



NAICC NEWS

OFFICIAL PUBLICATION OF THE NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

Volume 13, Number 2

The Voice of the Professional Crop Consultant

March 1999

IS CROP INSURANCE IN THE CARDS?

One of the highlights of the 20th Anniversary Annual Meeting was the keynote address by Macon Edwards, an agricultural lobbyist with a long and distinguished career. Edwards, who knows Washington politics and politicians, as well as his hometown of Lula, Miss., began his keynote address discussing President Clinton's impeachment trial. He then turned his attention to agricultural policy.

If there is good news in ag, Edwards predicted, "It is re-entering bi-partisanship in the House and Senate Ag Committees." He suggested there would be a new Farm Bill in 1999, especially if the spirit of cooperation

between House Agricultural Committee Chair Larry Combest (R-TX) and House Committee Ranking Minority Member Charlie Stenholm (D-TX) radiates through the committees. Committee members went home over the summer and ag relief rose from \$1/2 billion to \$6 billion, when Congress came to the realization that rural America wasn't enjoying booming stock markets or rising wages. Instead, rural America was facing disaster.



Ray Young (right) picks the brain of Washington lobbyist Macon Edwards, who gave the keynote address.

The speaker said he expects that Congress will legislate this year, and he foresees crop insurance as the spotlight issue. "The key problem with that solution is that people at low risk aren't willing to pay the price of insurance", he said.

In the South only the high risk farmers are in the program. Growers spend \$1 on cotton and get \$3. In the Midwest the same investment for soybeans yields \$18 worth of insurance. Obviously the program works better in the Midwest, and it would work better still if there was more participation in the South.

Edwards pointed out that Congress takes disaster funds, replaces them with crop insurance, ends disaster relief and this lasts until there's a disaster in the home state of an influential member. He also pointed out that you can't fix crop insurance without money. "I hope they put in money for reform."

With regard to taxes, Edwards believes that recent reforms were good but still need improvement. He expects the fight to be over rate cuts. Meanwhile, the President will be pushing social security.

"Implementation of the FQPA will have as much of an effect on the future of ag as anything else," Edwards stated. He's particularly worried about minor crops. "It will take a real strong push from ag. We can do it. We've done it many times. Stay active," he emphasized.

The Ag Committees will spend a lot of time dealing with commodity futures trading, predicted Edwards. He said the issue is even more complex than crop insurance. "Ag trade options haven't really gotten off the ground. The Ag Committee will address this, too."

What Will Happen With FQPA?

The title of this article was the theme of endless conversations over the past several months. To get some answers, NAICC invited Therese Murtaugh, Deputy Director of USDA's Office of Pest Management

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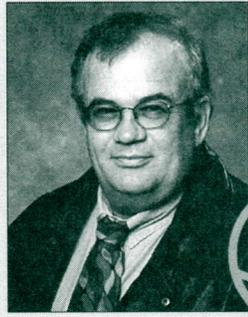
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Record-Breaking Meeting

The recent NAICC meeting was of particular significance not only because of its 20th anniversary celebration. It has broken another record - with more attendees than ever. More than 480 attended the meeting, with 51 exhibitors (and another 17 on a waiting list) and \$25,000 was raised at the foundation auction.

"The meeting was extremely successful. Not only were the sessions well attended and professionalism high, attendees enjoyed networking

FIRST IMPRESSIONS



BY
ROGER CARTER,
NAICC
PRESIDENT



I learned fairly early in life that first impressions can carry a person to pinnacles of success or ruin potentially powerful relationships. I surely want to make a good impression since this is the first article I've had the opportunity to write for *NAICC News* as President. And I want you to read the articles that follow this one!

The experience that taught me about first impressions was hopefully only once in a lifetime. As a young man recently completing his infamous freshman year at L.S.U. in Baton Rouge, La., I was full of ego, pride and other unmentionables. My high school graduation class numbered 15, I'd been to a "big city" only once prior to hitting L.S.U. and Baton Rouge and I'd received that freshman look and attitude before returning to my rural red-neck community.

During my duties as a consultant – in those days as a cotton scout – I was traveling between two small rural towns. Upon rounding a curve in the highway, I noticed a very attractive young woman on the side of the highway staring at a flat tire on the rear of the car. Keep this in mind – the rear of the car.

I immediately pulled my truck in behind her car and, as I stepped from the vehicle, I remembered to suck in my stomach and stick out my chest. With the southern redneck charm drooling from every pore of my body, I proceeded to ask the lady – a beautiful blond with green eyes, wearing a green dress – if she needed any help. She stated in a perfect

voice from perfect lips that she'd never before changed a flat. This showed promise. I said that I had much flat-tire expertise and would gladly help. After all, this lady was definitely not one of the "redneck girls" that chewed her nails unless they wore shoes.

Alas, I noticed that there were two children in the car – ages perhaps 2 and 4. But this "lady was only 24 or so" and might be divorced, I thought. As I glanced further I noticed that "Mama" was along for the trip, but heck, I still needed to make that good first impression. I discovered that they were traveling home to Baton Rouge. And since I was returning to L.S.U., the "networking" that I was doing could come in handy.

However, another major obstacle appeared. This was a Pontiac and I was a Ford man. I had never worked on a GMC product in my life and I had no experience with anything newer than a 1962 model. Period. My family bought only used Ford vehicles that had, as Daddy said, "been broken in properly" – about a 100,000 miles worth. And this was a 1968 model of which I knew absolutely nothing. However, how hard could it be to change a flat?

