



NAICC NEWS

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Competition or Cooperation?

In Maryland, an Extension IPM scouting program has been expanded. Extension leaders in Illinois, facing budget shortfalls that seem to get worse each year, are resisting the temptation to run Extension more like a business. A plan to charge farmers a fee when they visit a county office or when a field visit is made has been dropped, at least for now.

In Pennsylvania, the state is now providing a training course to agrichemical and fertilizer dealers and applicators that, upon completion, makes them eligible to develop integrated farm management plans for water quality protection for clients enrolled in a special experimental water quality program authorized by the 1990 Farm Bill.

The president of the Society of Nematologists has called for an expanded role for government in establishing regional institutions to "process soil and plant samples for nematodes and provide advice on nematode problems."

Across the nation, legislatures are responding to public concerns about the environment by compelling government agencies and institutions to get more actively involved in on-the-ground problem-solving efforts. In rural America and farm country, that means helping farmers develop and implement integrated resource management plans, design and install conservation practices, and pursue biologically based solutions to crop-pest problems.

The fertilizer and pesticide applicator industries are also moving fast to try to become part of the solution. They are placing their emphasis on an "industry friendly" certification program designed to build public confidence.

Where and how will private consultants fare in the midst of all this new activity?

There are two major areas in which public policy will answer this question—government subsidized competition, and rules regarding who shall have the opportunity (or responsibility) to develop integrated farm management plans needed to qualify a grower for some tangible program benefit, or avoid punitive measures imposed by regulators.

On both fronts, consultants in many regions of the country could be in for some hard times. Policies that either ignore or clearly hurt consultants are particularly likely in states where there are relatively few consultants currently in business. One wonders how the number of consultants can grow if individu-

als thinking about making the plunge have to compete head-on with services subsidized by taxpayers.

Perspective on the value of consultants to a region's agricultural economy can be gained from assessing the role of consultants in states where a high percentage of harvested acreage benefits from the efforts of private consultants. Maybe NAICC should try to commission a study of what consultants have done for the cotton industry in the South, or vegetable producers in Florida. Insights gained would provide NAICC with a stronger basis from which to argue in states like Iowa that, given a chance, consultants can and will make a difference.

Membership Survey Provides Insights

Why have most members joined NAICC?

"Interaction with other consultants" and "sharing of information" were the two most frequently mentioned reasons cited by the nearly 40 NAICC members responding to the recent membership survey. Surprisingly, core NAICC programs like certification and goals such as seeking a stronger, unified voice for the profession were mentioned by only one respondent as his reason for joining. Nearly half the respondents said they expected NAICC to "provide current information on legal and political issues." Other key missions for NAICC included providing a forum for interaction with other consultants, political representation, and certification.

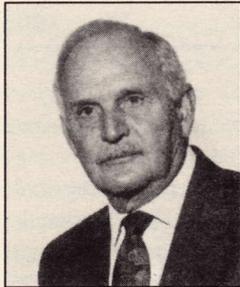
The vast majority—30 of 34 respondents—said "Yes" when asked if NAICC as an organization is headed in the right direction. Half of these said that gaining greater influence in Washington was one of the important things that NAICC is doing. Just under one in three respondents cited the certification program as another important activity. The four most frequently cited "needs" for NAICC in the future were certification (seven responses), ability to communicate with members (seven), recruiting (six), and counteracting protest groups and lobbying (six).

Further insights were gained from a survey of 45 consultants who are not members of NAICC. Asked why, 19 responded that the dues are too high, while 15 said their state association was meeting their needs adequately. Nearly two-thirds agreed that professional certification was needed. Asked what they would expect from NAICC if they joined, 14 respondents cited the need for a collective voice to address

PRESIDENT'S MESSAGE

Let's Show 'Em

Bill Blair, NAICC President



How do people learn? When you're skeptical about an idea, what's the best way to change your mind? Should I tell you? Or show you?

U.S. agriculture has advanced rapidly in this century because industry leaders in the public and private sectors understood very well the answer to that question. It's called demonstration, and that's the theme of this

issue.

