



# NAICC NEWS

Official publication of the National Alliance of Independent Crop Consultants

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*The Voice of the Professional Crop Consultant*

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## NAICC Co-Sponsors Marketing Workshops As Part of Member Continuing Education



Helping present the "Marketing Your Services" workshop were from left, Ernest Moody, Marine Bank Farm Management; Mary Thompson, Lynn Henderson, Agri Finance; Jack Thew, DuPont Agricultural Products; and David Harms, NAICC.

NAICC's program of continuing education moved into high gear last month with "Marketing Your Services" workshops in Illinois and Nebraska. They were the second in a planned series of member self-improvement programs that will extend over the next four years.

NAICC's Continuing Education Committee, chaired by **David Harms** of Crop Pro-Tech, Naperville, Illinois, co-sponsored the workshops with DuPont Agricultural Products and Agri Finance Magazine.

"We've had terrific feedback from the NAICC members who attended," Harms says. "The workshops really met their needs. It's a great service NAICC can offer to its membership."

Featured presenter **Carl Clayton** provided practical techniques for each step in the sales/marketing process -- making the interest call, conducting an educational conference, handling objections and asking for action. Tips included promoting the benefits rather than the features of service.

The professional's most powerful marketing tool for turning prospects into customers is the excitement he/she displays for their work, Clayton notes. "A prospect doesn't care how much you know until he knows how

much you care."

Working with, rather than avoiding, the media was the subject for **Mary Thompson**, managing editor of *Agri Finance*. Being a reliable information supplier to the media not only communicates the professional expertise of crop consultants and farm managers, but helps dispel misinformation about agriculture, Thompson notes.

At each location, a panel of crop consultants and farm managers shared their firm's most successful marketing tool. NAICC members featured were **Ron Olson** of Top Soil Testing Service, Frankfort, Illinois; and **Earle Raun** of Pest Management Company, Lincoln, Nebraska.

Olson focused on the value of building a strong working relationship with the client, understanding the client's needs and helping them meet those needs. Raun discussed building name recognition with potential clients through speaking engagements and by knocking on doors, as well as the benefits of referrals.

Other panel members discussed their success with client seminars, direct marketing, newsletter to clients, prospects and influencer-groups, and emphasizing the professional skills of the service providers.

The Continuing Education Committee is beginning work on its next projects. Members with topic suggestions should contact Harms at 708/420-2999.



Presentator Carl Clayton fields a question at the Bloomington, Illinois workshop.

## PRESIDENT'S MESSAGE

### United We Stand Or...

**Madeline Mellinger**, NAICC President

During the past month, I had the honor of attending both the Mississippi Ag Consultants Association and the Louisiana Consultants Association meetings on behalf of NAICC. I also attended the NAICC ethics committee meeting with FMC Corporation, and the "Big I" committee meeting. Reports of these important gatherings are in this issue of *NAICC News*.

There are important "take home" messages from these meetings to share with you.

Recently, there has been much NAICC activity as evidenced by our having established a Certification Board and incorporated an Educational Foundation. We have drawn attention to the private sector through numerous methods. And we have continued our leadership in the REAP program to assure a national registry of consultants and other agricultural professionals.

There are, however, only two basic concepts of consequence to NAICC at this time: 1) Our unbiased, objective professional reputation; and 2) Our strength in unity and membership numbers.

The most obvious, important, and recurring point emerging from all meetings that I attend is this: NAICC's greatest asset lies in its members' ability to offer scientifically based, unbiased service to production agriculture. We stand alone in this regard, no other group of agricultural professionals offers this kind of independence and technical ability that is now so needed by modern agricultural programs.

We must protect our ethical reputation and in no way damage the positive perception that public and regulatory groups have of NAICC members. We must remain objective and free from inappropriate influence.

A case in point is our Mississippi colleagues. These consultants are in a unique and highly visible position: the private sector consults on 98 percent of all cotton acreage in the state. This tremendous success is a result of their very careful, hard work. Their gain brings with it a special power which must be protected through maintenance of a reputation for unbiased service. NAICC can help preserve their unique position through unwavering adherence to our code of ethics and professional ideals.

Secondly, now that the private and public sectors have discovered the importance of services that we provide, we must increase our numbers so that we can deliver adequate service to all who need it. If we can't handle the job, someone else will surely do it. And in an increasing number of cases, they are. We need more qualified and credible independent agricultural consultants.

