



A professional society representing the nation's crop production and research consultants

PRESIDENT'S COLUMN



By
Steven A. Hoffman
NAICC
2017 President

Leadership

There has never been a time when leadership was more needed in Agriculture than today. It takes leadership to counter misinformation about our food production system. Without leadership we can expect to lose many of the pest control tools that our industry depends on to produce the safest, most affordable food supply in the world. While it is obvious that all industries need to be regulated, we all recognize that regulations that are written without the input of all stakeholders, including the regulated can easily be misguided and result in unintended consequences. Without leadership, our clients could literally face the prospect of becoming regulated out of business.

All of us are leaders. Our clients depend on us to deliver results even when Mother Nature seems determined to ruin the trials and crops that we oversee. Our clients assume that we are keeping abreast of issues that affect them. Our clients expect leadership from us. The general public expects leadership from the experts that oversee the various segments of our food production system. As we become more aware of the vulnerability of our soil and water resources, we also become self-aware that we need to lead our clients to become more sustainable.

One easy way to improve your leadership skills is to spend time around other leaders. One of the reasons I look forward to the NAICC Annual Meeting is the growth in leadership that I experience by just interacting with the other members and speakers.

Several years ago, a couple of our sustaining members had the foresight to

encourage the NAICC to start a leadership program. They contributed seed money to get the program started. One of the four modules is even named after Ray Young, a true leader that we all are proud to know.

The NAICC Leadership Program is available for up to three NAICC member candidates every year. Candidates need to fill out an application form by November 15th. The next class of leadership candidates will then be chosen. The leadership program is divided into four modules. The first module consists of attending the NAICC Annual Meeting in Tucson, AZ, this January 2018. Candidates are expected to become familiar with the NAICC during this module. The second module, the Ray Young Governmental Affairs Module, consists of visiting Washington, DC during the March NAICC Executive Board meeting. The leadership candidates will accompany NAICC Board members and Government Affairs committee chairs to meetings with EPA, USDA, Congress members and their staff. The leadership candidates also participate in meetings with commodity groups and Washington representatives of some of our Sustaining Members. This module culminates with attendance at the Crawfish Boil on the Hill.

The third module consists of a site visit to tour members' facilities: one member who shares the participant's area of expertise and another member who is outside the participant's area of expertise. Participants are encouraged to visit an area of the country that they are

not familiar with. These site visits could also include a tour of a sponsor company or other agricultural facilities. The final module consists of attending the NAICC Annual Meeting again in Savannah, GA, in January 2019. Candidates give a short presentation of their experience to the membership. Upon completion of these four modules, the participants are given a lapel pin to show that they are graduates of the NAICC Leadership program.

If you are interested in participating in this program, please fill out an online application at <http://naicc.org/national-alliance-of-independent-crop-consultants-leadership-program/> or print out and complete the form also found at <https://naicc.org/wp/wp-content/uploads/2017/10/2017-DRAFT-NAICC-Leadership-Program-Info-and-Application-Revised.pdf> and send it to the NAICC headquarters by November 15, 2017. The fee for the program is minimal and covers travel expenses to Washington DC, and the site visits. Please ask about the sponsorship opportunities that are available.

If you are not able to participate this year, but know someone who would be a good candidate, please encourage them to apply. Past NAICC Leadership graduates are Laurie Bennett, Allie Marks, Sandy Mackie, and Michelle Mitchell. Our current class consists of Amalia Easton, Bree Goldschmidt, and Stephanie Laux. These members would be a great resource if you want to talk to someone who went through the program.

NAICC Dues Renewal

Renewal notices were sent electronically in September and second notices were sent last week. That means it's Not Too Late to renew your membership and be in the 2018 Membership Directory. Also remember to go to the NAICC website and update your profile if your information has changed. Renew by November 15 and to be included in the directory.

Leadership Program Offers Unique Experience for Participants

By Amalia East, Class of 2017

I recently had the opportunity to visit North Carolina thanks to the NAICC Leadership Program. While there, I visited with consultant Billy McLawhorn, consultant and researcher Bill Peele, and sponsor Sandy Mackie of Bayer CropScience.

