



NAICC NEWS

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Working Together

Winning Friends, Clients through Cooperation

By Jackie Flaum, Managing Editor

A second pair of eyes, a knowledgeable resource, and an unbiased adviser are some of the ways professionals working in related fields of agriculture view the independent crop consultant.

And all these professionals are seeking closer working relationships with NAICC members.

Building bridges between the various professions within agriculture does not mean surrendering independence. In fact, independence is one of the reasons other professionals value the crop consultant. What is important is the goal of each agricultural professional—helping the American farmer produce.

But all too often it's the farmer-client who doesn't understand much about the work a consultant does. Frequently consultants find their bread-and-butter issue is spreading the word about the services they can provide to farmers.

NAICC members **Clyde Sartor Jr.**

and **John M. Kimbrough** took some of their grower-clients to the Mississippi state consultants' meeting. They report their clients were impressed and gained a better understanding of what consultants were trying to do.

Sartor and Kimbrough's experience suggests one way of building stronger relationships with clients is to help them understand the role of crop consultants. Perhaps some NAICC members might invite clients to the 1994 annual meeting in Memphis to see consultants and contract researchers from all over the country in action. If the Mississippi consultants' experience is a guide, the positive feedback would be worth the trouble and expense.

And once fellow professionals and clients are in the working loop of the NAICC, one other person needs to be included—the consumer. Until NAICC and other working professionals find a

way to educate and involve the consumer/voter/member of the general American public, there is a potential for misunderstanding and tolerance of laws that work to the detriment of farmers.

NAICC members can help bridge this wide gap between the public and the agricultural community. **Bill Barksdale** lays out six ways in his article on this page. **Brent Stombaugh**, chairman of the NAICC Public Relations Committee, and his committee are developing goals now. Their preliminary deliberations set four goals: defining NAICC for Washington and the general public; strengthening liaisons with other groups, including prospective members; increasing media exposure; and promoting special events and activities. These are goals the NAICC Executive Board heartily endorses.

Working Together

Six Ways to Build a Name for Consulting (and Yourself)

By Bill Barksdale

For the most part, you stay occupied doing what you do best—consulting with farmer-clients, and possibly doing contract research. Your schedule is full and there's never enough time.

But how often do you complain about the lack of appreciation for agriculture? Do you sometimes think nobody out there understands the consulting profession?

You can get out the word on both points—and accomplish a whole lot more, too. But you will have to take the

initiative by making some contacts. Here are six good places to begin:

Newspapers

Reporters for daily and weekly newspapers are always looking for good local stories. In addition, they often need background for more general stories in progress. Get to know local reporters and correspondents for metropolitan papers in your area. Consider inviting a newspaper to meet you for lunch. Make it clear that you

aren't seeking publicity. Instead, you believe you may be able to help from time to time by shedding light on topics they are reporting.

Farm Magazines

Regional and national farm publications have sweeping influence. Every story begins with an idea...and those ideas often originate with non-staff suggestions. Meet field editors of farm publications serving your area. Offer

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President's Message

Building Coalitions

Bruce Nowlin, NAICC President



Coalition-building seems to be the in-thing to do these days. Everything I read seems to be talking of building coalitions.

Immediate past president **Bill Blair** preached to the board last year of the need to participate in that activity. He got us off to a good start and we are beginning to realize some of the fruits of his efforts.

Take a look at the new membership directory. You'll see two "cooperative members," and there's a story about that elsewhere in this issue. Read it. It's exciting. And you'll see no fewer than 16 state affiliates. Talk about a natural coalition. Look at the list of new members at the end of this issue. It's pretty clear that, as state groups get to know us, members of those state groups see the wisdom of joining NAICC. We're on a roll.

Bill was right, you know. Building coalitions is good for all parties concerned. It is natural to start those coalitions with groups most closely aligned with ours. Professional societies, Extension and university groups, ag chemical groups, fertilizer groups (well, we may still have some patching up to do there), soil and water conservation groups, and commodity groups are examples. Then there are food processors, manufacturers of agricultural equipment, ag bankers. Next would come some environmental groups, consumer groups, and the like.

