



# NAICCC NEWS

OFFICIAL PUBLICATION OF THE NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

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## Sponsors Support NAICCC

At NAICCC's millennium meeting in Portland, Ore., members will ring in the New Year and the new millennium with a varied, information-filled program and a taste of the best Portland has to offer. NAICCC is able to offer such a high caliber event in large part because of Annual Meeting sponsors. This generous group makes many of the meeting functions possible and keeps the registration fee from rising to reflect steadily increasing costs.

Each morning the convention will be kicked off with continental breakfasts for all attendees in the Exhibit Hall. This year the continental breakfasts are sponsored by **Monsanto** and **Mycogen Seeds**. The Outgoing President's Reception, sponsored by **DuPont**, will offer attendees an opportunity to say thanks to outgoing President **Roger Carter**. This reception has been combined with the popular Exhibit Hall Extravaganza, where exhibitors will be raffling various items for attendees.

NAICCC's 2000 President Dennis Berglund will take office at the President's Luncheon/Awards Banquet on Thursday, January 20. During lunch, co-sponsored by **Bayer, Inc.**, and **Delta & Pine Land Seed Company**, Berglund will present his plans for the upcoming year. Also during this event the industry's most prestigious awards will be announced, including the NAICCC Top Recruiter of the Year.

Coffee breaks between sessions on Thursday and Friday will be sponsored by **VantagePoint Network**, **Stoneville Pedigreed Seed Company** and **Helena Chemical Company**. This is an excellent time to meet with both current and potential NAICCC members.

Friday evening offers an opportunity for new members to mix and mingle with the NAICCC Executive Board and Past Presidents at the New Members and First Timers' Reception, sponsored by **American Cyanamid Company**.

The banquet will feature delicious cuisine and some of the recreational

activities that Oregon is known for, including fly fishing, sports car racing and golf – all in the Doubletree Ballroom! **FMC Corporation** will be generously sponsoring this event.

Other sponsors include **Rhone-Poulenc Ag Company**, responsible for the NAICCC millennium T-shirt, featuring the Growing Roles for the New Millennium theme. Registration badges will again be sponsored by **Novartis Agri Business**. **Zeneca Agricultural Products** is sponsoring the annual meeting program, which serves as both reference material and a keepsake as well as sponsoring the Ambassador's program. **Pioneer Hi-Bred International** is the sponsor of a farm tour.

A heartfelt thank you goes to this year's convention sponsors. The support of these companies is sure to make the millennium convention yet another success. ■

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## NAICCC Sets Aggressive Goals

Increased revenue, enhanced recognition, membership growth, improved value of membership, and continued focus on government relations are goals resulting from NAICCC's recent strategic planning session in Albuquerque, N.M. NAICCC intends to increase its revenue by 50 percent by leveraging its collective data/information and intellectual assets. One way NAICCC intends to meet this goal is by enhancing the NAICCC Web site and dramatically increasing traffic to it. The Association intends to leverage the site to drive higher revenue for the organization as a whole, as well as for individual members.

Another goal of the Strategic Plan is the continued recognition of NAICCC as a preeminent organization of agricultural professionals where all stakeholders are aware of NAICCC, and NAICCC has obtained a presence in the

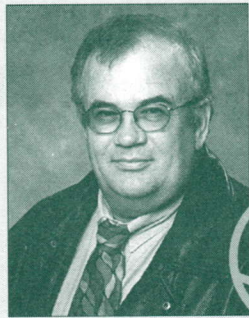
regular communications and activities of these groups. As such, these stakeholders learn of the exceptional qualifications and value of NAICCC members.

To further enhance NAICCC recognition and presence, the strategic planning committee proposes that working groups composed of NAICCC research consultants and representatives of sponsor companies be formed. This would ensure continued growth of a high quality contract research workforce that will be prepared to meet the future needs of the overall ag industry. (See related story.)

A network of members will be developed to write articles for submission to grower magazines and newsletters, and to speak at national, state, and local grower meetings. Both articles and presentations will promote understanding

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## Information For Sale



BY  
**ROGER CARTER,**  
NAICC  
PRESIDENT



**H**ow many of you have been called regarding the use of agricultural production products or the feelings towards various companies or your ideas on biotechnology? Ag market survey companies call consultants at our company at least twice per month. And the calls are becoming more frequent.