Even more importantly, we need all established con-

sultants to join NAICC so that we can speak with one clearly audible voice. Please help us bring these essential colleagues into our National Alliance.

Only after we have undeniably defined and safeguarded our reputation for objectivity and gained sufficient numbers, can we realistically present ourselves to the public and governmental sectors as being able to do the job. Each of us must make a maximum effort now to attain our goals of unblemished reputation and meaningful membership numbers.

Either united and qualified we stand, or divided and few we'll be ignored -- or replaced.

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### Environmentalists: How You Gonna Get 'Em Down On The Farm?

**Patrick Weddle**, RPE, President, Weddle, Hansen & Associates, Inc. and NAICC Outreach Committee Chair

"In the final analysis, the environmentalists are probably right." This is a quote from one of my grower-clients who also is a prominent community and industry leader. Having heard him say it, I couldn't believe my ears! Where did this farmer get such a notion?

More typically, in response to their growing frustration with the environmental policies inflicted upon them, growers are often heard saying that they are "environmentalists" and as such should not be blamed for so many environmental problems. However, professional environmentalists ("enviros" for short) are skeptical about the role of farmers and farming in preserving the official goals of environmental protection as stated by organized environmentalists. Indeed "enviros" bristle at the notion of farmers being environmentalists. If agriculturists are environmentalists, why then does the agricultural industry inevitably find itself at odds with other environmentalists and their environmental agendas? Furthermore, why are there so many apparent environmental problems that can be so conveniently tagged to agriculture? Are farmers really environmentalists?

#### What is an Environmentalist?

The word "environment" comes from the root word "environner," which means "to surround." Thus, "environment" simply means "surroundings." Dictionary expansions on the word suggest that, "environment is the combination of external or extrinsic physical conditions that affect and influence the growth and development of organisms, including the complex of social and cultural conditions affecting the nature of an individual or community (American Heritage Dictionary)."

The role of the environmentalist advocate is clearly defined by the environmental organization to which the advocate belongs. These organizations may be "main-

stream" such as the Sierra Club or the National Audubon Society, or "radical" as with Earth First or Greenpeace. Typically, you won't find many of your clients belonging to these organizations. Conversely, few would characterize the Farm Bureau as an environmentalist organization. To better understand what the term "environmentalism" means, you must develop a working knowledge of the goals of the environmental organizations (you might be surprised at the level of shared values you have with some of these folks).

## The Independent Crop Consultant as Environmentalist

Because as crop consultants we are often intimately involved in the management of our agricultural "surroundings," and because this manipulation influences the "external or extrinsic physical conditions that affect and influence the growth and development of organisms including the complex of social and cultural conditions affecting the...community," we are by definition agricultural environmentalists (though the NAICC is not yet known for its environmental advocacy). Furthermore, and perhaps most importantly, the independent crop consultant is an agricultural ecologist, a title to which the professional environmentalist cannot lay claim. Because of our roles as agricultural ecologists, independent crop consultants have a rare and unique opportunity, if not a professional responsibility, to bridge the gap between the rural agricultural community and the predominantly urban environmentalist community.

Last year, while attending a national conference on food safety, I met a young apple grower from the New England region. This fellow had been very active in an effort to promote some sanity during the period of hysteria that surrounded the "Alar scare" media event. In his efforts, he spent time working closely with professional environmentalists both in Washington, D.C. and as their host in his farming community. His efforts, though often frustrating, greatly expanded his perspectives on the issue and had a profound impact on the perspectives of the environmentalists whom he hosted.

While at those same meetings, I had an opportunity to renew a relationship with an environmentalist with whom I had worked on a past project. After some brief discussion, we decided it would be fun and educational to have members of her environmentalist organization spend time with me in my clients' orchards witnessing, first hand, our orchard IPM programs. With a minimum of planning, the first of what we hope will be many orchard visits was conducted. My clients met actual environmentalists in person, saw that they were "normal folks," and enjoyed lively and productive conversations with them. The "enviros" walked fields, sampled bugs, got sweaty and dirty and saw many of our complex production, handling and marketing problems first hand. A good time was had by all.