We have demonstrated the results of plant breeding, of fertility, of irrigation, of cultural practices, of insect, disease, and weed control. These demonstrations have resulted in widespread acceptance of improved production practices. That acceptance in turn resulted in increased yields, improved crop quality, and lower costs. Fewer farmers were needed to feed and clothe the nation, and Americans began to move to town in droves. As a result, those of us in agriculture are outnumbered about 50 to one. And we "survivors" spend too much time talking to ourselves and not enough time talking to our friends off the farm.

It's no secret that most Americans harbor some misconceptions (or in some cases, non-conceptions) about agriculture. It's true that our mistakes are more widely reported than our success stories. That's probably the case in every field. It's equally true that our response all too often is to stand around and talk to ourselves, telling derisive stories about "city folk" who think food originates in the super market.

Who's to blame for their misconceptions? We weren't born knowing what we know either.

I'd like to issue a challenge to you, my fellow consultants and contract researchers, the readers of this newsletter. The challenge is, Let's show 'em!

You'll probably be better than I am at figuring out ways to answer the challenge. Here's one of my pet ideas. How about teaming up with several other agricultural people in your area—one of your grower clients, maybe, the county agent, a local farm supplier, an ag banker—whoever you think might be interested—and planting a garden. Yep, that's right. A garden. Then invite teachers to bring their classes on field trips and see what "happens" to food before it shows up in the super market. This doesn't have to be just for elementary kids either. There's a lot high schoolers could learn about biology from an understanding of how we utilize beneficial insects to help manage pests, what we do about diseases, etc. And it wouldn't surprise me, with all the back-to-nature feelings floating around, if church groups, civic clubs, and a world of other adults wouldn't find "a day in the country" very appealing.

This is the kind of project that can soak up as much time and

energy as you want to put into it, and I can hear you saying, "Are you crazy? This is my busy season. I barely have time to breathe!" I know what you mean.

I also know that when people team up and pool their efforts, the burden on any one individual lightens considerably. And if you make it a group project, you have a lot of opportunities for "bonding" with important leaders in your community.

Think about it. How much complaining have you done in recent weeks and months? Maybe there are some people who want to tell us to "put up or shut up." True, that's pretty rude, but think about it. This is your chance to "put up" by joining forces and demonstrating your professional expertise. Maybe through your efforts you can convince a few people in your home town that those of us in agriculture take the environment as seriously as the next person, and that food does not originate in a freezer or a can.

Membership Survey

continued from page 1

government, industry, and the public.

Taken together these surveys confirm that the opportunity to interact with other consultants, along with the chance to gain influence in the public policy arena, are the two most important benefits members receive from membership in NAICC. Given the Washington, D.C. location, members who attend the annual meeting Nov. 5-8 should have the best of both worlds—lots of opportunity for interaction with other consultants in between meetings with key players in the policy process.

LETTERS TO THE EDITOR

You Can Make a Difference

"40,000 Children Die Every Day From Hunger and Related Causes." I cannot ignore that statistic. I cannot ignore it because I spent one year in a Third World country where I grew to love certain children and their parents. I cannot ignore it because I have three little children of my own, and I can't imagine being unable to adequately feed them. I cannot ignore it because I am a crop consultant, and I spend my summers walking through 40,000 acres of tremendous corn and soybean production.

There is enough food to feed the world. But it is unevenly produced and consumed. Also, the main cause of hunger is poverty. People are hungry because they are extremely poor. People are poor for many reasons, including the greed of others, the lack of productive resources (such as land, tools, credit), unemployment, and many other reasons.

The single most important thing needed to overcome hunger is convincing people (even crop consultants) that they can make a difference. That conviction increases the political will

needed to end hunger. *All of us* can help change national policies that relate to hunger, in this country, and world-wide.

For fifteen years I have studied hunger issues. I speak to children in schools and churches. I am an active member of "Bread for the World," a national lobbying group that focuses energy on American citizens writing letters to their Congress-people as "advocates" for the hungry. I am a careful consumer. I work hard to support American agriculture, where I encourage farmers, clients, and neighbors to practice the art of resource stewardship.

