



NAICC NEWS

OFFICIAL PUBLICATION OF THE NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

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The Voice of the Professional Crop Consultant

April 1996

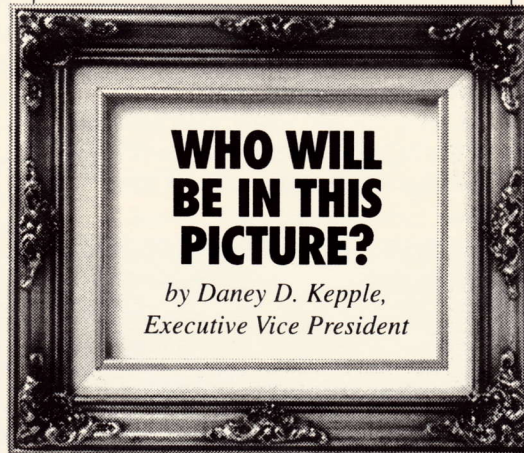
Ten representatives of NAICC journeyed to Washington recently to participate in the Third National IPM Symposium and deliver the message that privatization is, as **Harold Lambert** has tagged it, "the natural order of things." The message was sent, and apparently received, loud and clear.

It was a far cry from the experience at the previous two symposia, where the voice of the private sector was minimal at best. This time NAICC President **Don Jameson** sat on the podium at the opening plenary session with such notables as Deputy Secretary of Agriculture Richard Rominger and representatives of all the major commodity groups, many of whom made NAICC points before Jameson took his turn at the microphone. For example, Ken Evans, from the American Farm Bureau Federation, stated that IPM is too narrowly defined and called for a more holistic approach to crop production. (Sounds a lot like ICM, doesn't it?) And Dr. Andrew Jordan of the National Cotton Council, Chuck Merja of the National Association of Wheat Growers, and Lynn Olsen of the National Potato Council pointedly stated that there is a great need for better communication between Extension and crop consultants.

Jameson delivered an eloquent statement of the needs of the crop consulting community, and later in the week the Alliance presented nearly four additional hours of programming to standing-room-only audiences.

What is responsible for the change? It certainly helps to have friends in high places, and support for NAICC in the public sector has broadened and deepened with steady communication and improved mutual understanding. Conference coordinator Barry Jacobsen

was extremely generous in allowing us spots on the program and in facilitating our efforts in various ways. Perhaps the best news of all is that the time is right for privatization, and there is widespread acceptance of that fact.



WHO WILL BE IN THIS PICTURE?

by Daney D. Kepple,
Executive Vice President

Dr. Bill Lambert, Georgia Extension Leader, phrased the issue succinctly in a panel discussion moderated by Jameson. Bill Lambert showed a slide of a grower and an adviser standing in a field, and commented, "What we're all struggling with is, 'Who's going to be in this picture?' We can't afford to be in an 'us or them' mentality. We have to find the best way to work together and serve the farmer."

Bill Lambert recounted the experience in Georgia where conditions have changed drastically in recent years due to the eradication of the boll weevil from cotton fields and the introduction of new management-intensive crops such as fruits and vegetables. "The system is more sophisticated now," he said. "It can't be run by high school students trained in one-day scouting schools. Extension scouting is tapering off because the technology has gone beyond what these programs can do. We need more qualified consultants in our state."

Bill Lambert challenged all parties to examine their traditional roles and to ask themselves tough questions, such as:

- **Should Extension emphasize service or education?** "Maybe it makes sense for us to do the development work consultants don't have time to do and that industry isn't interested in, and allow the consulting community to do the implementation," he said. "Consultants are moving into new crops and new roles and have a great need for information."

- **Is Extension structured correctly?** "The tradition has been to deliver technology through the county agents, and it may be time to ask ourselves if that is still the ideal model," he suggested. "We have to take a hard look at allowing consultants ready access to university resources. At the same time, consultants have to understand the importance of county agents to the system and be sensitive to keeping them in the loop."

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PRESIDENT'S MESSAGE

SPREAD THE MESSAGE

by Don Jameson

With all the attention from legislators and policy makers that contract researchers and crop consultants are fortunate enough to be receiving these days, this is an exciting time to consider entry into these professions. It is equally exciting to have been a part of it for a few years and be able to capitalize on the opportunities that will be directed our way in the future.

