FMC's liaison officer to finalize specific ethics projects.

RESEARCH COORDINATION

First activity of 1991 was a successful two-day workshop in Colorado on contracted pesticide research (See news item in this issue). Most attendees were non-NAICC members, and the committee will encourage NAICC membership. Emphasis during the year will be on serving specific needs of contract research.

EXHIBITS

Committee is planning an expanded trade show in conjunction with the 1991 NAICC Annual Meeting. Letters of invitation will be sent to past and prospective exhibitors in January, followed by personal follow-up by committee members during the next several months. Copies of the exhibitor evaluation survey were sent to committee members for review.

MEMBERS IN THE NEWS

Tomato Spotted Wilt Virus is increasing in Florida, and when specialists gathered to discuss it in Immokalee last month, one of their invited speakers was **Dr. Charles Mellinger** of Glades Crop Care, Inc. in Jupiter, Florida. The NAICC member joined colleagues at the Florida Transplant Growers' Association meeting to explore how the TSWV problem may affect Florida's important vegetable transplant industry.

NAICC member **Mills Rogers** of Rogers Entomo-

logical Services, Cleveland, Mississippi was named *Cotton Farming* Magazine's Consultant of the Year for 1990. A special editorial salute honoring Rogers ran in the January issue of *Cotton Farming*.

"Perhaps the most pressing ethical problem consultants face today is whether to recommend a product not specifically labeled for the client's particular use," **Robert Ascherman** says in the January issue of *Agri Finance* Magazine. The past-chairman of the NAICC's Ethics Committee discusses the ethical dilemma facing all consultants. He sums it up this way: "If you don't want to slip, stay out of slippery places."

Also in the January issue of *Agri Finance* was an article on "New trends, technologies and practices" in soybean production featuring four NAICC members. **Tom Menke**, of Menke Consulting, Inc., says fertilizing soybeans through corn doesn't do the job. "Soybeans use lots of P and K, which sometimes need to feed directly." He takes soil samples during the summer while scouting corn, and applies the fertilizer in the fall. The challenge of working in an area where farmers are restricted to a maximum of 1 1/2 lbs. of atrazine per acre is the focus of **Shannon Gomes**, of C8MP, Ltd. **Paul Groneberg** of Centrol, Inc. says the biggest innovation for Centrol Services is no-till drilling of soybeans into untouched cornstalks. And **Roger Carter** of Agricultural Management Services, Inc. suggests outsmarting insects by planting early beans early in the season to avoid the late season insect siege.

The December issue of *Agri Finance* ran a feature on new technologies in corn production entitled "Consultants stalk new technologies for their clients" which also featured several NAICC members. North Carolina may be the best place in the country to grow corn, says **Billy McLawhorn, Jr.** of the McLawhorn Crop Service, Inc. He says the local poultry and swine industries usually keep corn prices well above those in the Corn Belt. The down side is inconsistent yields due to stress from heat and drought. Testing stalks for nitrate content within three weeks after harvest can be a better way to check accuracy of nitrogen recommendations, according to **Melvin Nicholson** of Nicholson Consulting. "It's not perfect, but it's better than the rule of thumb formula of 1.2 pounds of N for each bushel of expected yield," he says. "A hybrid is no good unless it stands until harvest," says **Mike Bishop** of Caprock Ag Consulting. "We are recommending corn hybrids with strong stalks." Problem is that hybrids that stand good one year may not stand best the next, so he recommends planting several hybrids – and selecting the one with the best record. **Bill Tarter** of Alvey Laboratory recommends conservation tillage, especially no-till, to his clients. "About one-third of our clients now use it on corn," he says. AGSTAT's **Jon Baldock** plans to do more soil nitrate testing, according to the article. He will test for both preplant nitrogen application, and for sidedressing. **Doug Peterson** of Farmer's Monitoring Service in Adair, Iowa addresses the problems of consulting for acreage that rotates between sod and corn.

Illinois' Edward Madigan Nominated as Secretary of Agriculture

President **George Bush** nominated veteran Illinois Congressman **Edward Madigan** as U.S. Secretary of Agriculture, to replace **Clayton Yeutter**. The announcement was made in a surprise White House press conference on Friday afternoon, January 25.