Humankind has the knowledge and the resources to end world hunger. Those of us in agriculture are especially aware of some of that knowledge, those resources. I strongly feel that every person can make a difference. I'm trying to do my part.

Maggie Alms
Alms Consulting
Lake Crystal, Minn.

Agricultural consultants in the United States are blessed by the chance to work with one of the world's most impressive Ag production systems. It is easy to overlook the major malnutrition problems which exist in the world today. We are heartened to see consultant outreach efforts focusing on the bigger picture.

Editor

PROFESSIONAL ETHICS

What Would You Do?

Editor's Note: This is the first of a new series that will appear in each issue of the NAICC newsletter. "What Would You Do?" describes real-world ethical dilemmas facing the consulting community. These features are intended to stimulate discussion and debate among NAICC members on how to translate our Code of Ethics into rules to live and work by. Subsequent columns will include a section summarizing comments received from the membership in response to the ethical issue addressed in last month's column. Don't be bashful—let us know what you would do, or have done, when faced with a situation similar to "Passing It Along?"

Passing It Along?

Potato farmers make up the majority of your client base. Most are competitive, large growers trying to capture top prices in a quality-sensitive marketplace.

In the last two seasons, a new yield and quality reducing condition has plagued several growers in your operating region, including most of your clients. The mysterious condition afflicts only certain fields, and then only parts of fields, and appears to be associated with some disease that saps the vigor

of midseason crop development. The incidence of a variety of common diseases is higher in affected plants, despite the heavier applications of both insecticides and fungicides various growers have applied in a futile effort to reverse the problem.

A wide range of efforts is under way to diagnose the genesis of the problem, which remains unpredictable and difficult to control, and very costly. Extension personnel are involved in the effort, along with several consultants and other experts in the area.

A new client contacts you to inspect a field hard-hit by the problem. You agree to work for the new client, and proceed by collecting soil samples, checking insect and nematode populations, and carrying out a variety of other tests that might help detect the source of the problem—all to no avail. After two weeks of efforts, you meet with the client who shares a theory he has about the possible cause of the problem. He suggests that the problem is associated with heightened plant sensitivity to a particular virus, and suggests that you contact, on his behalf, Dr. Smith, a world renowned expert in this particular virus.

Your conversation with Dr. Smith, a university scientist stationed across the country, is encouraging, but no clear answers emerge. You report the gist of your conversation to your client, who then instructs you to ask Dr. Smith to join you in a more in-depth field investigation, with the hope that Dr. Smith might recognize something in the pattern of the problem that leads to discovery of its cause. You agree to at least make the invitation, but are a little skeptical about the cost and utility of the venture. You point out to the client the high cost that might be entailed in securing Dr. Smith's assistance, but the client says to go ahead, voicing skepticism about the chances that other ongoing efforts will produce solutions. To protect his investment, he asks only that your and Dr. Smith's efforts on his behalf be kept confidential.

A week later Dr. Smith visits the area and you accompany him to the field, take various soil, insect, viral, and tissue samples and discuss patterns of the syndrome's incidence and a range of other local crop management factors. Dr. Smith promises a timely assessment and response.

One week later, Dr. Smith calls to inform you that the problem arises because the root system of plants in certain parts of fields are being weakened by an imbalance of calcium and boron, which in turn makes the plant more susceptible to a common soilborne virus transmitted by nematodes. Only certain parts of fields are afflicted because of a complex combination of tillage, soil structure, and microbiological factors that results in the imbalance. Dr. Smith recommends a one-time application of a low-cost, readily accessible fertilizer supplement, along with ongoing soil test monitoring. You make the recommended application the next day in a particularly hard-hit part of one field, and three days later, all signs of the syndrome are gone. Immediately, you recommend and carry out applications of the same material on all the grower's affected acreage.

Dr. Smith's expenses cost your client \$7,000. This constitutes a \$20 per acre increase in your normal fee of \$12 per acre

across his 350 acres of potatoes.