This information is usually gathered to sell to prospective clients or collected after a contract is signed to deliver this information usually to agricultural industry companies. Most of the telemarketers call from locations in the Mid-West, but there are a few that call from the East Coast.

The survey must have some dollar value or else these types of companies could not survive. Farmers and consultants have been freely (or almost freely) furnishing much of this valuable information. Within the past few years, companies have begun to offer \$10 - \$100 for this information, but in years past no

remuneration was offered for up to 45 minutes of information volunteered over the phone.

Many of the information gatherers say that the interview will take 10, 20, or 30 minutes. Many times these minutes are doubled. Most offer \$10 - \$20 for a survey that lasts 10 - 30 minutes. The \$10 per 10 minutes or \$20 per 20 minutes is very low considering the value of consultants' expertise - especially when consultants could market this information and pass along some of the funds to those NAICC members participating in the survey.

Mark Fering, liaison from VantagePoint Network to NAICC and currently a NAICC board member, is amazed at the wealth of information available from agricultural consultants. He has stated several times that NAICC needs to gather this same information and sell it. Using this information collection and management system could be a very large source of revenue for NAICC and its members in the very near future. Mark says, "There is real value associated with this information."

Data or information collection management will increase rapidly over the next few years. It will be simple to build master forms electronically and fill those in once per week during the crop season. This form would then be sent electronically to a data or information management lab. Most such labs are now private, but most could eventually be public in the future. Regardless, the information there will be of very great value to industry, farmers, and consultants. Whether public or private, someone will pay for the information. And someone will pay to have it gathered.

Individual farm data would be owned by the person or entity paying for its collection and storage - normally the farmer, but in certain cases the landowner, consultant, or dealer. Some data may be owned jointly. But aggregate data or "general" data as supplied by the consultant to an ag marketing survey companies may be purchased by anyone wishing to buy it.

It is hard for consultants or researchers to fathom the amount of funds that this information could generate. One goal of NAICC this year is to determine the "buyers" of such information and to determine the feasibility of supplying this information to them via contract. After all, consultants are currently offered very little compensation for this valuable information. It is imperative that we begin to charge what this is worth.

The information that consultants furnish is usually more accurate than farmer information and covers larger acreage. Consultants are excellent record-keepers and have access to a large array of information. It is certainly not limited to insecticides, herbicides, fungicides, but rather could include equipment, biotechnology, nematicides, fertilizer, lime, harvest aids, growth regulators, etc.

NAICC is serious about this endeavor and could use everyone's input. Since we put ourselves at the top, we must continue to lead the way. And this is one way that we can show that our information is more valuable to others while at the same time furnishing much needed revenue to NAICC and its members. ■

## Membership Predictions for Y2k

Many predictions have been made by media and others about year 2000 and the drastic changes we could expect. Let's get down to the "nitty-gritty" of it all and share our Y2k predictions, whether serious or humorous. An agricultural outlook is expected, but anything you think might happen is welcome. Member predictions will be published in the January, 2000, issue of the NAICC News. ■

## Hurry! Millennium Meeting Approaching!

Ensure your spot at NAICC's year 2000 meeting in Portland, Or. You can't afford to miss it! Call by December 29 to reserve your room and get NAICC's room rate at the Doubletree Hotel, (800) 996-0510 or (503) 281-6111. ■

# Growing Roles For Consultants

## NAICC Sets Aggressive Goals

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of the extensive expertise of NAICC members and illustrate the value of CPCC certification.

Last, NAICC will develop relationships within commodity and other groups that represent clients, resulting in opportunities to submit articles, speak at meetings, participate in advisory boards and exhibit at trade shows.

Over the next two years NAICC intends to increase membership by 300 voting members and 20 sustaining members and to retain 99 percent of present membership. New members will be recruited through AAL meetings; reciprocal links between NAICC and 20 other professional and ag business Web sites will be developed. An aggressive marketing campaign will be developed and delivered, and benefits will be made more tangible. An NAICC representative will be present at every state organization meeting to promote NAICC membership among professional groups, commodity groups, and ag industry groups.

NAICC will also improve the value of membership to members by improving existing services and expanding services to meet members' needs on a priority basis. In addition to improving the NAICC website, NAICC is currently investigating E&O insurance for consultants as well as securing discounts on various tools including the Crop Protection Reference Manual. In the next two years, NAICC plans to add six new services/benefits; two for research consultants, two for crop consultants, and two that are appropriate to general membership.