This was before the days of Zanax. I felt the anxiety attack occurring as she opened the trunk and I stared for someplace that might harbor a jack. After finally extracting it, I had to read the instructions on how to assemble the jack. But I had to do this discreetly for fear of losing credibility with the young woman of my dreams.

Until this time "Mama" remained in the car. As I began to put the jack under the bumper and jack up the car, "Mama" got out of the vehicle and asked if I was doing this right. "Yes ma'm! I've changed plenty of flats." I continued to jack up the car, all the while talking to the beautiful young blond woman with the beautiful green eyes in the green dress. I was impressing her by telling her of my "senior" year at L.S.U. in – and I stressed this point – Baton Rouge.

Again, her mother interrupted my performance. "Are you sure you're

doing that right, young man?" Again I answered, "Yes ma'm."

The bubble burst when she added, "But the flat's on the rear tire and you're jacking up the front of the car."

The adrenaline kicked in, the blood rushed somewhere upward from where it had been, and an instant panic attack erupted. Nothing during my freshman year prepared me for this. I knew instantly that salvaging anything out of this was nearly impossible unless I walked back to the rear of the car, picked it up by the rear bumper with one hand and changed the flat with the other. Even making a comment such as "I'm just practicing before I get to the serious stuff" was useless.

My dreams went "Poof!" I quietly changed the flat, but suggested they stop at the next gas station, where I knew they could get the flat fixed properly. I was heading in the same direction and offered to follow. The "woman of my dreams" never even slowed down in the next town. She wasn't about to take advice from an educated fool.

The next few hours were difficult for me. I had spoiled my only chance. The first impression I'd left was a classic.

I returned to Baton Rouge and L.S.U. that fall to begin my sophomore year – loaded with humility, timidity and shock. It took me several months just to ask a girl out on a date – and to this day green-eyed blondes bring back memories of that fateful day in rural northeast Louisiana.

The lesson that I learned about the importance of first impressions carries on to this date. I, therefore, have offered this private and intimate side of life. I want you to read future articles. Perhaps I may have something important to say – perhaps not. If any green-eyed blond lady is reading this and can help me with my therapy concerning this matter, please call me at (318) 389-4411. My wife? She's a brown-eyed brunette – but knows that story and acts thankful that I fumbled. But then again, she never had a flat.

IS CROP INSURANCE IN THE CARDS?

CONTINUED FROM PG. 1

Policy, to address the plenary session. Most people left the session feeling more hopeful.

"The USDA-EPA consortium was established by Deputy Secretary Richard Rominger to ensure that the law is interpreted fairly among all constituents and based on sound science," Murtaugh explained. USDA is at the table to represent the agriculture community by providing real world data to drive EPA's assessments. *Examples of the data being considered include:*

- Fifteen thousand people went through two-day interviews in a special food consumption study. And ARS is doing a special study on children. Pesticide use data has been collected by the NASS since 1991 for all major crops and fruits and vegetables.
- Two chemical company coalitions will collect data on grocery stores and will gather collective and testing data on high OP use areas.
- Another group is studying carbamates. The industry is also collecting drinking water data. The USDA is working with EPA to form good science policies and data standards and to ensure that EPA understands its strengths and weaknesses.

NAICC was invited by USDA to be involved in the Tolerance Reassessment Advisory Committee (TRAC)



Lee West (right) welcomes USDA official Therese Murtaugh to the plenary session.

because of NAICC's unique perspective. Murtaugh highlighted the excellent job Robin Spitko has done by asking practical questions of the Committee and "bringing reality."

"Through the re-registration acts, other changes are expected to come through the pipeline," Murtaugh said. Twenty OP assessments will be released. In the worst case this will lead to extreme conclusions. Murtaugh is working with the EPA to refine and use realistic data, which she said makes 100 times the difference in some cases on assumed residue levels. For example, asking that dietary consumption data be correlated with real-life consumption levels is crucial, rather than making extreme assumptions such as presuming a child would eat two pounds of grapes at one sitting. "There is no need to protect 2000 percent of the population," she concluded.

Murtaugh stated that the EPA

wants risk mitigation documents to be crafted by the EPA, registrants and the ag community. And they want NAICC to be part of the process. She said her colleagues will keep NAICC informed. As NAICC works with USDA to evaluate risk assessments, Murtaugh emphasized that the Alliance should be sure to understand the assessments thoroughly. "If not, insist that they be written so you can."

She advised the organization to insist on meetings and full disclosure of risk assessments with data identifying the commodity. "Get involved in risk refinements and risk management processes. Avoid hugs and kisses letters about products. Provide solid information about use, effect and impact on agriculture."

EPA is working on a virtual center modeled after North Carolina State's IPM Center to allow input from the field when issues such as FQPA arise. Also, an OP market basket study began in early January. The industry has met with the EPA to insure that the data will be used. The next TRAC meetings will look at risk assessment and process and set up a firm mechanism for ag involvement.

Murtaugh also addressed the assumption by EPA that all imported food conforms to tolerances. "We are trying to get real data so such assumptions aren't made." ■

More Southern Producers Rely on Consultants than do Northern Producers

Southern producers are more inclined to use crop consultants than producers in the North, according to recent research by Doane Agricultural Services, Inc. Presented at the NAICC annual meeting by Lynn Henderson, publisher of *Crop Decisions* Magazine, were results from a survey of producers.

Forty-one percent of southern producers surveyed said they use crop consultants, while only 21 percent in the North responded that they do. The average number of acres of producers who employ consultants was 2,107 in the South and 1,760 in the North.