The point is, as independent professional crop consultants, we have an obligation to our communities to

provide the highest possible level of expertise. Unless we understand the forces that are acting on us from the larger community, we are crippled in conducting our affairs as agricultural ecologists. Understanding the role of the environmentalist/activist is important to our practices because the policies that emanate from the environmental movement will directly impact upon our clients and our businesses. Furthermore, our interaction with the professional environmentalists provides for them a valuable and most unique perspective. Remember, most of the folks have very little direct understanding of or exposure to the food and fiber production system. They are, at the very least, impressed and amazed when confronted with the complexities of that system, complexities that are often routine to us as we conduct our consulting practices.

## Do's and Dont's

Do demonstrate your professionalism and your talents for providing solutions to environmental problems on the farm. Let your guests do some of the work, they want "hands on." Do expose the environmentalists to your clients. Select your participating clients on the basis of their interest in environmentally responsible farming practices, ability to articulate these practices and ability to listen to other points of view. This allows the growers and environmentalists to communicate most effectively, minimizing the need for your input as a mediator. Do solicit the reactions and viewpoints of the "enviros" and answer their questions honestly. Question their assumptions. Be diplomatic at worst and genuinely at best. Find out what they do to recreate, what kinds of hobbies they have, what kinds of food they like, etc. And finally, provide an opportunity for all to have a good time, because you will (e.g., one of our planned visits will be to a number of boutique wineries and small, family owned and operated vineyards in my area).

Don't think you're going to make profound policy changes by convincing your environmentalist friends that you are right and they are wrong. Don't expect to change anyone's mind. Don't expect your point of view to be adopted. Don't let your guest(s) be treated with disrespect or hostility. They probably get enough of that anyway, and the behavior serves no positive purpose. Don't be patronizing, condescending, or dogmatic. Remember, your objective is to provide an enjoyable forum for exchanging ideas and developing communication. Mutual understandings will inevitably result as we expand our communications with our environmentalist neighbors. So how you gonna get 'em down on the farm? Invite them!

I hope members of NAICC will see the need to develop relationships with the environmentalist community. Regardless of your affiliations, I think you will find interacting with environmentalists to be rewarding on many levels. I would be grateful for your ideas on the subject and would appreciate hearing of your experiences with the "enviros." Good luck!

## NAICC BUSINESS NOTES

### REAP Leadership Adopts Program Plan

The steering committee of REAP has reached tentative agreement on both a charter and program of work for the new national organization, including a name change. It was agreed to officially name the group: "Registry of Environmental and Agricultural Professionals," a revision from "Registries" that denoted all REAP members to be registries. NAICC had requested the change, since it is not considered a registry.

REAP will become a national registry of certified agricultural professionals from across the scientific and consultant communities. Its mission and role had not been previously defined, leading to some confusion and concern among prospective members. In meetings on March 4 and 5, the steering committee agreed on a code of ethics, drafted a charter and by-laws, and outlined services and a program of work. REAP will actually be a federation of groups like NAICC, the American Society of Agronomy, and the American Registry of Professional Entomologists.

NAICC hosted REAP's program development subcommittee at its Washington, D.C. headquarters prior to the March 5 meeting of the full steering committee. NAICC's Executive Vice-President **Paul Weller** and attorney **Ed Wheeler** reviewed issues of certification liability.

It was agreed that REAP will set minimum standards for member registries and organizations, and will establish criteria for individual memberships for professionals who do not belong to an organized group. "We'll facilitate interplay between agricultural and environmental groups, and help improve the standards of agricultural professionals," says **Dr. Edward C.A. Runge**, Texas A&M University professor and steering committee chairman. The steering committee includes representatives from 16 private and government groups, including two noted environmentalists.



Texas ag consultant Ricks Pluemeke (standing) huddles with REAP steering committee members at Washington, D.C. planning session.

Once REAP is fully operational later this spring, it will be in a position to certify the professional credentials of members. If all goes as planned, it would be able to contract with NAICC to provide certification, if NAICC so requests. The certification will cover professional credentials such as academic training and hands-on experience. It will not address competency levels or specialized training in order to limit liability.

REAP will also be in a position to provide continuing education to members through seminars, work plans, and professional handbooks.

The steering committee also agreed that REAP should provide broad public relations and consumer education programs, as well as a national registry of all certified professionals in agricultural disciplines. Its code of ethics would supplement and complement those of its member organizations.

Biggest hurdle for REAP is funding. NAICC was one of four national groups from the private sector to step forward with seed money to date. Requests for government grants from USDA and EPA are pending. Final plans will be announced at meetings on April 18 and 19, but progress will be dependent upon achieving a 1991 start-up budget of \$65,000.