In an effort to stay abreast of the memberships' needs, surveys are planned throughout the years on various topics. And a very important goal is to enhance current Certified Professional Crop Consultant (CPCC) and the Certified Professional Crop Consultants-Independent (CPCC-I) certification programs as well as develop a certification program for research consultants.

Government Relations has always been a top priority of the Alliance and that came out loud and clear in the new strategic plan. Through the

Legislative Advisory Committee, NAICC leadership and grassroots efforts, the Alliance will proactively address governmental and public policies and activities at the national, state, and local levels to ensure the Alliance's interests are best served. Action steps include nurturing current and establishing new working relations with key legislative staff in Washington, D.C. through the Executive Board's annual visits to Capitol Hill and through its network of members' influence at the local level. NAICC will proactively offer its assistance in policy formulation and rules and regulations implementation with USDA, EPA, and FDA. Continued focus will be on securing the current exemption from the Worker Protection Standard for agricultural consultants and obtaining a similar exemption for contract researchers. NAICC leadership and the Certification Board will continue to work with USDA's Natural Resource Conservation Service (NRCS) and other national organizations to clarify national, state, and local policies regarding 3rd party vendors. ■

## Contract Research Working Group Commissioned

A Contract Research Working Group commissioned by NAICC will address the needs of contract researchers from a business perspective, both short- and long-term. The needs will be addressed within the context of the current and anticipated state of the ag industry. This group will meet just prior to the NAICC annual meeting in Portland.

The purpose of the meeting is to help contract researchers gather a vision of

what lies ahead in this rapidly changing business environment and ways that NAICC can help our members thrive in such a zone. Bernie Shafer with **VantagePoint Network** in Ft. Collins, Colorado, will facilitate this gathering of researchers. Shafer guided the Executive Board through exercises to derive an updated strategic plan. According to NAICC President Roger Carter, "Bernie did an outstanding job of guiding the Executive

Board through what some might expect to be a laborious process. However, Bernie knows how to relax his audience, but yet pull every bit of cranial power from each member in order to complete the mission."

The results of the working groups' meeting will be announced at the NAICC annual meeting and in a future issue of the *NAICC News*. ■

## Deadline Nearing for Consultant of the Year

Don't forget to send in your nomination for the NAICC/American Cyanamid Consultant of the Year Program. The deadline is November 24 and applications can be obtained from NAICC headquarters. Whether you nominate yourself or one of your peers, we are looking for consultant members who have the

entrepreneurial spirit, innovation, and creativity. The award also acknowledges consultants who, for their clients accomplish the highest stewardship through environmental responsibility and actions that benefit their communities.

In addition to the plaque, recognition during the Cyanamid Consultant of the

Year Alumni dinner (held in conjunction with the NAICC annual meeting) and during NAICC's President's Lunch and Awards Ceremony, the winner will receive editorial recognition in *Crop Decisions* magazine and in *NAICC News*. ■

## 2000 Officers and Directors Elected

An outstanding 55 percent of the NAICC's voting membership cast their ballots to elect the following new NAICC leadership:

**President Elect:** Phil Cochran  
**Secretary:** Bruce Niederhauser

**Treasurer:** Glenn Morin  
**Directors:** Larry Emerson, Ph.D.  
Charlie Mellinger, Ph.D.

# The Youth of America Keep Us Young

By Randy Darr, CPCC-I

Hotels were booked. People from as far as Hawaii and Alaska were there. It was said to have the most economic impact of any show by the city. What occurred is commonly known as "The Invasion of the Blue Jackets." Louisville, Kentucky became the host of the 72nd annual National FFA Convention.

Over 70,000 students from all fifty states converged upon Louisville to take part in this national event. After 71 years of having its convention in Kansas City, Missouri, the popularity of the FFA finally caused it to outgrow the facilities in Kansas City and made it imperative to move to a larger venue. Registration figures of all attendees to the convention hit the mark of 359,500 people on Thursday, October 28. Louisville, the home of the National Farm Machinery Show, may not be big enough for long. Hotels were booked as far as 100 miles away and restaurant seating was said to be scarce.

The National FFA Career Show, held in conjunction with the National FFA Convention, has been a mainstay of this

awesome event. The 100,000 square foot hall was full of every agriculture company and organization imaginable, trying to influence the future generation of agriculture. The NAICC was among these exhibitors, making it known that crop consulting and contract research are meaningful and rewarding careers and a necessity to the production of agricultural products.