In the South, cotton receives the

most consultant attention, with 70 percent responding that they use consultants on this crop. Next was corn, with 48 percent, wheat with 30 percent, the group of alfalfa, peanuts and sugarbeets at 26 percent, sorghum at 22 percent, soybeans and rice both at 17 percent and fruits/vegetables at 4 percent.

In the northern region, corn is king at 81 percent, followed by soybeans (70 percent), wheat (44 percent), the group of alfalfa, hay, dry beans, sunflowers, barley and popcorn (22 percent), sorghum (11 percent) and fruits/vegetables (6 percent).

Forty-five percent of all consultants were reported as being self-employed,



Lynn Henderson, president and CEO of Doane and publishers of *Crop Decisions*, presents the results of the research study by Doane conducted for NAICC.

down from 67 percent in 1994. Other consultants fell into the category of pesticide/fertilizer dealers (17 percent in 1998, down from 32 percent in 1994), and 7 percent represented crop consulting firms (down from 20 percent in 1994). Nine percent fell into the category of "other," up from 3 percent in 1994.

Services provided by consultants

included scouting – 88 percent said they relied on consultants for this service (up from 68 percent in 1994). Eighty-five percent rely on consultants for weed/insect control recommendations, a 2 percent increase from 1994. For fertilizer recommendations, 84 percent rely on consultants, a significant increase from 54 percent in 1994. Soil testing by consultants also increased from 51 percent in 1994 to 81 percent in 1998.

Forty-six percent of respondents said they use consultants to provide recommendations for integrated crop and pest management, a 4 percent decrease from 1994. A large increase in consultant use to develop nutrient management plans (from 1 percent to 32 percent) occurred between 1994 and 1998. Regarding seed variety recommendations,

29 percent said they relied on their consultant, up from 21 percent four years ago.

Twenty-four percent of producers use consultant services for irrigation management, a 1 percent increase from 1994, and 12 percent reported using consultant service for site-specific/GPS services in 1998. (No data was available for this category for 1994.)

Regarding most desirable consultant services, keeping up with changing technology, ease of working together, experience and flexibility in considering individual circumstances were the four most important characteristics rated by producers. They were followed by a positive image among farmers, support from others in their firm, college education, certification in an accredited

program and independence from specific product sales. Lowest cost came near to the bottom of the list. The only significant difference in feedback between 1994 and 1998 was the importance of independence from specific product sales - this was much less important to producers in 1998 than in 1994.

Overall, 45 percent of producers reported they were very satisfied with their consultants, with 50 percent reporting satisfaction and 5 percent somewhat unsatisfied. Most producers (29 percent) were referred to their crop consultant by another farmer, followed closely by consultants calling on them to initiate the relationship (28 percent). Twenty-five percent were recommended by fertilizer/chemical dealers, 10 percent by "other" (friends, farm shows, viewed consultant working, reputation) and 3 percent by advertising. Two percent were referred by Extension Service personnel and 2 percent met at a meeting.

The average cost producers paid per acre for consultant services last year was \$4.58 in the North and \$5.67 in the South. ■

~FOUNDING MEMBERS HONORED~

Outstanding contributions and dedicated service – these words describe several of our dedicated NAICC members, those who helped to found the organization. In recognition of their value, the NAICC presented the 1999 Service to Agriculture Award to this group at the recent 20th anniversary meeting.

The following award recipients were honored:

<i>Dewey Chandler</i>	<i>Mills Rogers</i>
<i>John Christian</i>	<i>Dan Bradshaw</i>
<i>Grady Coburn, Ph.D.</i>	<i>Dave Harms</i>
<i>Herb Henry, Ph.D.</i>	<i>B.B. Singh, Ph.D.</i>
<i>Louise Henry, Ph.D.</i>	<i>Larry Emerson, Ph.D.</i>
<i>Dick Jensen, Ph.D.</i>	<i>Reed Green, Ph.D.</i>
<i>Dwight Lincoln</i>	<i>Dick Kinzer, Ph.D.</i>
<i>John Kimbrough</i>	<i>Ed Lloyd, Ph.D.</i>
<i>Stan Nemeck, Ph.D.</i>	<i>John Vahalik</i>
<i>Earle Raun, Ph.D.</i>	



NAICC Founding members received the 1999 Service to Agriculture Award. (front row left to right) Dewey Chandler, B.B. Singh, Grady Coburn, Louise Henry, Herb Henry, (back row left to right) Dave Harms, Earle Raun, John Kimbrough, Mark Jensen (accepting for his father, the late Dick Jensen), Larry Emerson, Dan Bradshaw, and Derek Lloyd (accepting for his father, Ed Lloyd).

NETWORKING LUNCHEONS PROVIDED VALUE AT ANNUAL MEETING

At one of NAICC's valuable networking luncheons during the recent annual meeting, the Soybean Cyst Nematode Coalition recognized the importance of independent crop consultants in their efforts to educate producers about SCN, testing for it and managing it.

Gerry Witty of Morgan & Myers, the SCN coalition's public relations firm, gave an overview of SCNC's efforts and asked for input regarding the role consultants might play in these efforts. Several attending consultants said they offer SCN testing as a service and made the case that this testing should be made available to private testing labs. (Presently only land-grant nematode testing labs may conduct these tests.) Witty responded that private labs should at least be listed in the Coalition's pro-

motional literature.

Those consultants operating private testing labs concurred that an effort should be made to standardize the SCN testing procedure for more consistent reporting and improved grower confidence in the results. To further these efforts, consultants operating SCN testing labs agreed to cooperate with the Coalition in this effort.