### NAICC Directories Mailed to Government Officials

President-elect **Bill Blair** coordinated the mailing of NAICC membership directories early in February to Department of Agriculture administrators, ASCS executives, SCS state administrators, Extension Service directors and IPM coordinators in each of the fifty states.

A cover letter from NAICC President **Madeline Mellinger** informed administrators about NAICC's code of ethics, membership requirements, and relationship to the public, employers and clients and to other professionals, making members unique, independent, and competent. "We are proud of the strict rules and procedures that ensure that NAICC members are competent professionals," the letter states.

### NAICC Notebooks Available

NAICC members may purchase copies of the 250-page notebook from the 1990 Annual Meeting.

The distinctive three-ring binders contain a complete listing of annual meeting attendees, professional biographies of more than a dozen noted speakers, and complete presentations on topics such as EPA inspection, estate planning, agri-business opportunities in Eastern Europe, and new issues in biotechnology. Also included are NAICC 1990 financial and business reports.

Binders will be shipped postpaid while quantity lasts. A check for \$15.00 should accompany order to NAICC headquarters (address on front page).

## STATE NEWS

### OAICC Members Visit Agency Administrators

Two Executive Committee members of the Ohio Alliance of Independent Crop Consultants, **Carl DeBruin** and **Bill Blair**, recently visited with administrators in the Ohio Department of Natural Resources, the Ohio Department of Agriculture, and the Ohio Soil Conservation Service (SCS). They also met with the State Executive Director and staff members of the Agricultural Stabilization and Conservation Service (ASCS) and the Director of the Ohio Agricultural Research and Development Center.

According to the delegation, the administrators did not know independent crop consultants existed. They were informed about membership requirements including those in education, experience, and ethics. A discussion about the relationship between the public and private sectors was included on the agenda.

Following the two days of visits, DeBruin concluded: "We batted 1000!" The Ohio Alliance of Independent Crop Consultants recommends this personal approach to informing decision-makers at the state level to other state associations. "Tell them who we are, what we are, and about the services we offer," they said.

### Illinois Crop Consultants Meet

NAICC member **Bill Craig** reports that thirty-nine people attended the tenth annual meeting of the Professional Crop Consultants of Illinois (PCCI) in Champaign, Illinois on January 10 and 11, 1991. Consultants from Indiana, Ohio, Michigan, and Iowa joined with Illinois members to share experiences and gather new ideas. Industry was represented by 12 persons, and field editors from two farm publications were present.

The two-day meeting covered issues such as ground water quality and cooperation between Extension specialists and independent crop consultants. They also discussed plans for certifying crop consultants. Certification is supported by PCCI to encourage high ethical standards among its members.

State officers elected for 1991 are: **Bill Craig**, President; **Gene Craig**, Vice-President; **Bob Brown**, Secretary-Treasurer; and Directors, **David Harms** and past president **Gary Elliott**.

### MACA Reports 87% Attendance

Sixty-nine of 79 active members of the Mississippi Agricultural Consultants (MACA) met on February 12-14, 1991 in Greenwood, Mississippi. Total attendance of 150 included representatives from industry, USDA, universities, and other allied organizations, according to **Clyde Sartor**, MACA president and NAICC member.



1991 MACA officers and directors (from left to right): Jimmy Grant, Joe Townsend, John Kimbrough, Clyde Sartor, Jeff North, and Bill Pellum vote to submit a MACA application for NAICC Sustaining membership.

A full slate of discussion topics included new pyrethroid label changes concerning application drift, boll weevil eradication, fertility problems in cotton, insect control and weed and disease control problems in row crops, computer modeling in cotton production, and new agricultural chemical products. A panel of consultants discussed their experiences with the SP53 program in cotton during 1990. Two were positive about the program and two were negative. The key factor in all cases was the cooperation of the local county agents.

**Dr. John Wilson**, Leader of Agricultural Programs for the Mississippi Cooperative Extension Service (MCES) was on hand to discuss continuing education needs for ag consultants. As an immediate result, two fertility workshops were set for March 19 & 20, 1991.

Officers elected for 1991 were: President, **Clyde Sartor**; Vice President, **Jeff North**; Secretary/Treasurer, **Jimmy Grant**; Directors, **Joe Townsend**, **Kim Kimbrough** and **Bill Pellum**.