A few days later you are visiting a long-standing client, who helped you establish your business. Frustrated by the lack of success from your and his past efforts to deal with this same problem, he asks in desperation what more can we do?

What would you do?

That afternoon, you run into the county Extension crop protection specialist, who feels obliged to tell you of the lack of progress they have made in a number of trials designed to try to solve the mystery. He asks you if you have made any progress dealing with the problem or have any ideas about new research strategies they might pursue. How would you respond?

DEMONSTRATION

Working with SP-53: The Costs and the Benefits

By Randy Van Haren

Federal government programs aimed at food safety and ground-water protection are flourishing these days. Despite budget constraints, programs such as IPM, best management practices (BMP), and integrated crop management (ICM) are enjoying a resurgence.

Among the more visible of these are SP-53, groundwater and watershed protection, and IPM programs that use cost-sharing as an incentive to farmers to cooperate.

Independent crop consultants have been recognized as key links in the process of increasing the adoption of BMPs and encouraging cooperation with demonstration projects. However, early experience of crop consultants with such programs has been fraught with bureaucratic mazes, hoops, and red tape. To this add the potential for unfair competition to develop, and it is a wonder that these programs have moved forward at all.

Government agencies have been quick to lure consultants with the possibility of business expansion as an enticement to find and serve cooperators. They don't appear to know that most firms have more than enough business without adding the headaches often associated with the public sector. Since opening shop in 1984, our firm has had the opportunity to cooperate in many of these programs, and have encountered more benefits than costs.

In the "cost column" is the additional paperwork required by government agencies in documenting all work. This commonly includes a pre-plan, midseason reporting or contacts, and end-of-season summary. In the pre-plan, consultants are required to outline management guidelines, including a plan to reduce inputs and increase efficiencies, if required as part of the cost-sharing agreement. Setting up a new client in such a program can take 20 or more hours to fill out standardized reporting forms. So plan to increase your fee to cover the paperwork involved!



Consultant Mark Haynes (center) confers with grower Bruce Faldet, left, and Waupaca Co. ag agent Greg Blonde on treatment of SP-53 field.

In subsequent years, the paperwork becomes less of an imposition. This is important to you because many cost-sharing programs require a three-year commitment. If you work in the row crop or dairy forage area, you will likely be required to follow acreage through a cycle of crop rotation—at least three years.

Another item in the cost column has been the non-accreditation of many commercial soil testing labs used by consultants in the management of program acres. As a rule, only state and university labs are approved. A consultant or grower with a long-standing relationship with a commercial lab must therefore forfeit this advantage. Some labs, while eligible for approval, may elect not to seek accreditation because the amount of business in the state program is too small to warrant the effort. Under these conditions, a consultant may have to split samples and bear the added lab cost.

If you can accept and overcome the items in the cost column, and can find a cooperator willing to be subjected to the scrutiny of a government program, you will likely find there are also positive aspects of a cost-share BMP program in the "benefits column."

Expansion of the client base, in our experience, has been overrated. Many cooperators are clients anyway who simply expand the intensity of their management program to qualify.

I have, however, found these programs to be an effective public relations opportunity for farmers in areas where they are receiving bad press. Typically, the program targets sensitive areas where the only news the public generally hears about agriculture is bad news! It requires a small effort to encourage the local newspaper to highlight your clients' efforts to practice good stewardship of the land.

For the press and local dignitaries, tours can be arranged that focus on educating and defusing many of the misconceptions the nonfarm public holds about agriculture.

Programs of this type bring you closer to your clients as you are challenged to view your management more critically. They also increase public agencies' awareness of the professionalism practiced by independent crop consultants.

Overall, nearly everyone involved in these projects reaps benefits: Government agencies find their policies being implemented; the public sees its concerns being addressed; the farmer receives positive public relations, professional help, and cost-sharing; and ag consultants expand their exposure and credibility across all segments of our society.