The SCN coalition, which is funded through state soybean check-off money, is comprised of 10 land grant universities in the North Central states and industry partners. ■

LEE WEST'S President's Address, NAICC Annual Meeting

These are changing times. Times of excitement and of fear. We have space probes venturing far from earth and satellite phones that allow mountain climbers to call home from the top of Denali. But the exciting knowledge of what lies in the outer reaches of our galaxy is mingled with the uncomfortable feeling of what might happen next New Year's Day. It is an information age, and information travels to and from the farthest corners of the world in less time than it takes us to blink. This phenomenon has become a great equalizer, taking information that once may have been privy to an elite few and making it known to all.

Competition has taken on a new look. Once small, start-up companies had to struggle for years to develop enough clout to obtain the information they needed to outfox big corporations. Now the Internet has put incredible volumes of information, much of it never before accessible, at the fingertips of all. This same tenet holds true for countries. The lead that the developed nations have had over others has partially been related to the possession of technology. With this differential rapidly disappearing, the major factor that holds back developing nations is a lack of capital.

Agriculture has had its share of technological ups and downs as well. The technologies that have given the



Lee West hands over the gavel to Roger Carter.

United States the cheapest and most abundant food supply in the world are now subjects of fear and distrust. A society that once treasured its agricultural heritage now scorns it. This fear has driven our nation to turn against itself in a self-destructive process where we cut off our nose to spite our face. Our perception of risk is illogical. A one in a million lifetime exposure cancer risk is unacceptable, yet everyone gets in a car where the risk is around 375 per million lifetime risk of DEATH, and many times that for injury.

Our society, through its government, is one by one adopting policies and implementing regulations that tie the hands and feet of the American farmer. The average farmer now must be a mechanic, a labor law specialist, an accountant, a good tractor driver, a cash flow manager, a land use expert, a food policy adviser, a supporter of 4-H, a commodity futures player or observer, a plant or animal scientist, an environmental policy expert and of course a lobbyist at the local, state and federal level. In his off hours, family time and even some recreation time can be fit in. This of course must be accomplished for breakeven prices at best. Inevitably, these producers falter, and then as they are close to going under, we bail them out with a temporary life preserver. A government measure to adjust for government actions. We are creating the disease and the medicine, when what we should be doing is looking for a cure.

Since the producers themselves cannot possibly wear all the hats,

allied industries step in to help. But now the evil spirit of "profit" and "conflict of interest" rallies the voices of our critics. Certainly many of us have some sort of bias. Our existence, our livelihood depends on agriculture. But I believe that those of us in agriculture are more dedicated to our industry than those in other sectors of commerce. I believe that we agriculturists share a deep desire to do what is right and that, by and large, our voices transcend these purported conflicts. We realize THAT AGRICULTURE IS EVERYBODY'S livelihood. We recognize that the only reason our critics have the time and the resources to criticize us is because through our advances, they don't have to be hunting, growing or scavenging their own food, shelter and clothing.

FQPA, manure management laws, the Endangered Species Act, The Clean Water Act and the like have noble foundations in theory, but they are expensive and someone has to bear the cost. I am not suggesting that we scuttle the advances we have made in our awareness of how to better manage our environment, but conversely we have to keep perspective.

Imagine what it might be like if all of this nation's wheat came from Argentina and all of our fruit came from Brazil. Suppose that we had to rely on getting our beef from Australia and our rice came from China. Fantasy? Nightmare?? Already the cost of food and fiber production in the United States has left us unable to compete effectively in the global marketplace in many commodities.

Our nation's agricultural machine is a matter of national security! How much money do we spend protecting our oil? How would our picture change if we imported most of our food? The entire economy of agriculture must change for this not to happen. College graduates today with a degree in Agricultural Science can expect to earn \$20,000-35,000 a year. Their classmates in engineering or computers earn twice that to start. Where are we headed? We pave over

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NAICC Celebrates 20 Years



Sustaining member Jim Thrift of American Cyanamid (left), past president Don Jameson (second from left) and 1999 president Roger Carter (right) welcome new member Randy Machovec.



Volunteer staffers (left to right) Lisé Carter, Lea Lambert, and Dorothy Young.



Yella Reddy rings the bell to call members back to the meeting.



The Exhibit Hall & Poster Session were popular sources of information during the Annual Meeting.



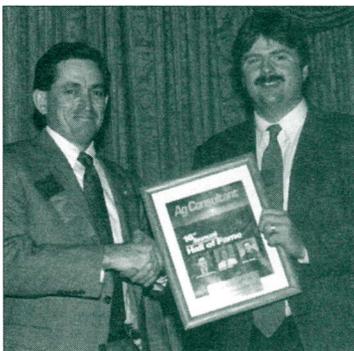
The 1999 Executive Board (front row left to right) Roger Carter, president; Al Averitt, director; Lee West, past president; Kirk Wesley, director; Dennis Berglund, president-elect. (Back row left to right) Mark Fering, director; Grady Coburn, director; Charlie Mellinger, treasurer; Phil Cochran, secretary; and Bill Cox, director.



Chuck Farr (right) moderates a panel on how consultants can work most effectively with growers and farm supply dealers.



The 1998 Executive Board (front row left to right) Charlie Mellinger, treasurer; Grady Coburn, director; Lee West, past president; Billy McLawhom, past president; Yella Reddy, director. (Back row, left to right) Pat Robinson, director; Roger Carter, president elect; Phil Cochran, secretary; Loam Bucl, director; and Bill Cox, director.



Paul Schrimpf (right), editor of Ag Consultant, welcomes Harold Lambert into the Crop Professionals Hall of Fame.