As a lifelong resident of Iowa, I chose a different part of the United States in order to observe production of crops not typically seen in my state. Also, I wanted to learn how other consultants and researchers manage the complexities and intricacies of their businesses. I was fascinated by the production process of sweet potatoes, the fact that peanuts are similar to yet very different from soybeans, and the many challenges faced by tobacco growers. Did you know peanuts are white before harvest?

Billy has many clients based in the Piedmont region of North Carolina. We were able to tour the sweet potato processing facility of one of these clients, including the sorting and boxing processes. I also had a sighting of a sweet potato harvester, which I learned is a rarely used piece of equipment, as sweet potatoes bruise easily and therefore are typically hand-harvested.

While with Bill, we were able to scout a couple of fields for clients, and found some goose weed in the snap beans, and the squash recently planted was emerging nicely. Goose weed is not something seen in Iowa, and I have not been able to successfully grow squash.

Also of interest were the similarities and differences of business management in the large picture and the details between my experiences and how others operate. For instance, a challenge shared by my hosts is to encourage the more experienced staff to train interns rather than them just doing the work themselves. While there is an admiration for their commitment to the work, this may interfere with other duties that cannot be handed over to interns and may detract from personal time with families. This is also a challenge for me in my role as a supervisor, having grown up in the business; it is interesting to see this is a struggle many of the members share.

Another concern shared is when experienced staff has down time, and they don't value the importance of the non-research or consulting tasks such as maintenance aspects of the facility, or needing to keep weeds down around the irrigation pump inlets, so that the owner is not the one required to do it all. Data keeping is obviously a part of every business. It was enlightening to see that the data organization, visibility, and user-friendliness for consultant and client were similar between Billy and Bill.

One of Billy's clients is utilizing John Deere Link for planters, sprayers, and harvesters, with nearly real-time updates. This system allows the client to make on-the-fly decisions, and can keep his

consultant up-to-date on current field conditions and questions. Additionally, any iPad with the JDLink app and the correct credentials can connect to the system in the tractor and troubleshoot from a distance, saving time and money for the client.

Trust, integrity, and level of service were apparent with each company on my tour, as evidenced by both Billy and Bill sharing their commitment to their clients, whether consulting or conducting research, and it shows with their passion to stay up-to-date with technology, keep in contact with their clients, and continue their own knowledge and sharing this knowledge with clients and staff. Bayer also demonstrated these attributes by having trust in researchers, both internal and external, and going above and beyond what is required by the EPA to get products to market, as well as their commitment to stewardship of products once available to customers.

While I had similar experiences with Billy and Bill, they did each have unique perspectives and styles. For instance, Billy runs McLawhorn Crop Services, Inc. out of a converted home based in Cove City, NC and the primary crops he consults on are peanuts, cotton, tobacco, and sweet potatoes, with some corn and soybeans. Even though Bill is not too far from Billy, the soil differences make for a different variety of crops grown. Bill, who owns IMPACT Agronomics, Inc., based out of Pantego, NC, which is in the Coastal region, does work with cotton and corn, but he also works with many vegetables such as squash, cucumber, and snap beans. Due to the research portion of Bill's business, which he runs out of a two-story facility on an acreage with research crops, Bill also has to house and maintain many pieces of equipment as well as chemicals.

On the outside ends of the spectrum, Bayer shed light on the complex process of going from innovation to researcher, and then ultimately to registered product that the consultants recommend to their clients. Many months to years of research go into determining if a product is worthy of getting to the field research phase of development. Ecological, toxicology, and residue tests must be conducted before a product can be submitted to the EPA, and often more rigorous testing must be conducted to ensure product acceptance in other countries.

Also while at Bayer, I was privileged to tour the Bee Care Center. It was encouraging to see that Bayer has taken the initiative to expand their research and stewardship from merely bumble bees to other bees and pollinators.