Coalition building is something that we can start on an individual basis.

Daney Kepple recently approached the National Cotton Council about working more closely together. **Maggie Alms** has a client who is the president of the National Pork Producers Assn. **Pat Weddle** has done much work with environmental groups. I'm sure there are many more examples of members who can, and have, spread the word

about who the NAICC is and what we stand for. We have a lot in common with just about any group interested in agriculture, whether their interest is in production, environmental impact, food safety, or education.

The NAICC is a diverse group of people. We are men and women who cover lots of territory in types of businesses, as well as in philosophies. We (or I) profess to want to be a bridge between traditional agriculture and non-traditional agriculture. A bridge between the ag chem industry and environmentalists. We want to move beyond emotional issues and get at the truth about providing safe food and fiber for our country. Are we up to the challenge? Are there enough of us to make our voices heard? We are a loud bunch, and we are growing.

Bill Blair was right about those coalitions. Let's continue to build them.

Build a Name

(Continued from page 1)

yourself as a "sounding board" for ideas, and suggest articles based on significant things happening on the farms you serve.

Farm Broadcasters

Radio and TV broadcasters who cover the "ag beat" are always seeking concise stories that portray agriculture in their areas. They usually serve dual audiences—farm and non-farm. Make yourself known to them, and offer to show them what's happening on the farms where you work. When offering suggestions, pick newsy angles. Remember, these stories are brief! Every minute is precious.

City and Community Service Clubs

Even though the business results on Main Street U.S.A. may be heavily dependent on farmers' successes, most non-ag business people have little understanding of modern agriculture. You can present an informative program by simply outlining what you do as a consultant. Tell how your services help farmers produce crops cost-efficiently; describe environmental safeguards used in modern agriculture.

Schools

Why not contact local school principals, offering your services? You could address a science or biology class, talking about issues such as pest management, use of fertilizers, etc. You could even host a class field trip at your facility or a client's farm, helping students understand the scientific aspects of farming. Who knows, you might meet potential summer helpers, or possibly even influence a youngster who will become a consultant in the

Make yourself known to radio and TV broadcasters

future. Or you might gain a new client when a student tells his or her parent-farmer about you.

Ag-oriented Organizations

There are generally one or more ag groups in a given community, not to mention those in nearby cities. In Memphis, we have the Memphis Agricultural Club and the MidSouth Chapter of the National Agri-Marketing Association. Leaders of such organizations look for good programs for their meetings. Members generally are involved in some phase of ag business, but many are not familiar with crop consulting. Make yourself known to the presidents or program chairmen of such groups. You could offer to discuss what's happening in area agriculture, including ways consultants help farmers produce crops economically with environmentally responsible methods.

If you're too busy or uncomfortable (shy) about speaking publicly, don't back away from the challenge. Why not suggest that your state consultants' organization establish a speaker's bureau? You can be the catalyst that brings the program into your own community.

NAICC is working to enhance recognition of your profession. You can add momentum to the effort by launching a similar campaign on your own turf.

(Bill Barksdale, photojournalist, is a commercial member of NAICC).

Working Together

An Ag Chem Distributor's View of Crop Consultants

By **Ralph Meier**

We view crop consulting as a growing profession, for several reasons. As agriculture gets more complex, most farmers simply don't have time to remain current on all the latest technology while doing the daily work required in farming.

The farmer needs a technically-oriented adviser who can look out for his best interests, and guide him in managing crops in an economically rewarding and environmentally sound way.

For this reason alone, we believe more and more farmers will be turning to independent crop consultants for input. And we think that's good.

Also, we see more and more dealers developing working relationships with crop consultants. They don't want to position the consultant as a salesperson—they want him or her to provide the good, solid, unbiased input that farmers need.

This trend is already under way in our area, and I believe it will continue. I think that's going to be good for the whole farming community.

Value

We recognize the value of consultants in helping farmers use products and

technology that maximize bottom line profits. And that's totally consistent with our goals.

Sure, we're in business to sell products. And we make no apologies for wanting to earn a profit through that selling program. However, our objective is to sell products only when and where they help the farmer maximize profits.