(Left to right) Don Harlan of Mid-South Ag Research, Inc., Mary Moore of Novartis Crop Protection and Harold Cobel, national IPM Coordinator.

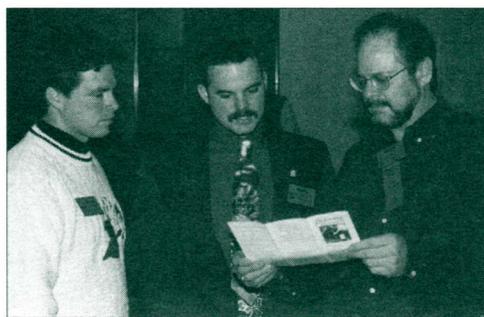


The Consultant Education Committee hard at work.

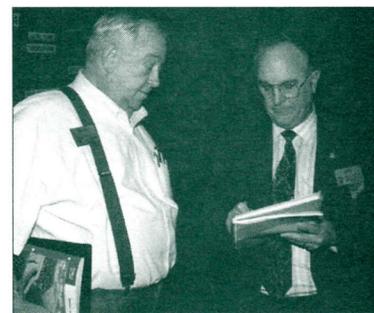
ars with Work and Play



(Left to right) Mike Brubaker of Brubaker Agronomic Consulting Service, Inc., in Ephrata, Pa., Pat Robinson of American Cyanamid, Carmel, Ind., and Cindy Brubaker.



(Left to right) Ted Lloyd, Jr., and Derek Lloyd of AGVISE Research, Inc., in Northwood, N.D. and past president Bruce Nowlin of Blue Earth Agronomics Inc., in Lake Crystal, Minn.



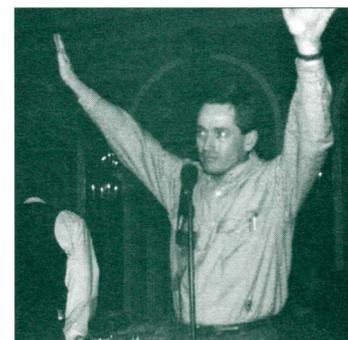
Aithel MacMahon (left) of McMahon BioConsulting, Inc., in Ardmore, Okla., and past president Don Jameson of Agrimanagement, Inc., in Yakima, Wash.



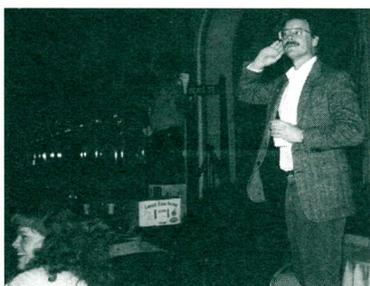
(Left to right) Dave Mowers of Mowers Soil Testing Plus, Inc. in Toulon, Ill., Ted Glaub of ASFMRA, Jonesboro, Ark., and Mark Otto of Agri-Business Consultants, Inc. in Lansing, Mich.



At the 1999 FEAE auction, which raised over \$25,000 for the Alliance's favorite cause, auctioneer Grady Cobum (center) is assisted by Bill Cox (left) and an unidentified Memphis guitar player.



Harold Lambert celebrates winning bid.



Randy Van Haren asks bidders to speak up.



Calvin Viator (left) of Thibodaux, La., and Bill Cox of Coxco Ag Services, Inc., in Las Cruces, N.M.



Annual meeting chair John Gruber (left) of Ag Consultants, Inc., in New Holland, Ohio, and Lynn Henderson of Doane Agricultural Services in St. Louis, Mo.



Dave Harms, NAICC Certification Board chair and Lee West, NAICC president, sign the official Memorandum of Understanding with USDA as other Board members and staff look on.



Tim White examines his purchase of "Louisiana road kill".

our prime farm land at an alarming pace, direct our brightest talent to other fields, enact legislation based on what sounds good in 10 second soundbites and continue the ongoing litany of bad press towards agriculture.

As a nation, we have food for all, yet people are starving around the world. The average person seems to believe that food comes from the synthesizer at the supermarket. They don't believe agriculture when we cry "Wolf!" because we have cried that for years, but people still have plenty to choose from on the market shelves. We are marching towards being a net food importer. And with that path the hungry in the rest of the world will be even hungrier, because we can afford to import our food. Until we as a society decide that feeding the world, and ourselves, is more important than writing code for the latest virtual reality game, the future of agriculture is bound to be a struggle. In reality our future, our children's future and our nation's security depend on a strong U.S. agriculture.

Some would attempt to solve our perceived domestic problems of environment and food safety by eliminating many of our technological tools. They would have us practice "organics" and pursue a low tech scenario of "sustainable agriculture."

The fact is that we cannot compete in a world economy with these practices, and certainly we cannot provide food cheaply under such a scenario. What we need is MORE technological advances, not to revert back to the simplicity of earlier days. Those days are gone. The 3 percent of our population that is still on the farm will not be able to feed the world with low tech agriculture. The rules have changed and what worked then can't work now. One problem is that we are allowing these answers to come from folks who are, largely, not agricultural scientists.

The answers lie within us. Within the agriculture community. We are on the right track with our talk of strategic alliances, but we have to do more, and sooner. The wheat growers and the cattlemen and the cotton growers and the strawberry farmers have to sit down with the marketers, agriculture consultants, the seed and chemical and fertilizer and equipment companies and all the other associated groups. We need to pool our resources and we need to make things happen. We must focus our efforts on the education of the American public. It is within these households where our salvation lies. This is where the children live who can become the agricultural scientists of tomorrow. There is where the voters live who will elect the next rulemakers for our nation. These are

the people who must sit up and say that finding a way to preserve our cheap, domestic food supply is an equal priority to protecting our environment and the quality of our food. We must focus the nation's resources equally on these priorities in order to cure the disease we have created.