"I'll be leaving my post at the end of February," Yeutter told NAICC Executive Vice-President **Paul Weller** at a U.S. Capitol dinner the following week. "It'll take another month to wrap things up." Yeutter will become chairman of the Republic National Committee, a position he did not seek, but he was requested to take at a private White House meeting on New Year's Eve.

Madigan is a native of Lincoln, Illinois, and a veteran of 19 years in the U.S. House of Representatives. For more than half of his service, he has served as the nonsense ranking minority (Republican) member of the House Committee on Agriculture. He is deeply supportive of agricultural research, and knowledgeable on major commodity and FIFRA issues. When it was announced in early January that Yeutter would move to the RNC, Madigan mounted an aggressive campaign for the Secretary's position. It was likely that he would have lost much of his central Illinois agricultural district when the Illinois legislature redraws Congressional district lines this year. Some changes are expected at the sub-cabinet level after Madigan comes onboard in March.

REAP Steering Committee Approves New Charter

A new charter and by-laws to officially form a Registries of Environmental and Agricultural Professionals (REAP) were put forth at Washington, D.C. meetings on January 17-18. NAICC is one of the founding member organizations, and serves on the group's steering committee and program sub-committee.

The new charter commits REAP to "establish professional standards, certification of credentials, and continuing education that will unify environmental and agricultural professional registries..." NAICC would serve on a governing council to establish specific policies.

NAICC was one of two professional groups to provide up-front funding for REAP. A budget calls for \$62,600 in first-year funds, of which \$22,600 would come from private sources. Proposals were put forth to federal government agencies for the additional \$40,000.

It is still unclear just how much REAP will be able to assist NAICC in its new certification program. Steering

committee members feel that each participating group should have its own certification program, and that REAP will merely assist and provide needed oversight. NAICC suggested that REAP might provide blanket liability coverage for groups that certify professionals, but no action was taken. It was decided that REAP could issue an overall code of ethics, certify credentials of participating groups' members, and publicize the importance of using certified individuals to the using publics.

The 15 groups comprising the REAP steering committee include two vocal environmentalists: **Maureen Hinkle** of the National Audubon Society, and **John Haberern** of the Rodale Institute. Next meeting, and possibly final steering committee session before a permanent board is appointed, is March 4-5 in Washington, D.C.

A brochure outlining the background and purpose of the REAP program has been included with this issue of NAICC NEWS for your information.

LISA Is No More

The "Low Input" part of LISA will soon disappear in federal government lingo, as emphasis is placed more on "sustainable" agriculture. Low Input, the federal officials argue, does not embrace the broad range of issues or complex challenges confronting U.S. agriculture.

The new way of agricultural thinking in Washington involves natural resources protection, the environment, producing and assuring high quality food, and competitiveness on world markets. "Low Input" doesn't fit anymore. This new emphasis may also open doors for independent crop consultants to use their expertise and certified credentials to assure the U.S. of an ample supply of safe and nutritious foodstuffs.

USDA is in the process of developing rules for implementation of sustainable agriculture provisions of the 1990 Farm Bill. But it will take some time before there is an understanding of how the interagency teams have interpreted the respective sub-titles. The scattering of these provisions among three USDA agencies is requiring considerable coordination and some delay in implementation.

There is an Agricultural Conservation Practice (ACP) cost sharing program in ASCS that provides limited funds for establishing management programs. No final regulations have been released to date, and there is no idea how and when they will be written. The three USDA agencies are now providing regular updates on their respective provisions, and they will be reported in future issues of NAICC News.

Errata - The following lines of the REAP article on page 3 in the January NAICC NEWS were left out:
...Bill," according to **John Peterson** of that federal agency. "The action's now in the private sector, not government."

MARKETING MART

Field Research Equipment

For Sale: Field research equipment, including hydraulic soil probes, grass cutting equipment, and sprayers. Call: 708/584-1227 or FAX: 708/584-1976. **David L. Watson**, Consulting Services and Enterprises, Inc., 127 Whittington Course, St. Charles, Illinois 60174.

Position Wanted

Crop Consultant: Student member of NAICC seeks employment as crop consultant with active member of NAICC. Has B.S. in Plant Protection, and M.S. in Plant (Weed) Science. Trained in integrated weed management and herbicide fate/mode of action. Also studied IPM, crop physiology, soil fertility, economic entomology, plant pathology. Internships with ICI Americas, Dow Chemical, and Extension Service. Contact: **David L. Barton**, Dept. of Plant, Soil, and Entomological Sciences, University of Idaho, Moscow, Idaho 83843. Telephone: 208/883-3550.