We owe a debt of gratitude to our friends in public research, Extension, USDA, and other groups for the opportunities they have presented to us. Recently, Dr. Barry Jacobsen made it possible for the Executive Board and other members to present input to the National IPM Symposium in Washington, D.C.

In many ways, it was a playing out of the issues that **Harold Lambert** described as "the natural order of things." Several points were quite clear:

- Privatization and integrated crop management are both widely supported by representatives across the spectrum of agricultural commodities.
- There is heightened awareness among educators of the need to make available multi-discipline programs to prepare future crop consultants and researchers.
- Although private consultants and University-based researchers have different goals, they are compatible toward the overall partnership objective of best serving American agricultural producers.
- Our certification program is becoming widely understood, accepted, and recognized as a significant method of designating professional capability.

We all have lots to do and there's more coming. I believe we have a message to share with our clients and the public around us of the vitality of our role, the economic benefits we deliver, and the value of having us as a

part of the farm production team. I believe we have a message of excitement and optimism that we can take into high school and college classes to stimulate young students to seek, request, and demand the kind of education they need to become effective participants in the many job roles coming in the agriculture production sector.

During this past winter, most members of this organization attended one or more meetings where change was the focal point, including the NAICC annual convention. We came away challenged, enthusiastic, and excited to be in this unique type of work. Even today, we can see that changes in the Farm Bill and decreased levels of funding for USDA research will begin to change the tactics our farmer clients will use for the production of their respective commodities. It will require many of us to begin shifting the way we think and plan our businesses in order to assist these clients.

Throughout the year there will be continued effort to amplify our professional recognition. The current Certification Board members have great energy and vision on how to develop this distinction. This program will announce your competency to your clients, the public they farm among, and certainly to government regulators and legislators who need a means to recognize your reliability in assisting policy makers in their unique jobs.

As I wrote this month's column, I wondered whether there's anything here that really sparks the interest or attention of our membership? Most of you, by the time this newsletter issue hits your desk and begins to submerge under the pile of work, will be busy with all the happenings of spring in full motion at once. Truly, there may not be that much that intimately affects this week or this month. Yet I do believe that those of us participating sensed a tremendous

dynamic in the forward motion of IPM, or if you will, ICM, that is exploring new options and certainly developing a larger market for the private practices of crop research and consulting.

So, there are many issues that are before us individually and collectively in these exciting times. I challenge you, the membership, to stay involved and support this organization, even seeking to share the secret with other consultants in your area who could likewise be a part of this Alliance. Let's spread the message of what it means to be an NAICC member and the tremendous impact on national policy we can have. We must provide the American producer, the general public, and the policy makers with the assurance that private consultants and contract researchers can meet the challenge and that we are indeed proficient, capable, trained, able to acquire the necessary knowledge, and ethical in serving the fine balance between growers' profit needs, environmental awareness, and public interest.

("Who Will Be In This Picture?" continued from page 1)

- **Can consultants use an additional source of credibility?** "Growers are sometimes suspicious when consultants field test products for a fee, then turn around and recommend those products," Bill Lambert pointed out. "Having those products on the list of Extension recommendations can remove some of that heat."
- **Can the system benefit from checks and balances?** To illustrate this question, Bill Lambert mentioned that some private laboratory operators might feel that public sector labs no longer have a role, yet consultants in Georgia use both. "They like the private sector because they can get service and rapid turnaround, but they also utilize the university lab as a check for those that might be unscrupulous."

Massachusetts apple grower Tim Smith presented the farmer's point of view. "We have used private consultants since the '80s because it makes economic sense to do so," he noted. "It would be very difficult for me to make the time to do the kind of detailed

monitoring IPM requires. Also, because I use competent consultants, I don't have to spend as much time keeping up with technology yet I can still be comfortable that I am not wasting money on unneeded pesticide applications."