There is a program at my alma mater, Cal Poly Pomona. This one-time horse ranch for W.K. Kellogg is now an island in the greater Los Angeles area. The College of Agriculture there has a new program called "Agriscapes," and it is a prime example of a positive move for agriculture. The college is developing a center to educate the 10 million residents of southern California about agriculture. One of the focal points is the "Pizza Garden." The field is round like a pizza, and it's divided into pie wedges. Each wedge is part of the makings of a pizza. One has wheat growing for the crust, tomatoes for the sauce. Onions, bell peppers and garlic grow in other slices. One is a pasture of dairy cows for the cheese, cattle and hogs for the meats. Even the most urbanized kid in L.A. knows what a pizza is. Through visits from classes, scouts, etc., the goal is obvious. Expose kids to where food comes from. Help them to understand who we are, why we are important, that we are the good guys wearing the white hats. ■

NEW MEMBER PERSPECTIVE

The first time I attended the 1998 NAICC annual meeting in Washington, D.C., I was impressed to say the least. My former employer and mentor, Dick Jensen, who by the way was a pioneer in NAICC, had many times relayed to me what a great organization it was. My present employer became a member in 1998 and since then has encouraged me to join. It's definitely been one of the smartest decisions we have made.

This year I became a new member of the Alliance. I came away from this year's annual meeting feeling even more enlightened than

last year — and proud to have joined such an elite group of agricultural professionals. The information that the annual meeting offers and the comradery with fellow members that you experience is well worth the effort of attending. I feel like I have a responsibility to encourage others to join and to gain the same good bene-

fits I have. I encourage those existing members who are not involved in the work of the Alliance to work on a committee, submit articles to the NAICC Newsletter or support the Alliance in another fashion. Let's be enthusiastic in whatever we do. Let's encourage our colleagues who are not members to become a part of

this group of professionals who are striving to make agriculture bigger and better...

*Denise Wright,
Chair, NAICC
Newsletter
Involvement
Committee* ■



The Class of 1999. Note that the group of people who joined NAICC in 1998 is larger than the entire organization was 20 years ago.

COMMITTEES HAVE AMBITIOUS GOALS FOR 1999

Ethics and Grievance Issues Reviewed

Reviews of NAICC's grievance procedure, code of ethics and the role of the Ethics and Grievance Committee were agenda items for the recent meeting of the Ethics and Grievance Committee at NAICC's annual meeting.

The Committee, with **Loarn Bucl** serving as chairman for 1999, determined that its role has increased in importance in light of the NAICC certification program and its relationship to the Memorandum of Understanding with USDA. Concern was raised that if membership or certification were withdrawn, NAICC might be open to legal action. Committee members emphasized the importance of remaining familiar with the grievance procedure, following it "by the book."

Regarding the code of ethics, the committee decided on an annual review and will request ethics workshops when possible. As well, the committee suggested a high quality copy of the most recent revision of the ethics code be sent to each member.

Finally, the committee determined that the question of an employee trying to lure away business while still on the payroll is adequately covered in Article III, sections 1, 3 and 5.

Membership Committee Hopes to Increase Numbers Again in 1999

NAICC membership numbers, which increased by 31 from a year ago, were the first topic of discussion by the Membership Recruitment, Retention and Rules Committee at their recent meeting in Memphis.

In addition, the following items were discussed:

Membership promotions. The Committee will recommend to the Executive Board that current Annual Meeting discounts remain in place for one year. This item will be reviewed at the annual meeting in 2000.

Member retention. Those members who did not renew (12) will be contacted by Committee members again and encouraged to renew.

Applications. Committee members reviewed changes via fax and e-mail following the meeting. One change proposed was the addition of a line

on the application asking who referred the applicant.

State responsibilities. Each committee member was assigned a list of states for which they will be responsible.

Sustaining member recruitment. **Kim Cook** will be responsible for focusing on this topic, with the new goal being eight new members.

Simultaneous meeting with ASFMRA/ASAC. The committee encourages the Executive Board to pursue this joint meeting, as educational benefits could increase membership.

Member recruitment. The committee discussed the importance of acknowledging new member recruiters.

The Committee was divided into the following three focus groups in order to accomplish specific goals.

Focus Group A will concentrate on communicating benefits to present members. They will review the current list of NAICC membership benefits and make any needed changes. This focus group would develop a plan for communicating these benefits to members and the group is considering polling the membership to learn more about how NAICC benefits are perceived. Some joint efforts may be made with the Membership Services Committee to reinforce known benefits and to raise awareness of less tangible benefits to members. The goal for the group is to maintain a 95 percent retention of current members in 1999.

The second group will focus on targeting states with high numbers of non-members. The goal is twofold; to discover why membership numbers from these states are low and to make concerted efforts to recruit new members from these states. For this year two or three states will likely be targeted, with efforts uniformly targeted at both research and crop consultants. The new member goal for the group is 25 in 1999.

The final focus group will zero in on potential sustaining members.

Our Roots



The National Alliance of Independent Crop Consultants was founded in Memphis in 1978. Twenty years later we reconvened in the Bluff City to celebrate two

decades of growth and achievements against odds that sometimes looked insurmountable. Perhaps it was the slant of the playing field that made the NAICC team try so hard.

This organization has benefited from extraordinary talents and efforts from leaders and members through the years. As we celebrate our 20th anniversary we will publish excerpts from a 20th anniversary brochure designed by Daney Kepple, NAICC communications counsel. The brochure highlights special events throughout NAICC's history.