NAICC members Randy

Darr, Paul Gordon, Melvin Nicholson, Dave Ricke, Charlie Southworth, and Mark Truster took turns in the booth

answering questions and handing out NAICC yo-yo's as prizes for students who stopped to share their knowledge of agriculture. Tracy Hanager, a FFA member from Chandler, Ariz., won the FFA Entrepreneurship Award for starting her own crop consulting business. She calls it Sequoia Crop Consulting. She was given a membership application and was encouraged

to join NAICC as a student member. Many others asked about the opportunities in crop consulting and several who are

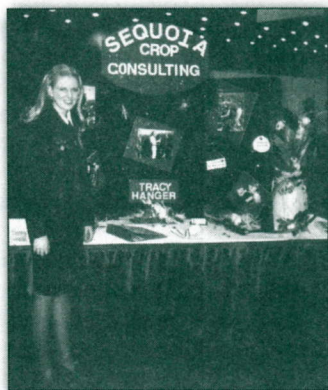
currently in college said that they were going to send resumes to our headquarters. These resumes will be distributed to the applicable companies.

Several of the NAICC members who helped with the booth have been involved in the FFA throughout their lives.

Charlie Southworth even played in the National FFA band. We will not say how many years ago

that was. A special thanks to Paul, Melvin, Dave, Charlie and Mark for helping me make this a very successful show. Working with the youth of America keeps us young. It truly is fun and rewarding to go to the National FFA Career Show to see the cream of the crop, when it comes to the future of agriculture.

*NAICC wishes to thank Randy and the fine gentlemen who represented NAICC at the National FFA Career Show. Several faithful members drove hundreds of miles just to volunteer their services for one day and others spent 3-4 nights away from home to ensure that NAICC's name was in*



Tracy Hanager proudly displays details on her award-winning crop consulting firm.



NAICC member Randy Darr quizzes FFA members from Iowa on various insect and weed varieties.

## Platinum Sustaining Member, Doane Agricultural Services, Featured

*One of the many benefits of Platinum Sustaining Membership is the opportunity to be featured in an issue of the NAICC News. This month NAICC features Doane Agricultural Services which has provided NAICC with generous support for many years by promoting the crop and research professions through articles and featuring NAICC members throughout their many publications. Doane has also supported the Alliance through surveys of the membership and agriculture industry, as well as promoting the NAICC Annual Meeting. The following article was submitted by Bob Wanzel, communications manager for Doane Agricultural Services, St. Louis, Mo.*

### Doane - 80 Years and Growing

Eighty years of agricultural history just about covers modern agriculture from the introduction of electricity and the gasoline engine to the adoption of chemical fertilizers and satellite positioning. Throughout the evolution of modern agriculture one name continues to appear and that name is Doane.

Way back in the early days of the 20th century, an enterprising young man by the name of D. Howard Doane began helping friends and neighbors manage their Iowa farmland. They recognized his talents and began paying him for his advice. He even created a newsletter entitled *Little Journeys to Farmland*, published "every now and then" by a new

firm called Doane Agricultural Service. The name Doane and farm management goes back to 1919 and the legacy it created lives on today at Doane Agricultural Services of St. Louis.

"I literally grew up learning about the business history of D. Howard Doane," says Doane CEO Lynn Henderson, who took the reigns of a company in transition back in 1992. "We continue to respect our roots," he said, "but there's no room to live in the past in today's dynamic agricultural scene."

Doane Agricultural Services has evolved from its initial role as a farm management firm to a major player in marketing advisory services, publishing and ag broadcasting. The Doane products display how niche marketing in agriculture builds

## Doane Agricultural Services, Featured

strong clientele. "Doane's Agricultural Report," a newsletter packed with valuable marketing advice, has been mailed to producers for the past 68 years.

"We've seen several transitions in the delivery of information to producers," says newsletter editor Allen Dever. "We're in an important transition today as we design new products to take the clutter out of the huge explosion of marketing information on the Internet. Producers have their fingers on a lot of information, but good sound advice is still rather rare."

Doane's staff of economists contribute weekly to the newsletter, but their role in the changing communications scene doesn't stop there. The staff advises agribusiness clients on key economic indicators through a special program called AgServ. Economists work with **American Society of Farm Managers** and Rural Appraisers in a season-long effort to track corn and soybean development. This service is called CropTrak, and it calls upon some 200 field advisors to fax weekly crop status reports to Doane's St. Louis headquarters.