The trip to North Carolina was a unique experience, appropriately at the time of the solar eclipse, which I will not soon forget.



Happenings on the Hill

Glenn Luedke, NAICC Legislative Assistant

USDA

FARM BILL

A diverse coalition of 210 member organizations including unions, organic groups, ethnic groups and food co-ops are determined to be heard when the next Farm Bill is discussed in the Congress and Senate. Corporate consolidation is considered the top issue followed by the demise of the “family farm”. The groups maintains that rapid consolidation over the last several years has compromised the economic vitality of rural communities.

AG POLICY

The 2014 Farm Bill has come in tens of billions under budget, but critics say it still isn't enough. Environmental groups and other groups that oppose spending tax dollars on farm programs, crop insurance, etc., met jointly to strategize on farm policy. (Agricultural interest groups were not invited to the meeting). While the groups in attendance rarely agree on anything, they did agree to partner to dismantle crop insurance as much as possible. A bill has been introduced in the House and Senate that cuts crop insurance and requires growers to disclose the amount of premium subsidies they receive. It has been reported that when the meeting ended, the groups were unable to find common ground on a proposal that would split the farm bill.

NASS

The National Agricultural Statistics Service (NASS) is requesting that agricultural influence groups (commodity groups, consultants, etc.), encourage their constituents to participate in the upcoming Ag Census. An advisory group will be meeting in November to discuss the Census of Agriculture, the strategic plan, big data, and the Agricultural Resource Management Survey and the Chemical Use program. Collected data will be used and reports on chemical application methods, application rates, crop rotation programs and satellite imaging will be made available. The Farm Bill uses data from the census to administer the Agricultural Risk Coverage-County (ARC-CO) program. The yield and price from NASS surveys can decide which counties get a payment (this has been a major issue with the ARC-CO program).

REGULATORY REFORM

Agriculture Secretary Perdue recently held a listening session for producer/commodity groups, ag associations and other producer influence associations and groups. The presenters stated that change is needed along with fairness in enforcement and citizens must know their rights. Rules need to be written so you don't need legal advice to interpret. USDA is not to micro-manage. USDA should be doing things that are in the best interest of citizens and respect

the property rights of citizens. “Regulatory Reform” is an on-going process. Agricultural organizations need to take this message to their membership and continue to be involved in the reform process. Secretary Perdue emphasized that MORE agricultural organizations need to step up and get involved. Other issues from the group included: There is a strong need to streamline the permitting process and better communicate “Notices and Comment Periods”, make the permitting process more efficient (the average impact study now stands at about 5.1 years). There must be better coordination established between AG/EPA/INTERIOR.

USDA RESEARCH

Over 60 ag advocacy organizations, science institutions and commodity groups have called for the USDA to double the ag research budget. The groups are asking for \$6 billion in funding for the research programs during the five year period covered by the 2018 Farm Bill. In mid-October, a bi-partisan group of 79 members of the U.S. Congress sent a letters to the Secretary of Agriculture, EPA Administrator and FDA Commissioner requesting the three agencies to coordinate policy approaches to breeding advancements such as gene editing. The letter highlighted the new interagency Task Force on Agriculture and Rural Prosperity, chaired by the Secretary of Agriculture and is considered to be the vehicle to foster innovation in agriculture through regulatory improvements.

FOOD ASSISTANCE PROGRAMS

Five former U.S. Secretaries of Agriculture met recently to discuss the issues surrounding the separation of food assistance programs from the agricultural programs in the 2018 Farm Bill. The consensus of the former secretaries was that if you separate the Supplemental Nutrition Assistance Program (SNAP) and the Women, Infants and Children Program (WIC) from the Farm Bill, you would probably never get a Farm Bill passed. The former secretaries predicted few changes in the new Farm Bill and stated that improved efficiencies in the ag and food aid programs will be needed if a Farm Bill is to ever be signed.