In these sensitive economic times for agriculture, nobody wins in the long run when farmers are sold products that fail to work to their economic advantage.

In March of this year, our company held an intensive one-day seminar for crop consultants. About 30 consultants attended.

Education

A major part of the program focused on how corn and soybean plants develop. We brought in an outside expert to conduct the session. It was a very informative look at the significance of each growth stage.

We had lots of positive feedback from consultants who attended. I think this is an example of how distributors and consultants can cooperate to help improve farmers' results.

If consultants want to develop

stronger relationships with ag chem distributors, I urge them to get to know the distributor reps in their areas. Also, they should get to know the tech service managers for distributor companies.

These specialists put out numerous test plots each year, comparing products and pest responses. They're certainly willing to share their observations with crop consultants.

Impartiality

We're very much aware of the consultant's desire to retain a position of impartiality. Actually, when you think about it, distributors have a similar feeling.

We handle products from all the basic manufacturers. Our field people can talk about the options available, taking into consideration the specific needs of each farmer.

Ultimately, we're all working to help farmers make a profit. I personally believe this objective can be enhanced as crop consultants and distributors work together with a sense of impartiality in the future.

(Ralph Meier is head of special projects for Cole Grower Service, Madison, Wisc.)

Working Together

Using a Two-Way Flow of Information

County agent Charles Estess has a special perspective of independent crop consultants. "Consultants help me reach a broader scope of farmers with Extension information than I can reach by myself," he says.

Estess, who serves the agricultural community in Coahoma County, Miss., works extensively with consultants in a number of ways.

"We have been involved in some integrated crop management programs, and we have worked closely with consultants who collected the data," he explained.

Consultants have also been very

helpful in boll weevil monitoring programs, Estess said. Extension has provided traps and pheromone bait, and consultants have reported their findings to him on a weekly basis.

A Benefit for All

"We use that data to help all farmers know what the boll weevil pressure is. It has been an effective way of developing good information for the benefit of all farmers in the county," he said.

Through the growing season, Estess and consultants in his area maintain a steady line of communication. "They phone me to learn the current thinking

of our area entomologist, and I'm always anxious to know what they are observing.

"Consultants know what insect control approaches are working best at that particular time. This interchange of information helps us respond to bollworm-tobacco budworm challenges more effectively. It's a mutual sharing of information back and forth."

Estess added: "Ultimately, we're all working to help growers maximize profits. We're all in this game together and we have a good sense of cooperation between Extension and consultants in this area."

Consultant Is Second Pair of Eyes to Banker

There was a time not long ago when some ag bankers failed to understand the importance of crop consultants. In fact, there were plenty of horror stories.

One NAICC member recalled: "We had worked with a farmer for two years, pulling him through a credit crunch. During that time, he paid us out of his 'miscellaneous expense' so the banker didn't know we were involved.

"Going into the third year, the banker asked for a breakdown of miscellaneous expenses. When he learned part of the money was used to pay us, he eliminated that portion of the budget."

Happily, a great turn-around is occurring. "Since we have come through the credit crunch of the '80s and farmers are getting back on their feet, bankers are realizing that consultants in many cases helped get that done," said NAICC member **John Gruber**, of New Holland, Ohio.

Serve Purpose

"I think crop consultants serve a good purpose," said Craig Sinnig, with

Norwest South Central Bank in Mankato, Minn. "I wouldn't approve a loan strictly because an applicant uses a consultant, but I certainly don't begrudge the money a farmer spends for that service."

Rex Rice, ag lender with Farmers and Merchants State Bank, Archbold, Ohio, said, "Consultants in this area help farmers on their input analysis...and that means the farmers have a better budget and break-even cost when applying for a loan. It makes our job easier."

Rice is sometimes asked how people can justify the cost of a consultant. "It's a case of looking at what the consultant saves you on inputs," he said. "The services a farmer gets from a good consultant are a big factor in his bottom line results."

Support

In Mississippi, where a high percentage of cotton growers rely heavily on consultants for pest management decisions, ag banker Joe Ricotta voices strong enthusiasm for the profession.