Our Roots Go Deep:

1979 First membership form printed. Wild Turkey award co-sponsored with Agri-Fieldman magazine.

1978 NAICC organizational meeting held in Memphis. In 1978:

- Annual budget did not exist.
- Membership was 17.
- The Alliance was entirely volunteer run.

Our profession is of importance to any agricultural company, whether they are involved in seed, chemical, fertilizer, equipment, etc.," states MRR&R Chair **Larry Sax**. The committee will reiterate the importance of good working relationships with these companies and encourage them to be sustaining members. This group will develop a list of potential sustaining members, prioritize this list and make concerted efforts to recruit eight additional sustaining members during the upcoming year.

Committee members present were **Larry Sax, Bruce Niederhauser, Yella Reddy, Kim Cook, Don Harlan, Joe Townsend, David Wilde, Phil Cochran**, Executive Board liaison, and **Steve Wagner**. Kim Cook volunteered to be committee vice chair for 1999.

Allied Industry Committee

Looking to the new millennium and setting standards for success and building modules of information for presentation at meetings were highlights of the recent Allied Industry Committee meeting in Memphis.



Jim Hanshaw (right) of Novartis Seeds, Inc., turns over the chair of Allied Industry Committee to Chris Cole of FMC.

Other items of discussion included continual improvement of

the annual meeting for its members and for NAICC.

Regarding the new Emerging Technologies session, the committee discussed trying to gather large and influential groups and media. Publishing a preliminary program of topics, sending news releases and posting on the web might help stimulate interest. The selection process could be done earlier to facilitate publicizing opportunities.

The sustaining members' dinner was commended by the committee as one of the best ever.

The new chair for 1999 is Chris Cole of FMC, and vice-chair is Grant Bretzlaff of Pioneer Hi-Bred.

Electronic Data Capture White Paper Outlined

A work plan and procedures were defined for the Electronic Data Capture White Paper during the task force meeting at the annual meeting. The work plan calls for completion of the preliminary draft by the 2000 meeting in Portland.

To begin the process, a set of questionnaires will be developed to poll the membership, sponsor companies and other research groups to identify the current state of electronic data capture.

Committee members present at the recent task force meeting included **Alan Courville, Wayne Currey, Renee Daniel, Butch Palmer, Mick Qualls, Jim Steffel**, chair; **Bill Tarter, Lee West**, Executive Board liaison, and **Steve West**. Others in attendance were Joel Panara of Grayson Research, Ken Ludwig of Bayer Corporation and Roger Irwin of Prairie Agriculture Research.

Below is the criteria for development of the electronic data capture and management white paper.

- Data Capture and Management Software Categories
- Efficacy
- GLP
- Spreadsheets
- Environmental Monitoring
- Graphics
- Utility and Cost Effectiveness
- Purchase and Upgrade Costs
- Technical Support
- Validation and Verification
- Learning Time Lag and User Friendliness
- Compatibility with Currently Accepted Research Practices – GLP Compliant Where Applicable.
- Compatibility with Software Currently in Use.
 1. NAICC members
 2. Sponsor companies
 3. Government, university and scientific community
- Compatibility with Electronic Transfer by E-mail
- Ability of software to provide desired results in format acceptable to customer
- Longevity – "Potential to be industry standard"

- Future Development
 1. Software in development
 2. Anticipated software and/or hardware developments
 3. Future needs of client base
- Source of information
 1. NAICC researcher membership (possible survey)
 2. Sponsor companies (possible survey)
 3. Software companies
 4. Other scientific societies and organizations
- Overall objectives
 1. Survey electronic data capture and management systems available
 2. Evaluate strengths and weaknesses of individual systems
 3. Provide the NAICC membership with a decision making information base
 4. Inform members on compliance and legal issues dealing with electronically captured data ■



HAPPENINGS ON THE HILL

Disappointment and strong concern over the lack of funding for crop insurance reform in the President's budget were voiced by House Agriculture Committee Chairman Larry Combest (R-TX) in a recent news conference.

Combest said he was encouraged during earlier conversations with the Secretary of Agriculture and with the President's intentions for funding this program in his State of the Union address. Now, however, Combest said he is "extremely concerned that there is not one penny in the President's budget for crop insurance reform."

Combest expects this issue to be a major policy one that will be undertaken in the House Agriculture Committee this year. Several hearings have taken place within the committee and more are scheduled throughout the year.

LEGISLATORS EXPRESS CONCERN OVER PROPOSED AFO REGULATIONS

Thirty-six Republican and Democratic Members of the House of Representatives sent letters to Secretary of Agriculture Dan Glickman and Environmental Protection Agency (EPA) Administrator Carol Browner expressing their strong belief that the proposed policies in the USDA/EPA Unified National Strategy for Animal Feeding Operations (The Strategy) would place unnecessary burdens

and costly regulations on the U.S. livestock sector. The letter reminded policymakers that livestock producers "have a long history of being stewards of the land by implementing sound conservation and water quality protection practices. They have made substantial investments and taken great strides in protecting the environment."

A number of the provisions in The Strategy that were of concern include those related to water quality data, comprehensive nutrient management, record keeping, land applica-

tion, and technical assistance delivery. They urged USDA and the EPA to use only the best available scientific data available and to work to preserve flexibility in regulating animal feeding operations (AFOs).

The NAICC Executive Board will hold its next board meeting in Washington, DC., on March 24-28. Two days have been set aside to meet with House and Senate Members and USDA and EPA officials to discuss not only the crop insurance and AFO issues, but other important matters affecting crop and research consultants.