Doane clients can receive the Doane's Ag Report via the Internet, and a relatively

new market advisory service connects producers to hourly reports supplied on the Internet through a service called AgLine by Doane.

"We're in the process of reviewing our role in supplying the producer agribusiness information over the Internet," says Henderson.

"We're already partnering with *VantagePoint.com* to supply hourly news updates on this new Internet site."

Information about key Doane services are available to everyone on the Internet at *doane.com*. A sample of the newest acquisition to the growing Doane communications family can be heard at this site. Doane entered the ag radio broadcasting market in early 1999 with the purchase of AgriTalk.

AgriTalk reaches 110 affiliate stations across the United States with a unique blend of information and entertainment. The show will be available on the Internet through special arrangements to be announced soon. The broadcast division of Doane is launching a new service called Doane Reports.

"We've lined up four daily reports covering key areas of interest to producers," says Don Schultz, broadcast general manager. "These brief reports will go on the air later this fall."

Doane also purchased the services and programming talents of broadcaster Mark Oppold, who currently provides daily updates on markets as well as key marketing background to affiliates across the county.

"Doane's niche communications effort has expanded during the past ten years," Henderson says. "We publish magazines reaching fertilizer and crop protection retailers, farm managers, ag lenders, independent consultants and ag marketing professionals." Doane publications include *Ag Lender* magazine, *Ag Retailer* magazine, *Agri Marketing* magazine, CROP DECISIONS magazine, *Farming for Profit* newsletter, the County Agents Directory and the Marketing Services Guide.

"Today, agricultural producers and those who supply them are looking for signals from the marketplace, from Washington and from experts who know the complicated business of world food and fiber production, distribution and marketing," says Henderson. "Our communication efforts and audiences are as dynamic as the world we do business in, so you can expect Doane to continue its expansion and evolution to meet the needs of this dynamic world of agriculture." ■

### NAICC Discuss WPS With EPA Officials

Legislative Advisory Committee Chair Robin Spitko and committee members Harold Lambert and Mark Jensen recently met with EPA officials in Baton Rouge, La., to discuss the crop and research consultants' exemption from the Worker Protection Standard (WPS). As reported in previous News articles, EPA's Reregistration Division has recommended that additional language revoking the current exemption for consultants be placed on new labels for certain products going through the reregistration process.

At this meeting, NAICC representatives reiterated that the same principles which established our first exemption still apply, that being the education, experience, and training requirements of certified crop consultants gives them the capacity to make sound judgments about re-entry.

The group also stressed the need for a researcher exemption and made key points illuminating the conflicts between FIFRA GLP and WPS requirements and discussed the need for freedom in WPS



implementation because of it. Members of the NAICC group said it seemed like the crop consultant exemption would form the groundwork for the contract researcher exemption.

To be exempted from certain provisions of the Worker Protection Standard, persons must be licensed or certified or working under the direct supervision of a licensed or certified consultant. NAICC offers the Certified Professional Crop Consultant (CPCC) and the Certified Professional Crop Consultant - Independent (CPCC-I) programs for consultants and is currently developing a certification program for research consultants.

### Combust Makes Ag Budget Expectations Clear

House Agriculture Committee Chairman Larry Combust (R-TX) recently sent a letter to Secretary of

Agriculture Dan Glickman making clear his expectation that the Clinton Administration finally deliver its long-promised proposals for strengthening federal agricultural policy.

Early this fall, Combust announced that the Agriculture Committee would conduct a comprehensive review of federal farm policy when Congress reconvenes next year. Combust invited Secretary Glickman to testify at these hearings as the Administration sets forth its specific legislative proposals.

Combust said he expects policy proposals by the Department of Agriculture to be reflected in the President's annual budget submission, though in the past three years and four presidential budgets, a specific and comprehensive proposal to strengthen the 1996 Farm Bill has not been submitted.

Combust added that he is encouraged by recent verbal support from Secretary Glickman, and he hopes it leads to "a new level of cooperation by the Administration on critical agricultural issues." ■

## Take Advantage of Networking Opportunities

In the NAICC's recent survey, respondents claimed the two most valuable assets gained through membership in NAICC are networking opportunities and the annual meeting. You can take advantage of both when you attend NAICC's millennium annual meeting.