"It relieves me to know somebody else is looking over my farmers' shoulders and giving them good technical advice," he said.

Ricotta, who's with Sunburst Bank in Leland, Miss., appreciates consultants staying in touch with him. "Some of them occasionally come by to tell me a certain farmer has a fantastic crop, or maybe to report that pest pressure is unusually heavy. They want me to know I had better get ready to find more money to help some farmers finish the season," he said.

Ricotta has given some thought to mailing a quarterly worksheet to consultants who serve his borrowers. "It would be simple, with just a few questions they could check off quickly and return to me," he said.

The Mississippi banker still makes his customary farm inspections. However, he noted, "When you stop and walk 10 to 20 feet into a field, that's not going to tell you very much about what's really going on. The crop consultant checks fields thoroughly. I consider him my second set of eyes."

Text Explores Biocontrol in the Agrichemical Age

By **Randy Van Haren**

As crop consultants we have become accustomed to a reliance on the wide array of agricultural chemicals available for managing pests. Management programs are geared toward reasonably quick fixes for control of pest populations at or beyond economic threshold levels. Pesticides are central to the implementation of IPM strategies which require quick, effective control of pests. In our zeal to facilitate the adoption of IPM, crop consultants may be placing a disproportionate emphasis on agricultural technologies, claiming insufficient knowledge and experience, or lack of effective alternatives.

A recent text by Dr. Brian Croft, "Arthropod Bio-Control Agents and Pesticides," explores the relationships between pesticide use and natural enemy populations, and their implications for improving IPM. At the heart of

this text is an exhaustive literature review on the effects of pesticides on biocontrol agents. This review then forms the basis for an analysis of parameters influencing how pesticides and natural enemies might be manipulated to promote classical IPM.

Issues of biocontrol agent susceptibility, pesticide effects, chemical selectivity, and pesticide resistance are developed from the perspective of utilizing natural enemies in pest management programs. Of particular interest to the pest management practitioner are the chapters covering the differences between pest and natural enemy physiology, and "pesticide influences." Croft makes the case for exploitation of these differences in the development of more selective pesticides to preserve beneficial populations, and goes on to discuss how the sub-

lethal effects of pesticides on natural enemies must be understood and incorporated into further improvements in selectivity. For example, effects on natural enemy fecundity, longevity, development rate, and searching behavior can greatly enhance or detract from biocontrol efficacy.

According to Croft, "Selectivity to natural enemies is the central theme of this volume." Aspects of physiological and ecological selectivity can be exploited to give natural enemies an advantage over pests when pesticides must be applied. Physiological selectivity is the inherent toxicity of a pesticide while ecological selectivity represents aspects of a biocontrol agent's nature which limits its exposure to a treatment.

Integrated selectivity is achieved by combining physiological and ecological selectivity to manage arthropod natural

enemy-pest complexes with pesticides and to conserve biocontrol agents.

It is important to understand that all forms of pesticides, including herbicides, fungicides, growth regulators, and "safer" insecticides have sublethal effects on natural enemy populations. Croft makes the point that an increased emphasis must be placed on sublethal effects in the development of the new age of selective pesticides. In addition, he suggests that management of natural enemy resistance to pesticides is at least as important as it is for pest management. This is a factor now being utilized in mite pest management by Washington's apple growers to save approximately \$5 million per year in pesticide costs.

Constraints to the development of selective pesticides, according to Croft, include difficulties of documenting the value of conserving natural enemy populations, or minimizing sublethal effects and lack of effective biocontrol agents in some cropping systems. Many pesticides currently in use have been identified as having selectivity, but lack of data stymies their incorporation into IPM programs. Croft goes further by offering that EPA could implement regulatory provisions that favor physiological selectivity to a greater degree such as incorporating selectivity data into the pesticide registration process. Technical considerations should not hinder the development of selectivity, says Croft. "The point is that crops and weeds are no more distantly related and biochemically or toxicologically different than natural enemies and their prey or hosts."