Experiences with State ICM Programs

By Jay D. Johnson

In Iowa, we consultants seem to have a very good relationship with SCS and ASCS on both a local and state level. Our relationship with the Extension Service seems to be fine on the county level and with the state specialists. However, our relationship with the Extension administration seems to be a little strained.

The problem seems to come into play with the state Extension administration when they develop their programs covering education and demonstration in the ICM area. In my experience they are unwilling to involve any private enterprise in the plan. Their idea of not competing with private enterprise is that they make any existing customer ineligible for the project. They feel that a free or highly subsidized service in the area is not competing. When they turn the program over to the private sector it is the individual who ran the program, a government subsidized start up.

Potential positives of working with any ICM program are the access to a group of growers that a consultant would not normally approach, and the opportunity for the grower to take a look at an ICM program in a subsidized fashion. The negative side is that the government requires excessive paper work. Public relations with the state agencies and other organizations appears to be an excellent opportunity to make our presence known and to tell our story. In the short run, I do not think much is coming back directly to our business, but I do believe we are setting the stage for some future benefits.

Grower acceptance runs the full gamut. Some wanting no government involvement at all, to some who are thankful for being brought together with a consultant because they have been wanting or needing a service such as ours. However, many are just looking to get something for nothing and will not be long-term prospects.

Possibilities of future involvement are probably good if the SCS or ASCS are the lead agency. Based on past experience in Iowa, if it is an ICM Extension Service program, the outlook for future private involvement is at risk.

Editors Note: The author has been involved with state ICM programs unrelated to SP-53. Iowa consultants are reporting a generally positive involvement with the SP-53 program.

Colorado Water Quality Incentive Program

In Colorado, no SP-53 funds have been allocated to consultants as the local county committees have elected to appropriate funds to other projects. However, there is funding to consultants under a Water Quality Incentive Program (WQIP).

The program is directed by the Soil Conservation Service (SCS) with the funds being paid to farmers through the Agricultural Soil Conservation and Stabilization (ASCS). The SCS has contracted with AgSkill, a consulting firm in Lamar, Colo., to work with producers in two watersheds where AgSkill was not currently offering consulting services. The SCS wants to introduce farmers to Integrated Crop Management systems.

The following services are performed by AgSkill consultants: Nutrient management, pest management, irrigation and water management, and record-keeping. There has been good grower acceptance of the program and we believe that after the program funding terminates in three years, most growers will pay for the services themselves. The cooperation between SCS and AgSkill has been favorable. AgSkill is owned by NAICC member **Brad Walker**.

User's Committee, EPA Meet—Focus on Pesticide Handling

By Earle S. Raun

The Pesticide User's Advisory Committee (PUAC) meets twice a year with the EPA Office of Pesticide Programs to discuss new and existing regulations. As your representative to PUAC, I attended the March meeting in Washington.

Much of our discussions concerned aspects of regulations drafted and being considered by EPA on storage, transportation, mixing, and loading of pesticides, and the need for containment under various circumstances. These regulations come under 40 CFR, Part 165, and will be published in the *Federal Register* in a year or so. When they do, send any comments you may have to EPA—they will be considered.

This meeting was a good opportunity for PUAC members to discuss their viewpoints on various issues face-to-face with those who write the regulations. A major concern registered by PUAC members is the confusion arising from the Occupational Safety and Health Act (OSHA), Resource Conservation and Recovery Act (RCRA), SARA, and Dept. of Transportation (DOT)—all with regulations that cover pesticides. We expressed an opinion that Best Management Practices might suffice for the end-user in some situations rather than more overlapping regulations.

STATE NEWS

Colorado Consultants Hold Meeting

New officers for 1992 were elected during the February 5-6 annual meeting of the Independent Ag Consultants of Colorado (IACC). The new president is NAICC member **Brad Walker**, AgSkill, Lamar, Colo. The meeting included a stimulating set of speakers and discussion of several new projects. The IACC is growing steadily, and now has 34 members.