Smith added that two "A words" also underscore his willingness to shell out the funds to acquire competent advisory services from the private sector. "Accessibility is extremely important to me because timing is so important to effective IPM," he said. "I know I can call my consultants day or night, seven days a week. And their accountability gives me confidence and peace of mind. If I'm not satisfied with the service I receive, I am under no obligation to hire them again next season."

In conclusion, Smith noted that he also participates in Extension trials and

suggested that the ideal model for technology transfer to the grower includes both the public and private sector. "What's best for the grower is a good relationship between crop advisors and Extension. Let the information flow go both ways because each has information that can be very valuable to the other."

Harold Lambert echoed that plea in presenting the crop consultant's viewpoint. "I stand before you as a user of information," he said. "Hopefully not an abuser but a user. We need information that is decision focused and context sensitive. General knowledge is valuable, but it has added value when combined with site-specific and situation-specific information. That's what consultants do."

Harold Lambert echoed the wish list of the private sector that Jameson had

delivered at the plenary session:

- We have an ever-increasing need for continuing education.
- We strongly support and desperately need multi-disciplinary curriculum development.
- We need the public sector to continue to conduct objective, third-party research.
- We need the public sector to refrain from initiating programs that are not conducive to the establishment and expansion of the private sector.

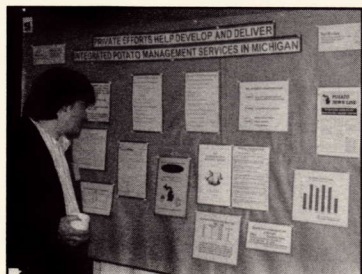
Judging by the lively discussion that took place after panel members finished their presentations, and in the halls all during the week, the vast majority of public officials and leaders believe that those needs are reasonable. So—apparently there's room in the picture for all of us in the future.

At the IPM Forum...



President Don Jameson addresses the plenary session.

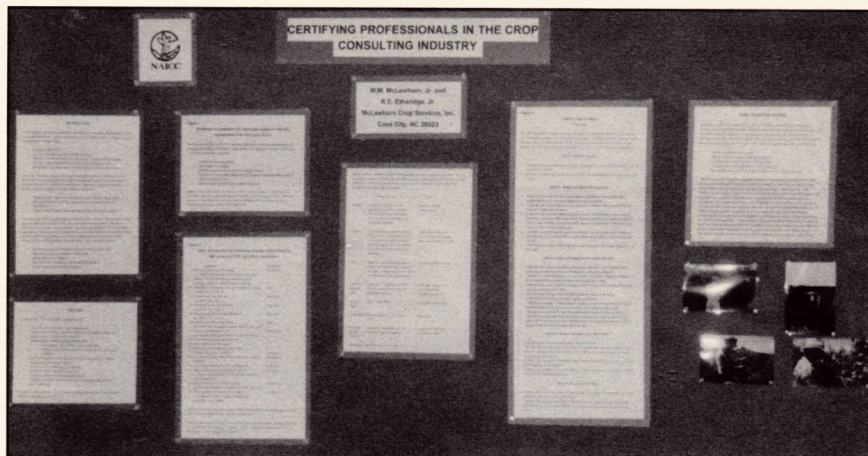
Other posters that raised the NAICC profile at the IPM Symposium were Billy McLawhorn's "Certifying Professionals in the Crop Consulting Industry," and Mark Otto's "Private Efforts Help Develop and Deliver Integrated Potato Management Services in Michigan." Not shown were "Management and Dispersal of Thrips Palmi in Florida," staffed by Charlie Mellinger; "Plant Banding: An Alternative Approach to Controlling Banks Grass Mites," staffed by Bob Glodt; and "Pest Resistance Management and IPM," prepared by Reed Green.



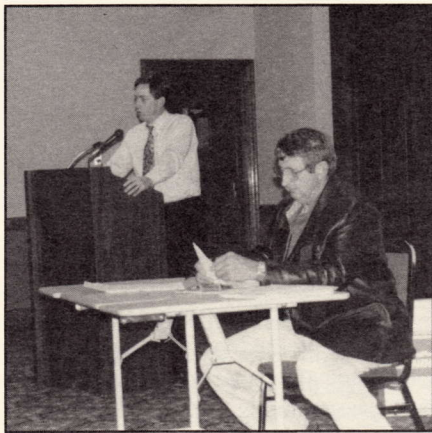
Privatization panel members Past President Harold Lambert, Massachusetts apple grower Tim Smith, and Georgia Extension Leader Bill Lambert.