### A New Era for Texas Agriculture

The Texas Association of Agricultural Consultant's (TAAC) 14th annual conference was held January 20-22 in Austin, Texas with 167 in attendance. The conference theme, "A New Era for Texas Agriculture," reflects the enthusiasm of those in Texas agriculture as they look forward to working with newly elected State Ag Commissioner **Rick Perry**, according to a report from NAICC members **Dana Palmer** and **Jay Smith**.

Program highlights included a cotton physiology seminar and presentations on "Micro Nutrient Detection and Correction," "Fate and Mobility of Pesticides in Water," and "Aflatoxin Management."

Keynote speaker at TAAC's awards banquet was **Dr. Earl Butz**, former U.S. Secretary of Agriculture. NAICC member **Bob Glodt** received the Consultant of the Year award for 1990 and **Dr. Roy Parker**, Texas Agriculture Extension Service, was honored with the Outstanding Public Servant award.

1991 officers are: **Glen Crane**, President; **Dana Palmer**, Vice President; and Directors **Mike Hugh** and **John Klepper**.

## COMMITTEE NEWS

### "Big I" Committee Meets in Louisiana

The committee on independence, now affectionately referred to as the "Big I" Committee, met on February 19 in Alexandria, Louisiana, in conjunction with the Louisiana Ag Consultants Association Pest Management Workshop. Stimulated by a Monday night meal consisting of such Louisiana delicacies as frog legs, crawfish, and yes, fried alligator, the committee met much of the day and well into the evening on Tuesday. Attending were chairman **Bruce Nowlin**, members **Dan Bradshaw** and **Don Jameson**, and guests **Madeline Mellinger**, **Grady Coburn**, **Daney Kepple**, and **Harold Lambert**.

The committee is considering three main issues: 1) the independence of the NAICC as an organization, 2) the basis of independence judgements in the case of individual voting member applicants, and 3) the categories and criteria for membership. Items two and three took up most of the time at this meeting.

The committee is considering recommending some changes to the membership application form such as an expanded series of questions to determine an applicant's independence or impartiality. If questions of bias arise, a more strenuous secondary review process would then be initiated.

Another recommendation being considered is adding categories of voting memberships. Being considered are "Contract Research Consultant" and "Management, Policy and Diagnostic Consultant" categories. If the requirements of education, experience and independence are met, then these would be voting member categories in addition to the Crop Consultant category.

If you have any ideas, suggestions, or question for the committee or just want to know how fried alligator tastes, contact one of the committee members right away. The committee is planning to submit a final report with some specific recommendations to the Executive Board for consideration at the May meeting in Kansas City.

### ABC To Continue

The Alliance Builder Campaign (ABC) has been a successful tool for the recruitment of new NAICC members and will be continued during 1991. You can help keep NAICC growing by contributing names of prospects. This year's ABC campaign will accept new names through June 15, 1991. Any member who is successful in obtaining three new members by the annual meeting will have their convention registration waived. Enclosed in this newsletter is a form to return to NAICC headquarters with a list of prospects. Send in your names today!

## Ethics Committee Meets

The NAICC Ethics Committee met last month during the Louisiana Agricultural Consultants Association Pest Management Workshop to discuss project opportunities with FMC's liaison personnel. A review of the many NAICC activities brought into focus the importance of communicating NAICC's long-run goal (see February newsletter) to members and the public. A listing of developmental needs for NAICC also received particular discussion.

### Group Purchase Options

The Group Purchase committee has discussed several items that could be made available to NAICC members through group purchase. Among the ideas circulating in the committee are: communications equipment (i.e., mobile radios, radio-telephones, fax machines, etc.), equipment coupon books, and reference books such as the CPCR Crop Protection Chemicals reference book and the Label book for field chemical reference.

Chairman **Dick Weston** is seeking other ideas from NAICC members. Give him a call at: 913/462-6414

## MEMBERS IN THE NEWS

NAICC member **Patrick Weddle** of Weddle, Hansen & Associates, Placerville, California, was featured in an article in January's *Greenhouse Manager*, authored by **Dr. Roger H. Lawson**. Lawson received NAICC's Service to Agriculture Award at the annual meeting last November. His article, "Success depends on cooperation between public and private interests," discusses the need for private-public cooperation in the implementation of IPM. Weddle notes that few consultants in the private sector have the resources to conduct the extensive research which is the cornerstone to expanding and implementing IPM practices. The extensive capability of the public will be critical in the implementation of IPM, according to Weddle.