Because NAICC has recognized the value of colleagues coming together to share old and new experiences, specific networking lunches have been arranged during the meeting. Consultants from

across the nation can share ideas and trends and help solve problems.

If you have a topic, issue, or new idea and want to hear what others have to say about it, we can help you orchestrate a Networking Lunch. Two hours have been set aside for this purpose on Friday, January 21. If you're interested, simply complete the following form and fax it to Allison Jones at NAICC headquarters. (You can also call or email the information.)

Updates on topics and coordinators' names will appear in this newsletter and on the NAICC homepage under "Miscellaneous Discussions." If you do not wish to lead a lunch but see a topic listed in

the newsletter or on the Web site, contact Allison to be added to that particular list.

Topic participants and meeting sites will be posted at the registration desk at the Annual Meeting. Others can sign up upon arrival. A restaurant list will be included in your registration packet. ■

### Networking Lunch Sign-Up Form

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Topic: \_\_\_\_\_

## Sparing Partners

*This is a reprint from Capital Press, June 4, 1999 via Agrichemical and Environmental News, August 1999 and from the University of Florida, Cooperative Extension Service's Chemically Speaking, September 1999.*

The following is a real Internet chat room message authored by a large apple grower in Michigan. It was written in response to comments made by a dentist from Connecticut (and an organic hobby orchardist) who previously questioned the safety of corporate farm practices, especially the use of pesticides to grow food.

### Subject: Organic Apple

Dear Doc,

I am having trouble understanding your reasoning concerning pesticides on food products. I am hoping you will be able to clarify things for me. You are a professional who has been educated and licensed in the field of dentistry. Within your practice you handle all kinds of chemicals such as tooth coatings, anesthetics, glues, various materials used for fillings, and cleansers, all applied directly within a patient's mouth. We are not talking parts per million here. Of course you say that things are perfectly

safe because they have been approved by the Food and Drug Administration. Certainly a government agency would not allow something unsafe to be used in this manner. You also use sharp metal instruments in different patients' mouths throughout the day, which all have the ability to transmit disease such as hepatitis or AIDS, but of course you follow American Medical Association guidelines that ensure me as a patient that there is no danger. And the Center for Disease Control says it is safe. And, of course, you are a professional, and well, "trust me."

Yet when another government agency, such as the Environmental Protection Agency, assures you that the pesticide residues found on food are safe, you do not believe them because, well, just because. Or when the Surgeon General assures you that the pesticide residues in food are safe, you do not believe him because, because why? Even though very strict testing and research guidelines have been undertaken, you still seem to know better than they.

An overdose of anesthetic will stop all bodily functions and kill the patient, but now really, is dosage all that important? I mean, the proper amount of insulin in the body will regulate blood sugar, but too little or too much will kill you. But is dosage all that important?

At what point in your education did you stop thinking rationally? You say "trust me." Why should we? You use chemicals, don't you? If a lot of that chemical will harm me, then certainly a little will do the same thing (at least that is what you imply.) Maybe I should be looking for an 'old-timer' who doesn't use as many chemicals in my mouth. He must be safer. And of course those corporate dental offices that have a dozen hygienists can't be getting anything sterile, and they can't be getting everything applied right, and what about proper dosages? Oops, there's that dosage thing again!

I suggest that before you begin impugning and degrading the apple industry, you should realize that you and I are exactly the same. I apparently just tend to show more respect for you than you for me. You see, it isn't corporate farms that I'm scared of, it's the hobbyists. I wouldn't think of going to an apple grower who practices dentistry on the weekends to get a tooth filled. Should I buy apples from a dentist who grows apples on the weekend? Should I trust the dentist? Should I be looking for an organic dentist? With your reasoning, they must be safer for me. I mean, are bacterial infections all that serious a thing? ■

## Resistance Management A Grower's Choice

By Gini Arment and Gary Thompson, IRAC

Growing crops today is a world away from cultural practices 30 years ago. Transgenic plants, Integrated Pest Management techniques and sophisticated crop protection brands are all accessible to a grower.

With these new tools, resistance management tactics are becoming numerous and effective. "Now is the time to make a difference in controlling long-term costs by being proactive and aggressive with resistance management before it becomes serious and little can be done," says John Long, chairman of the Insecticide Resistance Action Committee, otherwise known as IRAC. But even with these advances in technology, there is still a viable concern of pests developing resistance to

the tools growers use. Much of this concern stems from the lack of education regarding insect management and the critical role a grower plays in the fight against resistance.