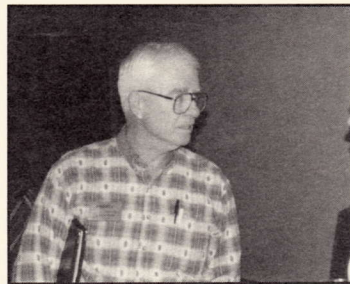
President Elect Billy McLawhorn introduces education panel members Lynn Garling of Penn State University and former NAICC President Dan Bradshaw.



At the Louisiana Agricultural Consultants Association meeting...



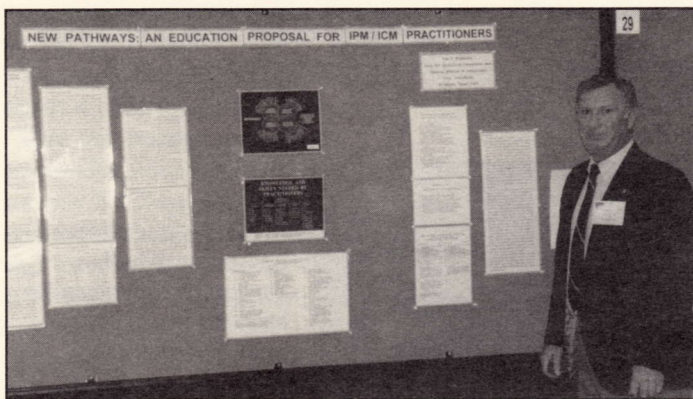
As Harold Lambert presents a report on NAICC in the background, Calvin Viator performs his final acts as Secretary of LACA. "After 25 years in the job, I think it's time to give somebody else a chance," he said.



Henry Long pauses to chat at the LACA Mixer.



Harold Lambert presents to Mark and Sue Jensen the plaque commemorating the induction of the late Dick Jensen into the LACA Hall of Fame.



In addition to participating in a panel on multi-disciplinary education at the IPM Symposium, Dan Bradshaw logged some hours staffing his poster.

New Pathways

Anyone who has ever had more than a passing conversation with NAICC Past President **Dan Bradshaw** knows that he is a man with a mission. For at least 20 years (and probably longer) Bradshaw has been bending the ears of anyone who would listen. His subjects: professional certification for those who advise farmers, the creation of a foundation to fund the education of those same individuals, and the establishment of cross-disciplinary education programs for the future practitioners of the crop consulting and contract research professions.

"I was just following up on the efforts of the NAICC presidents before me," he says modestly. "**Earle Raun** and Ed Lloyd were working on these issues before I came along."

Bradshaw's latest endeavor was coordinating a panel at the Third Annual IPM Symposium where the need for cross-disciplinary education was presented to those who can make it happen: faculty, department heads, and

others from land grant universities. Judging by their response, the idea fell on welcome ears.

Lynn Garling of Penn State University opened the session with a segment on approaches that have been tried unsuccessfully in the past. Bradshaw presented his paper entitled, "New Pathways in Education." And University of Florida Extension Nematologist Robert Dunn described an undergraduate degree program that is already available to students in the Sunshine state.

Then the floor opened for discussion, and things really got lively. It was clear that many faculty and department heads would love to institute cross-disciplinary curricula for agricultural students, and there's every possibility that the discussions in Washington opened additional minds and opportunities.

Who knows? Maybe we really are in for some new pathways in higher education. If so, NAICC members owe a standing ovation to Dan Bradshaw.

In Appreciation

by *Susanne M. Jensen*

In his President's message, "A Lifetime of Lessons," (see January News) **Harold Lambert** encouraged the reader to express appreciation to others.

I want to respond by thanking Harold for his caring remembrance of my husband **Dick Jensen**, and to Daney Kepple for her personal and moving article about him.

I also want to thank the members of NAICC for the many kindnesses extended to my family and me during our time of grief.