ORGANICS

A bill has been introduced in Congress that would strengthen inspection rules for imported organic products to ensure that the food items are genuine. Legislators are asking that the Organic Farmer and Consumer Protection Act be provided additional funding for enforcement and compliance to the USDA National Organic Program. Provisions in the bill would require current uncertified importers, brokers, ports and online auctions to become organic certified or lose their organic labeling. This would close a loophole in the current law that permits organic agricultural products fumigated for pests at U.S. ports to still be admitted and sold as organics.

TAX REFORM

Most issues addressed in the current tax reform debate have been considered beneficial for agricultural producers and would boost job growth in rural America. Elimination of the “Death Tax” on family

Continued on page 4.

farmers/ranchers is most noted along with planned reduction of the time and expense involved in complying with the tax code. So far, little has been said regarding what would happen to the basis of inherited assets. Agricultural groups continue to push for permanent tax provisions such as the continuation of cash accounting and the like-kind exchanges, unlimited stepped-up basis and lower capital gains taxes.

LABOR

Agriculture leaders are upset that a proposal regarding the Agriculture Guestworker Bill that was to be introduced in the House Judiciary Committee was canceled by the Administration. The Administration announced that another immigration agenda was being introduced. The new agenda did not mention agriculture's need for workers. Agricultural groups have stated they will continue to look to members of the Congress and the Administration that support rural America to ensure that any immigration reform package that goes through Congress includes a process to transition the current workforce into legal status.

EPA

RENEWABLE FUEL STANDARDS

The EPA Administrator has stated that current renewable fuel standards would stay as they are and would even work to allow more ethanol to be blended into the gasoline supply year-round. In addition, regulations on ethanol exports proposed by refiners would not be pursued.

EPA LEGAL SETTLEMENTS

The Administration has moved to curb legal settlements with environmental groups. "Sue and settle" practices are ending and this brings to a close the "closed-door" settlements that have occurred. The goal now is to avoid regulation through litigation. The Justice Department has barred federal attorneys from negotiation settlements that result in payments from companies to third-party organizations, including environmental groups.

SILENT AUCTION TIME

Be a part of The Foundation's (FEAE) Silent Auction by donating and/or taking home one-of-a-kind items from throughout North America and Europe! Whether you are providing items for the silent auction or are one of the successful bidders, you are sure to have a great time. Proceeds from the auction go toward instrumental educational programs that benefit our industry at large. Send your donation ideas to Debra Fitzgerald at fitzgeraldd@iskbc.com.

Richard L. Jensen, Ph.D. Memorial Scholarship Applications

Applications for Richard L. Jensen, Ph.D. Memorial Scholarships are available at <http://thefeae.org/jensen-scholarship/>. We encourage you to share the application with your summer employees or college students working toward an Agriculture degree. Students working for NAICC members qualify for preferred status. Three scholarships are provided by NAICC's Foundation for Environmental Agriculture Education (FEAE):

- One \$3,000 award is given to a deserving student with an Agriculture major.
- Two \$1,500 awards are given to deserving college students in Agriculture.

Application deadline is November 1, 2017. The mission of the Foundation for Environmental Agricultural Education is to catalyze innovative education and training for current and future professional crop management practitioners including researchers and crop consultants.



Annual Meeting Links

The 2018 NAICC Annual Meeting & AG PRO EXPO is January 13-20, JW Marriott Starr Pass Resort & Spa, Tucson, AZ.

Go to <http://naicc.org/2018-annual-meeting/> to review all the details and register for the meeting.

JW Marriott Starr Pass Resort and Spa
3800 West Starr Pass Blvd.
Tucson, AZ 85734
520.791.6151
www.jwmarriottstarrpass.com

There you can:

- Make Hotel Reservations – [CLICK HERE](#) to go directly to the dedicated NAICC reservation website
- Review or Download [Preliminary Program](#)
- Register Online at <https://NAICC.Org/2018-Annual-Meeting/Meeting-Registration/>
- Reserve a Booth For the Ag Pro Expo - <https://naicc.org/2018-annual-meeting/exhibitor-registration/>
- Register for three Training Courses: GLP, Insect Resistance and Pollinator
- Sign up for the Pre-Meeting Yuma Farm Tour; Saturday Group Tour and Spouse Tours held during the week
- Retrieve forms For the Emerging & Evolving Technology Session
- Review details for the Custom Shuttle Service From the Tucson Airport to the Starr Pass Resort

Hope to see you in sunny Tucson!