The February issue of *Nursery Manager* ran an article entitled "A Pest Control Option: Get Someone Else to Watch the Crops" which featured Glades Crop Care, Inc., owned by NAICC members **Charles** and **Madeline Mellinger**. Charles is quoted as saying: "We regard retaining our services much in the same way as hiring a CPA or an attorney."

Speaking of Charles and Madeline, the two co-authored an article in the Winter 1991 issue of *American Vegetable Grower* entitled "Responsible Pesticide Use is Industry Goal." The article highlights the sophistication and fine-tuning involved in pesticide use today.

NAICC members **Dwight Lincoln**, Lincoln Consulting Services, Inc., Jay, Florida; **Michael Brubaker**, Agronomic Consulting Service, Lititz, Pennsylvania;

**Randy Van Haren**, Pest Pros, Inc., Plainfield, Wisconsin; and **Jim Ladlie**, Agri Growth, Hollandale, Minnesota; were featured in CPM/The American Farmer with their unique solutions to specific problems. Lincoln discusses potassium deficiencies in cotton, Brubaker examines Tilt fungicide's responsiveness on wheat, Van Haren suggests advance treatment for nematodes on potatoes, and Ladlie sorts out herbicide injury to field crops.

And **Mike Brubaker**, Brubaker Consulting, Lititz, Pennsylvania was named the 1990 No-Till Tiger in the consultant category by ICI Americas and the National Association of Conservation Districts/Conservation Technology Information Center. Brubaker was featured in the January 1991 issue of *Farm Chemicals* magazine. "Mike Brubaker...is firmly committed to no-till and other conservation tillage methods," the article says.

## WASHINGTON NEWS

### Congress Sets 1991 Agenda For New Secretary of Agriculture

Former Congressman **Edward Madigan** was confirmed 99-0 by the U.S. Senate on March 7, and will be delving into a full agenda set by the 102nd Congress. The Illinois Republican brings 20 years of agricultural legislative experience to his new job in USDA's big corner office.

Madigan has been a key player in congressional action on agriculture. Last year, he engineered a bipartisan majority for an amendment giving the Secretary of Agriculture the authority to double reductions in feed grain loan rates. Five years earlier, he defeated Democratic attempts to permit farmers a voting role in limiting production to raise prices, a key decision in the five-year farm authorization measure.

Representative **E. (Kika) de la Garza** (D-TX), now beginning his sixth term as chairman of the Committee on Agriculture of the House of Representatives, has established a list of top priority agenda items for this session of Congress. With the departure of Representative Madigan from the Committee, the Committee's agenda will certainly be an active one. There are eight new members on the Committee, all starting at the lowest rung on the ladder to build their seniority position.

Representative de la Garza includes the following items on his agenda:

- **1990 Farm Program Changes.** USDA's implementation of the 1990 Farm Bill will be closely monitored by the Committee and the 1990 budget reconciliation law, assess the legislation's impact on rural economy and determine if corrective legislation is needed.

- **Agricultural Trade Issues.** The Committee will

continue to monitor the Uruguay Round of the General Agreement on Tariffs and Trade (GATT), including the expected request from the President to extend fast-track authority, look at options to increase funding for the Export Enhancement Program (and other ways to stimulate farm exports), and closely monitor the U.S.-Canada-Mexico free trade negotiations.

- **Food Safety Issues.** Legislation to improve food safety in ways that benefit agriculture and consumers will be pressed by the Committee. Legislative activities include reauthorization of the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) and related issues.

- **Energy Issues.** The Committee will give a high priority to investigating the potential for alternative fuels from agricultural sources. The need for an agricultural component to a possible national energy strategy is heightened by increased environmental regulation on emissions from fossil fuel sources and uncertainty in oil supplies caused by the Persian Gulf war.

- **Income Disparity Between Rural and Urban Areas.** The Committee will continue to explore the economic and social problems posed by the growing income disparity between rural and urban areas. Issue areas to be reviewed include: job opportunities, economic development, infrastructure (particularly water and waste services), health service, and related areas.