Ohio Consultants Sport New Logo

The Ohio Association of Independent Crop Consultants (OAICC) has adopted a new logo—shown below—which is an adaptation of NAICC's logo. **Brent Stombaugh**, chairman of both the OAICC and NAICC public relations committees, hopes that other state associations will consider applying the same concept.

"Our basic idea in Ohio was to demonstrate the strong ties between NAICC and our state association by developing a logo that encloses the classic NAICC hands symbol within the borders patterned after the state's geography," Stombaugh explained.



MEMBERS IN THE NEWS

• **Scott Peterson**, Glades Crop Care, Jupiter, Fla., is among the consultants whose advice is featured in the April issue of *Crop Protection Management* magazine. Peterson addresses strategies sugar cane growers can follow in dealing with the lesser corn stalk borer, a pest that overwinters in the soil and thrives in dry spots in a field. This pest can be very difficult to control once it bores into the stem of the growing cane plant. Like so many pest problems, prevention is far easier than control. He recommends attention to irrigation management—since water is often the best way to control the pest. The selection of fast growing, hardy varieties is another control strategy emphasized on fields with a history of problems with this pest.

• Another Glades Crop Care employee, **Robert Mathews** is also featured in this issue, addressing fall armyworm control in sweetcorn. The adequacy of control is very much a dollars-and-cents issue for grower-clients, since USDA graders have a zero tolerance for fall armyworms in ears of corn. In fields

A brief update was given by Office of Pesticide Programs (OPP) personnel on special review and reregistration programs within their jurisdiction, new directions in pesticide compliance, the OPP's "safer pesticide" strategy, and a discussion on methods of obtaining representative residue data for minor uses of pesticides.

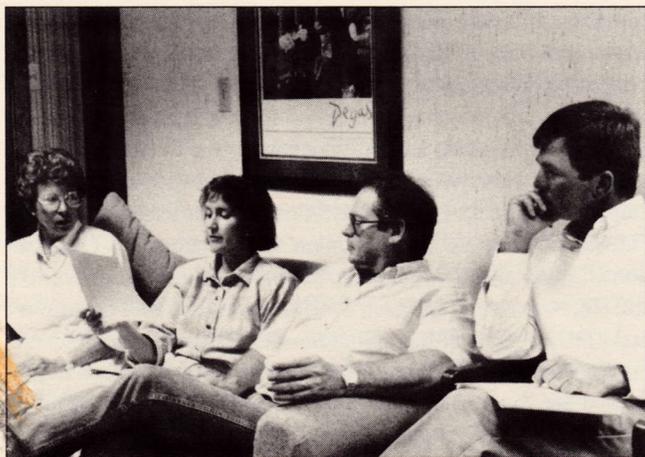
The PUAC members emphasized the importance of adequate notice to the user community when pesticides are to be canceled or suspended. The parathion cancellation process was used as an example of problems arising when insufficient time was allowed after cancellation to move product already in the pipeline. The opinion was strongly expressed that use of the product was a better environmental choice than disposing of unused product.

Dr. Jero Baron, national research coordinator for IR-4, discussed the regional research center concept that is being established by IR-4. This should lead to more "regional" registrations of minor use products that might have been canceled for lack of interest by the registrant.

The next meeting of PUAC is planned for September or October.



Board members hard at work at NAICC headquarters in Memphis. Above (left to right) Bill Blair, and Clyde Sartor. Below (left to right) Louise Henry, Maggie Alms, Bruce Nowlin, and Dwayne Coulon.



with heavy pressure may be undertaken on a daily basis.

• **Bill Craig**, Maxi-Yield Consultant Service, Carlinville, Ill., is both a consultant in the news and a consultant who should have been in the news but wasn't.

Craig recently attended the annual meeting of the Professional Crop Consultants of Illinois, a meeting also attended by Wendy Hoffman, a Washington, D.C.-based environmentalist with the Center for Resource Economics. Insights gained from a lengthy dialogue between Craig and Hoffman are among those featured in the March issue of *Ag Consultant* magazine in an editorial entitled "Useful Generalizations, Stifling Stereotypes." In his discussion with Hoffman, Craig explained the integral role of private crop consultants in developing integrated management plans that increase the efficiency of input use. Craig pointed out that when nitrogen needs are more carefully calibrated to plant needs, and fertilizer applications timed better, more N goes to the plant, less to the Great Lakes. That got Hoffman's attention, since her organization is carrying out a multi-year project on improving water quality in the Great Lakes region.