Emerging & Evolving Technology Call For Papers

The NAICC Emerging & Evolving Technologies Session will be held Thursday, January 18, 2018 from 2:00 p.m. – 3:30 p.m. at the JW Marriott Starr Pass Resort & Spa, Tucson, AZ.

NAICC Sustaining and Voting Members, as well as AG PRO EXPO Exhibitors, have the opportunity to give a brief, energizing synopsis of a product or technology to a full crowd of professional ag consultants, contract researchers and industry representatives. Past topics have included new crop protection products under development, new uses of current chemistry, new equipment and software. The emerging technologies presented are developed by Sustaining Members, Exhibitors, or our own NAICC crop and research consultant members. If it is new, our members want to hear about it!

This is the only session designed specifically for and by NAICC members to showcase new technologies during the NAICC Annual Meeting! It is a great way to advertise your companies' new products and services.

Go to <http://naicc.org/2018-annual-meeting/> for full details, deadlines, forms and rules.

If you have already registered for the meeting and forgot to sign up for the GLP session, there are links on the Annual Meeting page at <http://naicc.org/2018-annual-meeting> where you can sign up after the fact. Exhibitors who have already registered a booth can also sign up for GLP using their specific link also found on the Annual Meeting page.

Pre-Convention Farm Tour Sponsored By Research Designed For Agriculture

The Yuma area in Southwest Arizona is home to the cool season vegetable industry which provides virtually all the lettuce, spinach, broccoli, cauliflower, etc., to the US and Canada from Thanksgiving through Easter. This tour will focus on the Field Production and Harvest/Cooling aspects of this multi-billion-dollar industry.

Field tours will include the various crops in all stages including a few specialty items such as fennel, cilantro and artichokes for seed; tours of harvest and cooling operations along with some examination of the impact of the ever-increasing Food Safety issues and the Leafy Greens Initiative. All of this along with a look at the irrigation distribution system will make for a day sure to appeal to anyone interested in Production Agriculture. At the end of the tour, Research Designed for Agriculture (RD4Ag) will host an open house and barbeque at their facility celebrating their 35th anniversary.

Buses will depart from the Marriott Starr Pass Resort headed to Yuma on Friday, January 12 at 1:00 p.m. for arrival in Yuma at around 5:00 pm. Bottled water and light snacks will be provided.

Lodging in Yuma is your responsibility. Hotels that the bus can transfer you to and from the field/tour are below:

Hampton Inn & Suites Yuma

1600 East 16th Street
Yuma, AZ 85365
(928) 329-5600

TownePlace Suites by Marriott

1725 S Sunridge Drive
Yuma, AZ 85365
(928) 783-6900

Hilton Garden Inn Yuma Pivot Point

310 N Madison Ave
Yuma, AZ 85365
(928) 783-1500

Holiday Inn Yuma

1901 E. 18th Street
Yuma, AZ 85365
(928) 782-9300



The bus will begin picking up attendees at 8:00 a.m. at the various hotels. A detailed schedule will be given to you on Friday. After an evening of food, fun and celebration of RD4Ag's 35th Anniversary, you will then board the bus back to the various hotels.

Travel back to Tucson begins at 1:00 pm on Sunday, January 15 for a 5:00 pm arrival at the Marriott Starr Pass. Bottled water and light snacks will be provided.



NAICC Photo Contest



The current theme is: **Workspaces**

Upload your photo at: <http://naicc.org/photo-contest-upload-form/>

Photos must be uploaded no later than 11:59 p.m. on November 15, 2017 to be included in the current contest. Please submit no more than 3 photos per person.