An organization of crop protection companies is leading the charge in managing insect resistance. IRAC is intensifying efforts with research, fieldwork, consultation and educational programs to aid growers confronted with resistance issues. The group is addressing problems

such as:

- Spider mites
- Diamondback moths
- Colorado potato beetle
- Silverleaf whitefly.

Catastrophic failures are not common. However, every major crop – cotton, rice, corn, fruits, vegetables, and ornamentals – has one or more resistant pests.

“In total, more than 500 species of insects and other arthropods have already shown resistance to at least one class of insecticides,” says Long. “Once a crop protection product is rendered ineffective by resistance, it could very well be lost from the toolbox forever.”

The price of insecticide resistance in lost yields and higher insect control costs is staggering – in some years more than \$1 billion in cotton for the budworm/bollworm complex alone.

According to Long, prevention is the best strategy, but if resistance is suspected, first eliminate other possible causes. In many instances, lack of control can be attributed to application error, equipment failure, or less-than-optimal

environmental conditions. In the event of a control failure due to resistance, don't respray with an insecticide of the same chemical class.

IRAC recommends several resistance management strategies for transgenic crops as well as traditional pesticides, including:

- Monitoring fields through scouting to determine pest populations and trends, as well as presence of beneficial insects;
- Using insecticides only if target pests are numerous enough to cause economic losses greater than the cost of the materials plus application; and
- Taking an integrated approach to pest management, combining as many different control mechanisms as possible, such as protection by beneficials, rotation of insecticide classes, use of transgenic crop varieties and crop rotation.

The mission of IRAC is to help growers maintain the efficacy of crop protection products. Implementation of comprehensive strategies include:

- Identifying the scope of resistance problems through surveys;
  - Developing methods for detecting and monitoring resistance;
  - Discovering how resistance occurs;
  - Devising programs to counter the loss of pest susceptibility;
  - Developing susceptibility management strategies that incorporate all practical pest management methods into a crop management program;
  - Disseminating information on management strategies; and
  - Interacting with regulatory authorities responsible for insecticide registration.
- The Insecticide Resistance Action Committee was formed in 1984 to provide a coordinated crop protection industry response to the global development of resistance in insect and mite pests. IRAC now is concentrating its resources on local implementation of resistance management strategies by growers; establishing the relationship between monitoring data and level of control in the field; and educating all involved in crop protection. ■

## Survey Says...

NAICC's recent membership survey results represent 33 percent of the group, or 122 out of 375 Voting members. Following are results of the survey.

- 85 respondents offer contract research services; 37 responded they do not.
- The following categories of research services were selected by respondents:
  - 71 *Efficacy-Replicated Small Plots*
  - 52 *GLP-RAC/Processing*
  - 37 *GLP/Worker Exposure/ORETP/Dislodgables*
  - 41 *Residue Dissipation/Terrestrial*
  - 67 *Non-Replicated Demo Plots*
  - 35 *Quality Assurance*
  - 17 *Other*
- Respondents devote the following percentage of time to contract research:
  - 40 *devote 75-100%*
  - 7 *devote 50-74%*
  - 8 *devote 25-49%*
  - 28 *devote less than 25%*
- Respondents gain the following percentage of total income from contract research:
  - 43 *reported 75-100%*
  - 4 *reported 50-74%*
  - 7 *reported 25-49%*
  - 28 *reported less than 25%*

- Respondents have been in the research business for the following length of time:
  - 4 *said 1-5 years*
  - 5 *said 6-10 years*
  - 15 *said 11-15 years*
  - 45 *said more than 15 years*
- Respondents employ the following number of full-time contract research employees:
  - 56 *reported 1-5 employees*
  - 7 *reported 6-10 employees*
  - 3 *reported 11-15 employees*
  - 7 *reported more than 15 employees*
- Following is a list of certifications respondents listed as holding:
  - CPCC-I was listed by 12 respondents*
  - CCA, CPPP and CAT-10 were listed by 11 respondents*
  - ARCPACS was listed by 7*
  - CPAg was listed by 6*
  - P Ag, GLP and PCA were listed by 3*
  - CPS and QAL were listed by 2*
  - EPA Certified, REAP, AAC, CAC, CRCC and NICCA were listed by 1.*
- Top services that respondents said they benefited most from NAICC include:
  - Networking*
  - Annual meeting*
  - Government/legislative issues*
  - Newsletter*