Craig also gets the "missing person" in the news award for an article in the Macoupin County, Ill., weekly paper, the *Enquirer*. The paper ran a story under the title "Parasitic flies released in county to battle corn borer." The article outlines a promising experimental approach for corn borer control that Bill Craig has been instrumental in carrying out in the county. The article not only covers his work, but was also made possible by information he made available. The article was prepared by county Extension Service staff, and features several quotes offered by the local Extension crop systems specialist.

• **Randy Van Haren**, Pest Pros, Inc., Plainfield, Wisc., is the author of an article entitled "Boosting Yields: Managing Potato Wilt with Green Manure Treatments" that appeared in the April 1992 issue of *Potato Country*. Van Haren begins the article by stating that "Green manuring is regaining recognition as a wilt management tool." He points out that the mechanism through which green manures suppress the wilt fungus, *Verticillium dahliae*, remains a mystery to agricultural scientists, but makes it clear that the practice deserves a place in integrated management plans.

This fungus plays a key role in the genesis of potato early dying disease (PED). He also points out that the recent loss of aldicarb has made control of PED even more difficult, so the rediscovery of green manures as a control practice may have arrived none too soon.

• **Pat Weddle, Madeline Mellinger, and Chuck Benbrook** continue to be featured in numerous articles reporting on the Feb. 19 Congressional hearing on safer pesticide policy issues. Major stories have quoted from the statements made by these NAICC members in *California Farmer* magazine, several other state publications, numerous agricultural and chemical industry trade publications, and other publications.

NAICC Member Addresses Fertilizer Industry Round Table

Editor's Note: The following paragraphs contain excerpts from an address by Dr. Charles Mellinger to FIRT in October, 1991. Please send us papers and speeches you have delivered, and we'll include as many as we can in the newsletter. Addressing such audiences helps spread the message about independent consultants and contract researchers to the outside world—and it keeps members abreast of what other consultants are thinking and doing.

You and I should do a number of constructive things to ensure continued grower "success."

Academic scientists must be supported, maybe even cajoled or bribed, whatever gets the job done, into more applied, problem-oriented, multidisciplinary research. We need their help to better understand the basic biological and ecological cycles and the interactions that govern nutrient flows, crop-pest interactions, and performance in our major cropping systems.

We often suggest that academic multidisciplinary teams should be organized to work on problems. I also think we need to tap expertise that exists throughout the agricultural industry. For example, there ought to be a way to involve in these teams crop consultants, industry scientists, farmers, and other technical experts who often have unique contributions to make. These groups might work on cross-cutting challenges like fertility management as they impact production and environmental quality.

An example of this might be a recent meeting held in the Belle Glade (Palm Beach Co., Fla.) ASCS office between a sugarcane grower, his crop consultant, and his fertilizer salesman. Among these three, an excellent SP-53 program was worked out. We finalized and delivered it to the district Extension specialist for his approval and signature (only Extension personnel in Florida can sign and approve these programs). He signed, and in conclusion all parties involved had a most satisfactory program.

We have to develop new ways to package, price and sell more complex and costly analytical and cropping system management services. When we started our business, it was based largely on scouting and recommending when and how to apply pesticides. Our clients know we have helped them achieve increased yields, improved grading performance, and frequently, not always, reduced pesticide expenditures. At the very least, our clients and the public can be certain that when agrichemicals are relied upon, they are being used in the most efficacious way and because of crop quality requirements.

With our current fee structure, we cannot keep up with pest pressures, changing technology and regulation, new and stricter

environmental/food safety standards, and the growing absence of publicly funded pest monitoring, research, and quarantine efforts. As it becomes tougher to point to tangible, direct benefits from an annual crop expenditure, it becomes harder and harder to convince bottom-line oriented managers to pay increased fees.