As a man with an inquisitive mind and as a life-long "Student-Teacher," Dick would be so very pleased to know that a scholarship fund was established in his name.

I thank you.

As a modest man, Dick would not have felt deserving to be inducted into the Hall of Fame of the **Louisiana Agricultural Consultants Association**. Yet, he would have been delighted to be in the company of outstanding colleagues, especially his longtime mentor and friend Dr. Dale Newsom.

From his boyhood days on a Nebraska farm until the end of his life in Louisiana, Dick loved nature and all her gifts. His chosen profession which allowed him to be in the outdoors throughout the year was so very fitting for him, because as his wife who knew him well, I can say with conviction: Dick Jensen was "a man for all seasons."

Susanne M. Jensen, Ph.D., is a clinical psychologist in private practice in Baton Rouge, La.

NAICC CLIMBS CAPITOL HILL



by Allison Jones, Executive Director

Following a very productive IPM Symposium in Washington, D.C. (see related story this issue), the NAICC Executive Board held its spring meeting in the nation's capital March 1-4. Friday morning following the conclusion of the Symposium, Board members **Don Jameson, Harold Lambert, Billy McLawhorn, and Lee West** were accompanied by IPM Symposium attendees **Dan Bradshaw, Mark Otto,** and Executive Vice President Daney Kepple at meetings at the U.S. Department of Agriculture with Natural Resource and Conservation Service Chief Paul Johnson and Under Secretary for Research, Education, and Economics Dr. Karl Stauber.

The NAICC delegation met with Johnson and Stauber to discuss the Certified Professional Crop Consultant program, educational needs of crop consultants, and how NAICC has been involved with the administration's IPM Initiative.

The Executive Board set out bright and early Monday morning to canvas Capitol Hill updating members and staff on NAICC and receiving valuable information about the 1995 Farm Bill, which was the topic of the hour on the Hill. Jameson and Executive Director Allison Jones received firsthand information on the status of the all-important legislation from Dale Moore, Legislative Director for the House Agriculture Committee.

NAICC President Elect **Billy McLawhorn** was pleased with the welcome he received from the five contacts he made on Capitol Hill. "The Congressional staffers I met with were very receptive and attentive. Although one or two were not aware of the consulting and research professions, they all were very enthusiastic when we offered our services as a resource of information. I have met with officials before, but the most amazing thing to me about these visits was that no one talked about politics-i.e. will Clinton be re-elected, will Dole receive the Republican nomination? They listened to us and wanted to know more about our industry."

McLawhorn and West met with Lora James, Legislative Assistant to Congressman Wayne Allard of Colorado. Allard is Chair of the House Ag Subcommittee on Resource Conservation, Research and Forestry. At this meeting, the need for continued funding for university research was reiterated, and it was learned that three hearings have been scheduled through April 24 to hear testimony on current and future goals of federal research programs, and how this information is managed and disseminated to customers. West also introduced James to the contract researcher aspect of NAICC and noted that our members operate on the cutting edge of technology.

Roger Carter, making his first trip to Capitol Hill on behalf of the Alliance, learned a lot during his four visits with Congressional staffers. "The exchange was very informative, and our timing was perfect," he reported. "We received up-to-the-minute information about the Farm Bill status and were asked quite often what we thought about it."

The NAICC Delegation...



While in Washington for the IPM Symposium and an Executive Board meeting, NAICC officers and members visited with government officials.

Seated left to right: Mark Otto, Lee West, and Harold Lambert. Standing left to right: Billy McLawhorn, Dan Bradshaw, Don Jameson, and Paul Johnson, Chief of the Natural Resource Conservation Service.



Seated left to right: Lee West, Harold Lambert, and Don Jameson. Standing left to right: Mark Otto, Dan Bradshaw, Karl Stauber, Under Secretary for Research, Education, and Economics, and Billy McLawhorn.

State Organizations Elect Officers

Two state organizations recently held meetings to elect officers. The **Minnesota Independent Crop Consultants** elected **Bob Peters** as 1996 president, **Rick Gilbertson** as president-elect, and **Larry Sax** as director. Board members already holding office include directors Bryce Nelson and Steve Sodeman and secretary-treasurer **Jim Ruhland**.