Look through the next newsletter to see the winning photo.

Upcoming photo contest themes will include: **Weather and Harvest.**

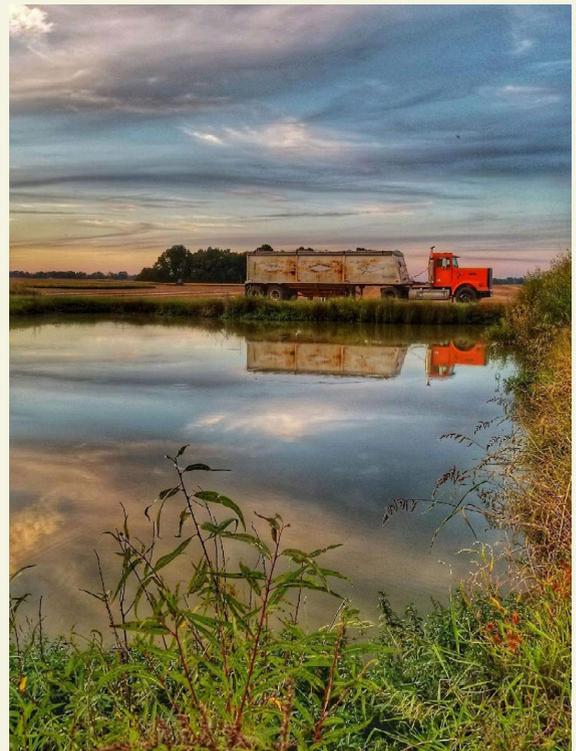
By submitting contest photos, you agree to give NAICC permission to use your photos as marketing and/or advertising for the organization.

The NAICC Photo Contest
winner for September's theme of
Seasons was:

Soybean Harvest Time

By Linda Goldschmidt

**Congratulations for winning the
gift card with this great photo!**



Honorable Mention for September's contest is a photo by Carla Wells.

All photos submitted can be viewed at this gallery link:

<http://naicc.org/october-2017-photo-contest-seasons/>



NAICC PRIDE

Show your NAICC pride by adding a tag line promoting your profession and the Alliance. President Steve Hoffman has issued a challenge to all NAICC Members! The person who promotes NAICC now through the end of 2017 in the most unique way or using the most different types of media will win complementary registration for the 2019 NAICC Annual Meeting in Savannah, GA! Winners will be announced at the Saturday morning group breakfast during the 2018 Annual Meeting in Tucson.

Voting Members – if you would like to use the NAICC logo and need a jpg file, email allisonjones@naicc.org. Sustaining Members can also request the NAICC Sustaining Member's logo (shown above).

Below are a few suggestions for tag lines on your email, business cards, letterhead, etc.

1. Proud Member of NAICC Since ____
2. Proud Member of (logo) Since ____
3. (just logo)
4. Join me in Tucson in January 2018 for the NAICC Annual Meeting and AG PRO EXPO

These are just a few of the many ways we can promote NAICC and agriculture. Get creative!

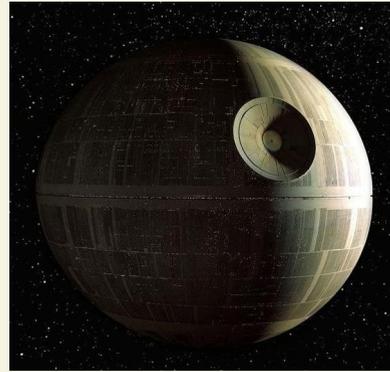
Be sure to send a photo or your "NAICC Pride" tag line to AllisonJones@NAICC.org.

The correct answer from the September newsletter was Dukes of Hazzard.

Congratulations to Tessa Lessord for winning the gift card!

Answer the following question for a chance to win a \$50 Visa Gift Card:

What is the name of this fictional spacecraft?



Submit your answer here:

<https://goo.gl/forms/7d3ypnQnJ45Gkq673>

One winner will be randomly selected from the correct answers and announced in the next newsletter.

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