- **Environmental Issues.** Current problems facing U.S. agriculture due to water scarcity and how water conservation efforts can be improved and promoted will be explored. The Committee will also closely monitor conservation, pesticide, and other programs promoting sustainable agriculture production that were put into place by the 1990 Farm Bill and look at what improvements or changes are necessary. The Committee will also review agricultural issues related to the reauthorization of the Clean Water Act.

- **Crop Insurance and Disaster Funding.** Monitoring changes to the crop insurance program made in the 1990 Farm Bill will continue to develop the best possible and most cost-effective way to provide farmers the safety net to cope with weather and other disasters. The Committee will also work with the Budget Committee and Appropriations Committee in seeking funding of the disaster program to cover 1990 crop losses.

- **Futures Regulations Reform.** Again, legislation will be taken up to reauthorize the Commodity Futures Trading Commission and reform regulation.

- **Farm Credit.** The Committee will review the availability of credit to agricultural producers and the financial soundness of government-sponsored enterprises, such as the Farm Credit System.

- **Biotechnology Regulation.** In addition, the Committee is expected to look at possible regulations for biotechnology and biological pest control.

Other issues to be confronted include problems faced by specialty high-value agricultural crop producers and the need for uniform standards for labeling recycled paper/wood products and what obstacles small rural communities face in recycling.

## COUNTRY STORE

### Show Your NAICC Colors

NAICC members can proudly display their NAICC affiliation in the field this Spring, as well as at industry meetings across the country. These official NAICC materials are now available to members in good standing:

- **Official Field Cap** – Brown baseball-style cap with gold NAICC logo on front. Limited quantity. \$6.50 each.
- **NAICC Jacket Patch** – Distinctive brown jacket patch with gold NAICC logo. Approx. 3" square. \$2.50 each.
- **Official NAICC Decal** – NAICC logo on durable decal. Same size as jacket patch. Comes on a roll. \$1.00 each, six for \$5.00.
- **NAICC Lapel Pin** – Gold lapel pin identifies you as a NAICC member. Each member gets one. Order an extra for \$10.00. Limited number of five and ten-year pins for qualifying members.
- **NAICC Logo Sheet** – Sheet of various sizes of NAICC logos. Come camera-ready for use on letterhead, brochures, business cards, and display materials. \$3.00 per sheet.

Send order and check made out to: "NAICC" to NAICC Headquarters. Shipments made within five days.

## NEW MEMBERS

### VOTING:

#### **Tom Jones, B.S. (Agronomy)**

Centrol  
Route 1, Box 36  
Walcott, ND 58077  
Office: 701/274-8203 Home: 701/553-9110  
FAX: 701/274-8203  
Began Business: 1984

#### **Scott Wanner, B.S. (Agronomy)**

Centre Crop Consulting  
601 4th Street, S.W.  
Rugby, ND 58368  
Office: 701/776-5178 Home: 701/776-5178  
Began Business: 1984  
Services: Crop monitoring with timely recommendations, soil testing & fertility management, computerized field records, sprayer calibration, and crop planning.  
Crops: Wheat, barley, corn, sunflowers, dry beans, soybeans, alfalfa, oats, flax and canola.

#### **William Raymond Peele III, B.S. (Agronomy)**

Peele Agricultural Consulting, Inc.  
- Membership status has been changed from Affiliate to Voting.

### AFFILIATE:

#### **Edgar M. Hood III, M.S. (Ag Econ)**

Bactec Corporation  
9601 Katy Freeway, Suite 350  
Houston, TX 77024-1331  
Office: 713/464-5444 Home: 713/351-6958  
FAX: 713/464-1421  
Began Business: 1972

### SUSTAINING:

Bactec Corporation  
Contact: **Edgar M. Hood III** (see above address)

### PROVISIONAL:

#### **Peg Steward, B.S. (Agronomy)**

Diamond AgResearch  
1405 East Johnson  
Garden City, KS 67846  
Office: 316/275-4476 Home: 316/275-4476  
Began Business: 1991  
Services: Agricultural research on a contract basis.

## CALENDAR OF EVENTS

March 18-19 - Georgia Association of Professional Agricultural Consultants 1991 Annual Meeting – Tifton, Georgia. Contact **Danny Bennett** at: 912/934-4797.

March 28-29 - High Plains Association of Crop Consultants Annual Meeting – Barcelona Court Hotel, Lubbock, Texas. Meetings begin at 8:00 AM on Thursday and end at noon on Friday. NAICC members are invited to attend. For more information, contact **Jay Smith** at: 806/462-1231.