New **Mississippi Agricultural Consultants Association** officers include Homer Wilson, president; **Tom Blythe**, vice president; Roy Moore, secretary-treasurer; and directors Virgil King, **Bert Falkner**, Timothy Richards, and Phillip McKibben.



IPM Programs for Corn and Soybeans

by Robert E. Glodt

Dear Editor:

I recently enjoyed an opportunity to represent NAICC at the Third National IPM Symposium in Washington, D.C. I feel that our delegation satisfactorily served as the voice of the agricultural consultant, contract researcher, and even the farmer at this conference, and I hope that my small contribution will somehow benefit these professions. The following is my report on a session I attended on developing and delivering IPM programs for corn and soybean farmers.

Dr. Ken Ostlie of the University of Minnesota presided over the session, and began with a presentation of the results of a survey he conducted on IPM participation in corn and soybeans in the United States. Fifty-seven percent of the corn fields represented by the survey were farmer scouted, he said, and only 17 percent were professionally scouted.

Following this background information, the participants formed four groups and were asked to outline key components or parameters for IPM in

corn and soybeans. The solutions that resulted were diverse and reflected the scientific disciplines represented in each group.

All groups seemed to agree that not only should scouting be a key component of IPM, but that the term should be defined specifically. What constitutes scouting to qualify as IPM—number of visits to the field, number of locations? When and how often should fields be scouted? Will pest alerts provide assistance in determining when scouting should be initiated?

There should be a distinction between professionally scouted fields and fields scouted by non-professionals when evaluating IPM. Just because a field is scouted does not mean IPM practices are being followed.

One group noted that key IPM tools should include weed mapping, alternate row spacing, shallow cultivation, and mode of action rotation of various herbicides. Important considerations, they stated, are whether the operator relies on the dealer, consultant, applicator, or Extension agent for management information; and what education programs the grower relies upon for obtaining information about IPM.

The group that I participated in stressed the need for a general appreciation that farming is private enterprise, therefore IPM strategies must be reasonable and cost effective.

We further proposed that IPM should include all disciplines, and that it must consider all factors, not just limiting pesticide usage. We felt that minimum tillage must not be excluded from IPM even though there is a heavier reliance on herbicides in minimum tillage systems. The next group took this a step further by questioning the criteria for evaluation of herbicide use.

This group suggested newsletters as a component of IPM, for the purpose of disseminating information and trouble shooting. They challenged the practicality of a GPS system in developing IPM.

The fourth and final group pointed out that perhaps integrated crop management should be included in IPM, and wondered what type of record keeping for IPM decision making would be required.

At the conclusion of the individual

group presentations, each reconvened to review a USDA questionnaire that will be mailed to farmers this fall. Its purpose is to determine factors in pesticide application decisions as well as the extent of pesticide usage.

In my opinion, the overriding theme of the National IPM Symposium was that IPM will be the vehicle by which pesticide use will be reduced, and even though at this time no one seems able to define it, there seems to be a general agreement that IPM mandates in agriculture are needed.

Robert E. Glodt, of Agri-Search, Inc., in Plainview, Tex., is a voting member of NAICC.

CONTRACT RESEARCH ROUNDTABLE

Non-Traditional Contract Research

by Marvin D. Kauffman

During the past several years I have had the opportunity to help plan and participate in some of the soil fertility work which has been done by the soil science professors at Oregon State University. How many of you have read a research report and found that if the researcher had collected just one more set of data, the research would have been much more useful to you? Participation in the planning phase has allowed me to have input into the experimental design and into the kind of data that is collected so that it will be more useful to professional contract researchers. I have cooperated in projects on hops, peppermint, and preplant and sidedress nitrogen on silage and sweet corn. I also participated in a three-year nitrogen survey on six different processed vegetable crops.

For a number of these projects, I had the opportunity to help select growers who would be good cooperators. Since I have a Kauffman Soil Sampler, I was contracted to do all the deep profile nitrogen sampling. The project leaders gave me the opportunity to attend and participate in the grower meeting where

(Continued on page 8)



MEMBERS IN THE NEWS

Earle Raun, B.B. Singh, and Mike Williams were featured in a Jan. 7 article in the Lincoln (Neb.) Journal Star. The article, entitled "Consulting Services' Yields are Increasing," emphasized the origin and role of crop consultants in U.S. Agriculture with special reference to Nebraska.