In light of the public's perception of pesticide use and a misunderstanding of modern IPM practices, efforts by the industry to adopt selective pesticides in a biocontrol-enhancing fashion may defuse nonagricultural sector concerns over the use of agrichemicals. Dr. Croft's text appears to be a good start for the practitioner wishing to gain experience in the use of selective pesticides in a classical IPM setting.

In addition to the SELCTV data base summary on pesticide effects, the text includes over 1500 citations on pesticide effects in the reference section and provides subject, species, and pesticide indexes. Library of Congress: SB933.33.C76 1989.

Create a Partnership

By Raymond A. Nabors

The person who noted people couldn't see the forest for the trees—or the cotton fields for the plants—certainly knew those of us working in agriculture.

Recently university Extension in nearly every state has seen budget cuts and staff reductions. Conversely, the need for Extension services is growing.

Extension educators are spread so thin—my office serves seven counties with approximately 1,000 farmers per county—that not all farmers receive the personal in-the-field attention they need.

The obvious answer is to help private industry fill in the gap. Let private enterprise give personal attention to grower problems. And these growers need more technical advice than ever.

The growing need for farmers to have technical advice and the Extension Service cutbacks mean Extension services should return to their roots.

About 75 years ago when university Extension Service offices came into being, they were established as educational facilities. They taught farmers how to grow better crops.

Today some Extension Service people feel private enterprise—notably independent crop consultants—are "stealing our business" by working with farmers on an individual basis. These Extension experts might even feel their jobs are in jeopardy.

But the fact of the matter is, university Extension workers are not in the business of agriculture. They are in the business of teaching agriculture.

Here's an example of how this philosophy applies in the 10 year evolution of the University of Missouri Pest Management Program.

In many ways the University of Missouri ran a typical university Extension scouting program 10 years ago. Extension hired college students to scout and collected a small fee per acre from area farmers. Extension trained these students in one week.

Here is a short list of what was wrong with that program:

- Students arrived after the crop was already up and some pest problems had already occurred.

- Once trained (which actually took the first year of work) students usually

worked in the program for one additional year.

- Every year one-half of the work force was new and in some years everyone was new.

- About one-half the students hired were excellent workers, the other half were not interested enough to do a proper job.

- Students returned to classes before crops were out of danger from pests.

- Bookkeeping responsibilities fell on an Extension office where staff and resources were in short supply.

- Abuses of this program existed on the part of scouts and growers.

- Responsibility for management mistakes fell on the university.

The program worked, just not very well. Producers were paying a reduced price for a low quality product.

Step one in the evolution of the pest management program came when Extension returned to the original mission of the university program. Extension opened up a scout training program to include farmers and their families. This worked extremely well. Some farmers opened up a scouting business of their own after a couple of years experience.

Extension's scout training program began to expand. People come to learn for many reasons: some to scout their own crops, some to better serve their customers with the right chemical controls and some to start a business of their own.

Extension graduates have responsibility for their own business once their initial classes are over and their internship is done. Our classes go three hours per night, four nights a week for five weeks. The internship lasts for one growing season.

Many current students have degrees in biology or agriculture. These people cost a little more per acre, but they are there for an entire season and they work much better than the previous program with college students. Extension-trained persons are scouting and consulting on more acres than ever before.

What happened to university Extension? Are we now out of a job?

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Partnership

(Continued from page 5)

Quite the contrary. The role of the Extension Service has never been more important. As an Extension expert we do what we're supposed to do—educate.

We try to keep consultants—many of them qualified for NAICC membership—and Extension-trained scouts updated at least weekly by letter and monthly by meeting. We compile data from area consultants. This is put into Extension newsletters, in Extension news articles and broadcast on radio stations every week.

Through Extension-generated information, growers see and hear about problems in the media. They gain confidence in consultants' recommendations. They hire and take advice from their consultants. In most cases yields improve enough so that growers make additional money to pay for their consulting services many times over.

Extension-trained people are mostly professionals now. In winter we train new consultants and scouts and update established consultants.

There is mutual respect between Extension and independent crop consultants. I see our job as educators who support good pest management. It is our responsibility to support crop consultants in their effort to gain economic and environmental viability for agricultural producers.