We also have to find better ways to convince a skeptical public that production agriculture can responsibly utilize technologies that can pose significant risks when deployed recklessly or negligently. Take aldicarb, carbofuran, and the EBDC fungicides as examples. These products all have, or could have, valuable roles to play in Florida agriculture, and can be used safely, I am convinced. But many others remain unconvinced, and without some major changes in how we in agriculture propose to use these products—and police ourselves—we are not likely to have a chance to continue using the necessary products.

We have an ethical obligation to work in the best interests of our clients and society. The interests of both can best be served by asking ourselves how we can upgrade the performance of the crop protection and production technology delivery and application systems we now use.

We must regain and retain society's respect and trust in our ability to utilize agricultural technologies prudently while remaining committed to environmental protection.

How effectively we in the agricultural sector work together to provide the farmers quality products and services will directly impact production agriculture. We need to find better ways to think and act together on behalf of agriculture and the country.

MARKETING MART

Laboratory "Yellow Pages" Available

The new Soil and Plant Analysis Laboratory Registry is now available for \$15 per copy from the Council on Soil Testing and Plant Analysis in Athens, Ga. According to the publisher, it is a "first-ever compilation of essential data on more than 200 agricultural and environmental laboratories that are equipped to provide services in the areas of soil and water testing, and plant and animal waste analyses." The laboratories listed voluntarily submitted details on their services to the council, an organization "long dedicated to improved testing and accuracy in laboratory procedures." The publication is co-sponsored by the Soil Conservation Service and the Extension Service.

The registry includes both United States and Canadian public and private laboratory facilities. Listings pinpoint contact person, telephone number, substances analyzed, and quality control methods.

To order, send check or credit card information to Council on Soil Testing and Plant Analysis, Georgia University Station, P.O. Box 2007, Athens, GA. 30612-2007.

NEW MEMBERS

Dwain Reed (Entomology)

Clark and Reed Consulting Services, Inc.

2747 County Road 387

Courtland, AL 35618

Office: 205/635-8575 Home: 205/351-9517

Crops: Cotton

Services: Pest management, soil sampling, fertilizer and herbicide recommendations, cultural practices, record keeping.

Alan Scott (Agriculture Education)

Centrol

P.O. Box 491

Britton, SD 57430

Office: 605/448-5140 Home: 605/448-5140

Crops: Corn, soybeans, wheat, barley, sunflowers, winter wheat.

Services: Fertility management, crop planning, computerized records, crop monitoring, irrigation management, and tissue sampling.

CALENDAR OF EVENTS

• The National IPM Forum will be held June 17-18 in Washington where reports in the making for two years will be presented. Goals of the forum are to determine the current status of IPM technologies, develop national "Blueprints for Action," develop strategies to overcome constraints, and bring a national focus to IPM. Consultants are specifically mentioned in the invitation and are encouraged to attend, "To help represent your sector in national deliberations on the potential for IPM and constraints to its adoption; to help build a consensus that will set the agenda for actions on IPM issues in the 1990s; to send a message to Congress and Federal agencies on recommendations for change that will produce meaningful advances in IPM technologies and implementation. NAICC members (**Dave Harms, Charlie and Madeline Mellinger, Earle Raun, and Pat Weddle**) have participated in preparing the reports. For more information contact the Agricultural Research Institute, 9650 Rockville Pike, Bethesda, MD. 20814. Tel: 301/530-7122. Fax: 301/571-1858.

• The North Central branch of the American Society of Agronomy will hold its summer 1992 meeting on the University of Illinois campus from the evening of July 29 through July 31. An overlapping national conference "Participatory On-farm Research and Education for Agricultural Sustainability" will begin on the evening of July 30 and end Aug. 1, 1992. The national conference will be held at the Chancellor Hotel in Champaign, Ill. The meeting organizers are hoping for a strong showing from the independent consulting community. NAICC members **Bill Craig and Gary Elliot** are among the organizers of this event, and can be contacted for further information.