In the January issue of *Dealer Progress* magazine, **Dennis Berglund** was pictured and interviewed regarding his expertise in precision farming techniques in the sugar beet market.

Paul Harrell shared his experience with minimum-till and no-till cotton for an article about optimizing cotton yields in the January issue of *Agri Finance* magazine. In February, *Agri Finance* interviewed six consultants across the country for an article on soybean production. Among the experts who gave their advice were **Joe Nester, Stan Winslow, and Will Mullinex**.

Dan Easton was featured and pictured in a Mid-February *Farm Journal* article entitled, "Field-bound feelers." Easton described the Space Cadet walk-behind stand counter he developed for the purpose of counting corn population and recording standard deviation between plants.

Several members have recently been featured in *Soybean Digest*. **Dave Mowers** appeared in the February issue, while **Dwayne Coulon, Dan Bradshaw, and Will Connell** described their most common soybean recommendations for the mid-March issue.

NEW MEMBERS

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Services: Residue, field screening, demonstration studies.

PROVISIONAL

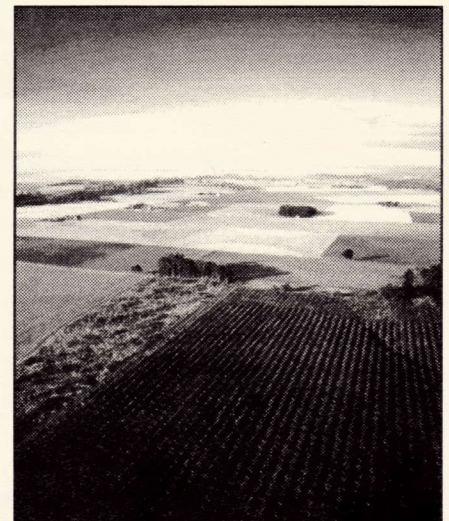
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*("Non-Traditional Contract Research"
continued from page 6)*

the results of the research were presented.

I have not been able to compete with the university for commodity research dollars. Most of the time all the professor wants is money to cover lab fees, labor, and miscellaneous expenses. They do not need money to write up the research proposal and final report like we do.

I have found this relationship very profitable as a professional and for my business. The professors at OSU have appreciated my input, and it has been fun.

Other experiences I have had include an opportunity to work with a magnesium smelting company with an end product which could be used as a source of magnesium for agricultural production. This work involved both field and laboratory research which compared the activity of this product with other available magnesium products. I continue to participate in projects with this company, and help in setting rates to be used on different crops and the form (i.e. powder vs. prills) which would be best for the market.

I also recently had the opportunity to give technical input to some research projects by a private company, to establish the best fertilizer practices for the production of radish seed.

I would encourage all you independent researchers and crop consultants to get to know and work with the state and

federal researchers in your area and establish a relationship with them. We have a lot to give, and we can also learn a lot.

Marvin D. Kauffman, Ph.D., of Albany, Ore., is a voting member of NAICC.

CALENDAR OF EVENTS

APRIL 18-19, 1996

Independent Bankers of Colorado Eighth Annual Ag Conference, Red Lion Inn, Colorado Springs, CO. For more information call 303/832-2000.

MAY 31-JUNE 2, 1996

NAICC Executive Board Meeting, Memphis, Tenn. For more information call 901/683-9466.

JUNE 10-14, 1996

Twelfth International Congress of the International Society of Quality Assurance, Yokohama Convention Center, Yokohama, Japan. For more information call 703/684-4050.

SEPTEMBER 1-7, 1996

Society for Invertebrate Pathology 29th Annual Meeting and 3rd Colloquium on *Bacillus thuringensis*, Cordoba, Spain. For more information contact Wendy Gelernter at 619/272-9897.

OCTOBER 18-20, 1996

NAICC Executive Board Meeting, New Orleans, La. For more information call 901/683-9466.

NAICC

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