Extension Service needs to work with independent crop consultants more closely. For example, both need to work toward changing the attitude of the general public toward pesticide use.

The public is agriculturally illiterate. Anyone who speaks to civic clubs, schools, and public forums knows how uninformed—or misinformed—the public is about pesticides. All consultants need to band together and correct the public misconception about pesticides and the people who use them.

Perhaps one step is to change the name of crop consultants to phyto-physicians. After all, that's what most consultants do—doctor plants. America's fields and plants are the consultants' patients.

Plants become diseased or infested

growing in harsh environments. Farmers, on the advice of consultants, use crop medicines to cure those ailments. Therefore, consultants are the ones who should take a leadership role in prescription farming.

As for the environment, when pesticides are used farmers increase per-acre yields. The alternative is less yield per acre. So then what happens?

Extension-trained people are mostly professionals

Farmers need to farm more acres. Clearing land for the plow is a greater environmental insult than using crop medicines. If farmers eliminate crop medicines more land will be farmed.

If people want to reduce the environmental impact of farming, they must reduce the demand for agricultural products. The only way to accomplish this is to reduce the population. Crop medicine use is an environmentally favorable practice when prescribed by a qualified professional. The public needs to be educated to view pesticides this way.

Education is something the Extension Service does well. It is only one avenue of cooperation between crop consultants and Extension.

If your Extension program is not supporting your efforts, then get them involved. Extension should provide quality education programs for crop consultants in every state. Crop consultants (phyto-physicians) and university Extension should be working hand-in-hand.

Extension can:

- Provide quality continuing education;
- Work with environmental groups;
- Promote and teach agriculture literacy;
- Provide information and support for consultants.

It is in everyone's best interest to work together for better agriculture.

(Ray Nabors is the Area Entomology Specialist for University of Missouri Extension Service.)

Insurance Program

Works on New Status

Member response to NAICC's endorsed insurance programs has been so outstanding that additional savings may become available to those who participate in the plan.

Denis I. Pruiett, vice-president, Agricultural Specialist for Poe & Associates, Inc., said more than half the NAICC members responded to a member survey.

As a result, the insurance carrier has expressed an interest in switching the program from a client-based coverage to an association-based plan. This means there are sufficient numbers of potential clients to make a lower insurance rate feasible.

Poe & Associates is working to offer health, life, disability, and professional liability coverage to NAICC members.

Pruett said liability insurance is particularly hard to come by.

"It's an additional benefit of NAICC membership," he said. "Most crop consultants can't get professional liability insurance at an affordable price—if they can get any at all."

Members who would like more information about the NAICC-endorsed insurance programs should contact Poe & Associates at (800) 282-0593.

NAICC Wins Award

The NAICC newsletter, brochure, President's column, and speeches given on behalf of the organization by administrative director **Daney Kepple** were awarded a prize in the annual National Agri-Marketing Association (NAMA) contest.

NAICC won second place in the public relations campaign competition for work done in 1992.

"The plaque is now proudly hanging in the NAICC headquarters in Memphis," said Tabitha Glenn, associate administrator of NAICC.

Profile

Biocontrol Is Part of His Solution

By Jackie Flaum

Entomologist **Pat Weddle** of Placerville, Calif., was studying at the University of California when *Silent Spring* bloomed on the bookshelves and changed his life—and the lives of farmers everywhere. He became one of the first integrated pest management entomologists to come out of the university.

“When I came out in the world I had an orientation and set of tools that was unique,” he said. He was not cast in the post World War II mode of throwing chemical pesticides at every problem. Instead, he tried to employ the natural enemies of crops with the man-made chemicals.

Biocontrol

“But IPM allowed us to cut back on amount and frequency of pesticides,” he said. Part of IPM is biocontrol, he said, using pesticides that don’t disturb the naturally occurring enemies of a pest.

Now part of the crop consulting firm Weddle, Hansen & Associates Inc., he sees his job as information specialist and servant to his farmer-clients. “My role is to help protect crops and do it in a biologically and economically rational way,” he said. “I do it with information on a site-specific basis.”