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.

August 22-27 - International Symposium on Soil Testing and Plant Analysis in the Global Community – The Hotel Royal Plaza, Orlando, Florida. For additional information, contact COUNCIL headquarters, P.O. Box 2007, Athens, GA 30612-0007, or call: 404/546-0425.

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 10-13 - NAICC Annual Meeting – Hyatt Regency Crown Center Hotel, Kansas City, Missouri. Contact **Paul Weller** at: 202/785-6711.



# National Alliance Of Independent Crop Consultants

## CODE OF ETHICS

### PREAMBLE

The Agricultural Consulting profession is vital to the environmental and economic considerations involved in agricultural decision making. Professional Agricultural Consultants have the position and authority to render effective service to humanity as well as the agricultural community.

The National Alliance of Independent Crop Consultants has established the following code to define the professional conduct and ethics binding on its members. A member recognizes that this code of ethics signifies a voluntary assumption of the obligation of self-discipline above and beyond the requirements of the law and will strive to uphold the honor and maintain the dignity of the profession.

#### Article I. General Principles

1. The privilege of professional practice imposes obligations of morality and responsibility as well as professional knowledge.
2. Each Consultant agrees to be guided by the highest standards of personal honor, and professional conduct.

#### Article II. Relation of Professional to the Public

1. A Consultant shall avoid and discourage sensational, exaggerated, and/or unwarranted statements that might induce participation in unsound enterprises.
2. A Consultant shall not knowingly permit the publication of reports or other documents for any unsound or illegitimate undertaking.
3. A Consultant shall not give professional opinion or make a recommendation without being as thoroughly informed as might reasonably be expected considering the purpose for which the opinion or recommendation is desired; and the degree of completeness of information upon which it is based should be made clear.
4. A Consultant may publish dignified business, professional, or announcement cards, but shall not advertise work or accomplishments in a self-laudatory, exaggerated, or unduly conspicuous manner.
5. A Consultant shall not issue a false statement or false information even though directed to do so by employer or client.

#### Article III. Relation of Professional to Employer and Client

1. A Consultant shall protect, to the fullest extent possible, the employer or client's interest insofar as such interest is consistent with the law and consultant's professional obligations.
2. A Consultant who finds that his obligations to his employer or client conflict with his professional obligation or the law, should have such objectionable conditions corrected or resign.
3. A Consultant shall not use, directly or indirectly, any employer's or client's information in any way which would violate the confidence of the employer or client.
4. A Consultant retained by one client shall not accept, without client's written consent, an engagement by another if the interests of the two are in any manner conflicting.
5. A Consultant who has made an investigation for any employer or client shall not seek to profit economically from the information gained, unless written permission to do so is granted, or until it is clear that there can no longer be a conflict of interest with the original employer or client.
6. A Consultant shall not divulge information received in confidence.
7. A Consultant shall engage, or advise his employer or client to engage, and cooperate with, other experts and specialists whenever the employer's or client's interests would be best served by such service.
8. A Consultant shall not accept a concealed fee for referring a client or employer to a specialist or for recommending other professional service.
9. A Consultant shall act fairly and justly toward vendors and contractors, selecting their product and services on the basis of merit and value to the situation.

#### Article IV. Relation of Professionals to Each Other

1. A Consultant shall not falsely or maliciously attempt to injure the reputation of another.
2. A Consultant shall freely give credit for work done by others to whom the credit is due and shall refrain from plagiarism in oral and written communications, and not knowingly accept credit rightfully due another person.
3. A Consultant shall not use the advantages of state or federal employment to compete unfairly with another member of the profession.
4. A Consultant shall endeavor to cooperate with others in the profession and encourage the ethical dissemination of technical knowledge.
5. A Consultant having knowledge of unethical practices of another Consultant shall avoid association with that Consultant in professional work.

#### Article V. Duty to Profession

1. A Consultant shall aid in exclusion from certification of those who lack moral character, who have not followed this Code of Ethics, or who do not have the required education and experience.
2. A Consultant shall uphold this Code of Ethics by precept and example and encourage, by counsel and advice, other Consultants to do the same.
3. A Consultant having positive knowledge of deviation from this Code by another Consultant shall bring such deviation to the attention of the appropriate officials of the NAICC and/or affiliated state association.