FOUNDATION CHANGES

1999 Officers and Directors of the Foundation for Environmental Agriculture Education were announced at NAICC's recent annual meeting.

1999 Officers and Directors include:

Dave Harms, President
Madeline Mellinger, Secretary
Harold Lambert, Treasurer

Directors:

J. Artie Browning
Pete Nowak
Earle Raun
Dean Wesley

Following is the presentation prepared by Mark Otto, 1998 FEAE president, at NAICC's recent annual meeting in Memphis.

On this 20th anniversary of the NAICC, it is indeed fitting to look back at a little of our history to put the Foundation in perspective. At the first National Alliance meeting I attended in the fall of 1983 in Minneapolis, I heard NAICC President Dr. Ed Lloyd speak about our young profession's need for crop doctors. He referred to ideas that Dr. Earle Raun had begun articulating when he was the first NAICC President in 1978 and 1979. Despite the best efforts of the NAICC's Continuing Education Committee throughout the 80's, we simply didn't have the resources to do much.

In 1991 NAICC had the vision to set up an educational foundation. The Foundation was formed to try to gain new resources to accomplish some things that hadn't been possible up to that time. The Foundation for

Environmental Agriculture Education's mission is to catalyze innovative education and training programs for current and future professional crop management practitioners.

The Foundation isn't about today. The NAICC serves the immediate needs of our professional association. The Foundation is about tomorrow; it's about the future. Many of us aspire to build a future where crop and research consultants are recognized as credentialed professionals and valued for providing interdisciplinary, multi-tactical services which support efficient and environmentally sound crop management systems with a network of university curriculum, continuing education and scholarships supporting the ongoing development of the profession.

I stood at the podium in Washington, D.C. and told you that we had been making progress and that 1997 had been a good year for the Foundation. Those efforts have continued and we have more success stories to tell about 1998.

Our primary focus remains the New Pathways Education Project that Dan Bradshaw has been leading for a number of years. The New Pathways Project advocates a college level, professional degree program like the DVM or MBA to train potential practitioners in the many disciplines essential for applied agriculture. This program will teach good basic science and service implementation techniques, with a heavy emphasis

on experience and internships. An essential element is using practitioners with field experience on the teaching team.

We did submit a pre-proposal to Kellogg Foundation last year. After review we were asked to submit a full proposal. We didn't quite get to the point where we were asked in for a site visit and assured of funding, but it was a strong validation of the concept. We will be reworking and resubmitting the proposal again this year. Dr. J. Artie Browning has agreed to serve on our board to help us in this endeavor. Many of you plant pathologists will recognize Dr. Browning's name. He worked with Larry Stowell, Earle Raun and Dan Bradshaw on a joint APS/ESA symposium on the Doctor of Plant Health/Medicine concept at the APS/ESA meeting in Las Vegas last fall. There will be expenses to follow up on these efforts. We will use some of the money generated at the FEAE auction to help fund this endeavor.

Another aspect of our success can be seen in individual NAICC members being asked to participate in various professional society and university curriculum development efforts. Dan Bradshaw is working with Texas Tech, West Texas A&M and Texas A & M Universities on a joint advanced degree program for crop practitioners. I have been named an Industrial Adviser to Michigan State University's Professional MS in IPM. Earle Raun is an adviser to University of Nebraska, Lincoln Distance Learning Program.

Harold Lambert is the private sector member of Louisiana State University's Department of Agronomy curriculum committee. **Madeline Mellinger** is a member of the University of Florida College of Natural Resources and the Environment Advisory Committee.

The University of Florida is in the process of approving a Doctor of Plant Health/Medicine degree program. If any of you are involved in similar efforts at other universities around the country, we would be interested in learning about your efforts.

In 1998 FEAE continued to jointly fund two educational activities with the NAICC. Attending the annual FFA convention gets our profession out before thousands of students and their advisers. We have also been interested in increasing student attendance at our annual meeting. We have allocated another \$1,000 to continue these efforts in 1999.

The Richard Jensen Scholarship Fund currently has over \$12,000 in it.

We are planning to award our first scholarship in the fall of 1999. Criteria for the scholarship will be published in the newsletter and additional information will be available on the website. We encourage all NAICC members to make qualified students that may have worked for them aware of this program. Since we are planning on using only interest from the fund, we haven't fixed the amount of the award. With current resources it will probably be \$750. With the success of the auction we hope to increase it to at least \$1,000.

Financial Report: We had \$37,726.30 cash in hand as of December 31, 1998, compared with \$29,879.89 from the previous year. The \$20,000 we put into a professionally managed portfolio in the fall of 1997 to preserve and increase capital has grown to more than \$27,000, roughly \$12,000 (the actual value fluctuates on a daily basis) of which is now earmarked for the Jensen Scholarship Fund. ■

CALENDAR OF EVENTS

May 23-28, 1999

10th Annual Soil Conservation Organization Conference, Purdue University, West Lafayette, Ind.

June 9-12, 1999

National Workshop on Constructed Wetlands/BMPs for Nutrient Reduction and Coastal Water Protection, Radisson Hotel - Canal Street, New Orleans, La. For more information contact Dr. Frank Humenik, NC State University, (919) 515-6767 (phone), (919) 513-1023 (fax), or FRANK_HUMENIK@NCSU.edu.

August 8-11, 1999

"Walk on the Wild Side," Soil and Water Conservation Society Annual Conference, Grand Casino, Biloxi, Miss. For more information contact SWCS headquarters at (515) 289-2331 or visit <http://www.swcs.org>.



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