Over the 20 years he has worked in California grapes, pears, apples, nuts, and stone fruits, Weddle said he has seen a significant change in agriculture, particularly in the continued pressure to reduce chemical pesticides and increase the use of biological controls.

But even as a child of *Silent Spring*, Weddle said he can’t tell his clients biocontrol will solve all their pest problems. Rather, he said, biocontrol is part of an integrated pest management solution that employs every weapon in the consultant’s arsenal to protect the client’s investment.

Information Is First Priority

His first job, he said, is to provide clients with the correct information they need to make good business decisions. That’s one of the reasons he supports

NAICC. “The people we attract are people who have as their first consideration the clients who pay their fees,” he said. “The people who make up the organization are in the business of generating information. We have to be the best at generating and interpreting it—information is our number one product.”

And Weddle supports NAICC for another reason. “I joined four or five years ago. I saw that for once there was an organization that represented the best interests of the consultants,” he said. “No other organization does that. NAICC grapples with issues like what does it mean to be independent.”

Working Together

New Membership Category Introduced

In an effort to build bridges and better working relationships, the NAICC ratified changes in the Constitution in November that created a new category of membership in the organization.

Called cooperative membership, the purpose is to enable NAICC to deal more directly with organizations that share a common purpose. NAICC has offered to exchange complimentary memberships with organizations that have similar aims as NAICC.

A complimentary membership means NAICC and the cooperative member are listed in each other’s directories and that they are committed to working together. What form that working relationship takes is up to the two organizations.

The first two cooperative members of NAICC and their listed representatives are: Steven Nelson, executive vice president of the **American Phytopathological Society**, and Max Schnepf of the **Soil and Water Conservation Society**.

NAICC Board Adopts Certification Fees

NAICC members who renew their REAP certification will pay \$25 and non-NAICC members will pay \$60 under a new fee structure approved by the Executive Board.

In the past, recertification has been free. But Certification Board Chairman **Earle Raun** said the cost of paying REAP, investigating continuing education credits, and handling the recertification applications forced the Certification Board to ask the NAICC Executive board to set a fee.

Currently, fees to be REAP-certified the first time run \$125 and \$225 for non-members.

Raffle It Off

Take a jug of wine, a bag of peanuts, sack of potatoes and a slab of barbecue and what have you got?

An NAICC raffle.

The raffle will be a fund-raising event during the annual meeting in Memphis Jan. 26-30 at the Peabody Hotel.

The items up for bids should be something that comes out of NAICC members’ work or region. For example, if you consult on acres of wine grapes, donate some wine made from those grapes. If you consult on acres of cotton, how about donating a cotton shirt?

Raffle donations can be made by calling or writing NAICC headquarters.

Membership News

NAICC is attracting new members at the rate of eight per month. Since January, a total of 34 new members have been approved for membership.

“It’s been very encouraging,” said Tabitha Glenn, NAICC associate administrator. “NAICC received four new membership applications in one day last week.”

New Members

Voting

Gene Edmondson, B.S. (Agronomy)

Edmondson Consulting Services

Rt. 2, Box 362

Lake Providence, LA 71254

Office: (318) 559-1294

Home: (318) 559-1294

Crops: Cotton, soybeans, milo.

Services: Crop production consulting with emphasis on insect control.

John Jacobson, M.S. (Soil Science)

Jacobson Crop & Soil Consulting

5219 Airport Road

Stevens Point, WI 54481

Office: (715) 344-5181

Home: (715) 344-5181

Crops: Potatoes, cranberry, field and sweet corn, snap beans, alfalfa, soybeans, millet.

Services: Field monitoring, weed, insect and disease control, fertilizer and lime additions, irrigation practices.

Jim L. McCrory, M.S. (Physiology, Agronomy)

Agricultural Consultant

Rt. 1, Box 605

Greenwood, MS 38930

Office: (601) 453-9561

Home: (601) 453-9561

Crops: Cotton, soybeans, corn.

Services: Insect and weed control, soil fertility.

William Pellow, B.S. (Agriculture, Economics)

North Delta Agricultural Services

313 Westover Drive

Clarksdale, MS 38614

Office: (601) 624-9490

Home: (601) 624-9490

Crops: Cotton, rice, peanuts, wheat, soybeans, milo.