- Respondents suggested they'd like to see the following services strengthened:
  - Annual Meeting*
  - Government Relations*
  - Newsletter*
  - Information expansion*
- Additional services respondents suggested the Alliance should offer include:
  - E&O insurance*
  - Regional meetings*
  - Professional liability insurance*



## MEMBERS IN THE NEWS

NAICC member **Marvin Kauffman**, private consultant from Salem, Ore., who works with Oregon State University's pre-sidedress soil nitrate test (PSNT), was featured in September's *Farmer Stockman*.

The article addressed the goal of programs like PSNT: to cut excessive nitrogen applications. Kauffman was contracted by OSU to perform field-work for this project. He has seen decreased cost and improved water quality through the nitrate test. ■

## CALENDAR OF EVENTS

### November 30, 1999

Iowa Independent Crop Consultant's Association Annual Meeting, Gateway Conference Center, Ames, Iowa. For more information contact Robin Pruisner at (712) 792-6248.

### November 30- December 1, 1999

Nebraska Independent Crop Consultants Association Annual Meeting, Cornhusker Hotel, Lincoln, Neb. For more information contact Mark Kottmeyer at (308) 234-5622; (308) 324-5622 (fax); or [mkottmeyer@keaney.net](mailto:mkottmeyer@keaney.net).

### December 1-2, 1999

North Carolina Ag Consultants Association Annual Meeting, Ramada Inn, Blue Ridge Road, Raleigh, N.C. For more information contact Toni S. Wade at (252) 937-2074 or [cropmgmt@coastalnet.com](mailto:cropmgmt@coastalnet.com).

### December 14, 1999

Agricultural TMDL Workshop  
National Agricultural Conservation 2000 Conference, Omni Royal Orleans Hotel, New Orleans, LA. For more information call (765) 494-9555, email [ctic@ctic.purdue.edu](mailto:ctic@ctic.purdue.edu) or visit <http://www.ctic.purdue.edu>.

### December 14-17, 1999

National Agricultural Conservation 2000 Conference, Omni Royal Orleans Hotel, New Orleans, LA. For more information call (765) 494-9555, email [ctic@ctic.purdue.edu](mailto:ctic@ctic.purdue.edu) or visit <http://www.ctic.purdue.edu>.

### January 4-8, 2000

National Cotton Council of America's Beltwide Cotton Conference, Marriott Rivercenter, San Antonio, TX. For more information and registration materials call (901) 247-9030 or visit their website at [www.cotton.org/beltwide/](http://www.cotton.org/beltwide/).

### January 10-12, 2000

Second International Conference Geospatial Information in Agriculture and Forestry, Disney's Coronado Springs resort, Lake Buena Vista, FL. For more information or on-line submission and registration visit <http://www.eri-mint.com/CONF/ag.html>.

### January 19-22, 2000

NAICC Annual Meeting, Doubletree Lloyd Center, Portland, OR. For more information contact Allison Jones at (901) 861-0511; (901) 861-0512 (fax) or [JonesNAICC@aol.com](mailto:JonesNAICC@aol.com). This program has been approved for 18 CEUs toward CPCC certification.

### February 1-2, 2000

Mississippi Agricultural Consultant's Association Annual Meeting, Bost Building, Mississippi State University, Starkville, Miss. For more information contact Marianna Hayes at (601) 834-4099; (601) 834-4788 (fax); or [marihayes@aol.com](mailto:marihayes@aol.com).

### February 3-4, 2000

Minnesota Independent Crop Consultants Annual Meeting, Mystic Lake Casino Hotel, Prior Lake, Minn. For more information contact Steve Howey at (507) 872-5035 or [howey@starpoint.net](mailto:howey@starpoint.net). (Call 1-800-813-7349 or visit <http://www.mysticlake.com> for hotel reservations.)

### February 17-18, 2000

Independent Agricultural Consultants of Colorado Annual Meeting, Landmark Hotel, Denver, CO. For more information contact R. Gene Gilbert at (303) 932-9310.

### March 1-2, 2000

Iowa Independent Crop Consultant's Association Annual Meeting, Gateway Conference Center, Ames, Iowa. For more information contact Robin Pruisner at (712) 792-6248.



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