Agronomy Scholarships

Twin Cities-based Cenex/Land O'Lakes, Inc. is offering ten \$1,000.00 college scholarships in agronomy. Eligible candidates are high school seniors who plan to enter a two or four-year agronomy curriculum next fall. Application includes an essay on "Why I am interested in a career in agriculture." Applications available from affiliated local cooperatives or call: **Lani Jordan** at 612/451-4946. Deadline is March 31, 1991.

Agricultural Computer Technology

Ag Chemical Information System – Affiliate of ConAgra is establishing electronic database and system to permit crop consultants instant access to latest label data and research information. Continuously updated on-line. Company offers leasing program on computer hardware. Get details from: **Dan Wilson**, ACT, P.O. Box 1287, 4687-18th Street, Greeley, Colorado 80634. Telephone: 303/330-3370.

Ceres Network, Inc.

Communications Network for Non-Toxic Agriculture – On-line information on working alternatives without cost of chemical poisons, according to founder **John Quackenboss**. The Ceres Network also provides conference system that allows users to converse and exchange information on agricultural topics. On-line seminars and conferences possible. News briefs, library, Congressional directory, and product/service bulletin board included. Contact: John Quackenboss, Ceres Network, Inc., 15 W. Groves Avenue, Alexandria, Virginia 22305. Telephone: 703/739-0006.

NAICC NEWS...8

CALENDAR OF EVENTS

February 12-14 - Mississippi Ag Consultants Association – Le Flore County Civic Center, Greenwood, Mississippi. Contact: **Clyde Sartor** at: 601/638-6635.

February 15-16 - Third National Conference On Organic/Sustainable Agriculture – Sponsored by the Center for Science in the Public Interest. For further information, contact: CSPI, 1875 Connecticut Avenue, NW, Suite 300, Washington, DC 20009-5728. Telephone: 202/332-9110.

February 18-20 - Louisiana Agricultural Consultants' Association Annual Pest Management Workshop – Begins 1:00 PM on Feb. 18 at Holiday Inn, Alexandria, Louisiana. Contact: **Dwayne Coulon** at: 504/383-5908.

February 26 - Minnesota Independent Crop Consultants Association Winter Education Meeting – Borlaug Hall, Room 306, St. Paul Campus of the University of Minnesota, St. Paul, Minnesota. Contact: **Steve Commerford** at 507/659-4429.

February 27-28 - NAICC Marketing Your Services Workshop – Best Western Regency West Motel, Omaha, Nebraska. **Carl Clayton** conducts this action-oriented program to help crop consultants effectively market their services. Contact: **Jackie Czarnik** at: 708/647-1200, ext. 331.

March 5-6 - Nebraska Independent Crop Consultants Association Spring Workshop – Ramada Inn, Kearney, Nebraska. Full details from: **Todd Claussen**, Independent Agronomics, at: 308/995-4276.

March 7-8 - Wisconsin Association of Professional Ag Consultants – Hilton Hotel, Oshkosh, Wisconsin. Contact: **Cindy Baumgartner** at: 715/335-4841.

March 7-8 - American Farmland Trust National Conference on "Saving the Land that Feeds America: Conservation in the Nineties" – J.W. Marriott Hotel, Washington, D.C. Information from: Conference Registrar, American Farmland Trust, 1700 Rockville Pike, Suite 460, Rockville, Maryland 20852.

April 9-11 - Cover Crops For Clean Water Conference – West Tennessee Experiment Station, Jackson, Tennessee. Two and a half days of general sessions on how cover crops can benefit water quality and the environment. Registration materials from: Soil and Water Conservation Society at: 515/289-2331.

November 8-10 - American Society of Farm Managers and Rural Appraisers 1991 Annual Meeting – Hyatt Regency Hotel, Phoenix, Arizona. Contact: **Nancy Morgan** at: 303/785-3513.

November 11-13 - NAICC Annual Meeting – Hyatt Regency Crown Center Hotel, Kansas City, Missouri. Contact: **Paul Weller** at: 202/785-6711.