Services: Crop management, insect, weed and disease control.

Victor Roth, B.S. (Agriculture)

Roth Farm Service

Route 1

Malden, MO 63863

Office: (314) 276-3854

Home: (314) 276-5497

Crops: Cotton, grain sorghum, corn, wheat, soybeans.

Services: Soil sampling, fertilizer recommendation, insect, pest management, crop management.

David L. Schmidt, B.S. (Agriculture, Crop Protection)

PMC-Central Crop Consulting

P.O. Box 896

Grand Island, NE 68802

Office: (308) 384-7530

Home: (402) 886-2402

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

Services: Integrated pest management, field scouting, soil sampling, fertilizer and chemical recommendations, irrigation scheduling, mapping, crop record keeping.

David K. Skinner, M.A. (Pest Management, Entomology)

Skinner Ag.

62 Heritage Colony

Starkville, MS 39759

Office: (601) 323-9504

Home: (601) 323-9504

Crops: Cotton, soybeans, corn, milo.

Services: Soil sampling, pest management.

Brian Taylor, B.S. (General Agriculture)

Taylor Consulting

P.O. Box 867

Dalhart, TX 79022

Office: (806) 249-6706

Home: (806) 249-6706

Crops: Corn, grain sorghum, dry beans, alfalfa, wheat.

Services: Soil testing, fertilizer, pesticide, and herbicide recommendations, irrigation scheduling, crop monitoring, and planning, equipment calibration.

Randy Welch, B.S. (Agronomy)

Welch Crop Consulting

Rt. 1, Box 1157

Elk Mound, WI 54739

Office: (715) 664-8551

Fax: (715) 664-8761

Home: (715) 664-8571

Crops: Alfalfa, corn, small grains, soybeans, snap beans, peas.

Services: Fertilizer, chemical, seed variety, and tillage practices.

Brian Welton

1024 Maple Grove Road

Jackson, MI 49201

Office: (517) 784-7661

Home: (517) 784-3538

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

Services: Soil fertility management, insect scouting.

REAP Certification

David J. Maille, North East, Pa.

Brookside Labs, Inc.

Mark A. Otto, Lansing, Mich.

Agri-Business Consultants, Inc.

William McLawhorn, Jr., Grifton, N.C.

McLawhorn Crop Services, Inc.

Calendar of Events

June 15-17—Southern Conservation

Tillage Conference—Holiday Inn-

Holidome, Monroe, La. For more

information contact Robert L Hutchinson,

Macon Ridge Research Center, Rte. 5,

Box 244, Winnsboro, LA 71295 or call

(318) 435-2157.

July 20-23—International Workshop on Sustainable Land Management for the 21st Century

—University of

Lethbridge, Lethbridge, Alberta, Canada.

For more information contact Conference

Services at the the university, 4401

University Dr., Lethbridge, Alberta,

Canada, T1K 3M4.

July 22—13th Annual Milan No-till

Crop Production Field Day and

Planting Equipment Demonstration—

University of Tennessee, Milan Experi-

ment Station. For more information

contact John F. Bradley, Milan Experi-

ment Station, 205 Ellington Drive, Milan

TN 38358 or call (901) 686-7362.

July 24-29—American Society for

Horticultural Science—Opryland Hotel,

Nashville, Tenn. For more information

contact ASHS, 113 South West St., Suite

400, Alexandria, VA 22314-2824 or call

(703) 836-4606, fax (703) 836-2024.

July 30-Aug. 1—Soybean EXPO '93

—the American Soybean Association's

annual convention and trade show at the

Dever Convention Complex in Denver,

Colo. For more information contact the

association at P.O. Box 419200, St. Louis,

MO 63141-9200 or call (314) 576-1770.

August 14-19—"Precision Nutrient

Management," 1993 International

Symposium on Soil Testing and Plant

Analysis, Evergreen State College,

Olympia, Wash. For more information

and reservations contact the Soil and

Plant Analysis Council Georgia Univer-

sity Station, P.O. Box 2007, Athens, GA

30612-0007.