



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

## PRESIDENT'S COLUMN



By  
*Nathan Goldschmidt*  
NAICC  
2018 President

## 2018: Year in Review

We all know that each year brings its own unique challenges. 2018 has been no different. Hurricane Florence and Michael devastated the Southeast while parts of Texas, Iowa, Wisconsin and several other states received unusually high rainfall. We were very fortunate in the southeast Missouri region this year to have several dry stretches early in the year allowing planting to progress relatively smoothly. It was a little on the hot and dry side this summer and into fall but that allowed for harvest to begin quickly and, like planting, progress smoothly. As completion of harvest draws near, commodity prices are dismal, and the reported corn and soybean yields in our area are off slightly from the last couple years. However, most have reported above average rice and cotton yields in our area. Hopefully, the decent yields will offset the low commodity prices and help keep our growers in the black.

### Dicamba Update

Earlier this month, the labels for XtendiMax®, Engenia®, and FeXapan® were extended for two years with more restrictions. There are still some details to work out, so it may be some time until that all becomes clear. Depending on who and where you are, this could be good news or bad news. Most would agree that we need this weed control tool. However, the current formulation seems to have issues that need resolved. Our universities continue to research solutions to minimize

opportunity for off-target movement and to reduce drift. There has also been mention of lower volatility dicamba formulations currently being tested. Dicamba has changed the public perception of how we apply pesticides and put agricultural applicators on the public radar. The two-year label extension ensures that dicamba will remain in the public spotlight.

### NAICC

As I near the end of my term as NAICC President, I am surprised at how quickly it has passed and feel very fortunate to have been given this opportunity. Writing these articles has been a wonderful, yet challenging opportunity for me to share some things I feel are important to our industry; specifically, the article about agricultural advocacy and the series concerning food safety and GMOs. I am particularly passionate about these topics and am very happy that I was able to share my thoughts. I want to thank Joy Whitsel and Bree Goldschmidt for their contributions to these articles.

I appreciate the opportunity and have enjoyed being President of the NAICC. Matt Eich, a crop consultant from South Dakota, is our incoming President, and I look forward to remaining on the Executive

Board under his leadership. In September, I was privileged to host an NAICC Leadership Program participant, Nathan Casper, who is a crop consultant from Wisconsin. We spent two days together here in southeast Missouri looking at cotton and rice fields, learning from each other, and discussing differences and similarities in agriculture between our respective parts of the country. It was a very enjoyable and rewarding experience for both of us and it has been an honor to be part of the Leadership Program as a host. If you would like more information about hosting or applying for the NAICC Leadership Program, be sure to check out our website at [www.NAICC.org](http://www.NAICC.org).

The best part about 2018? It's almost over. Soon, all the crops will be out of the fields and it will be meeting season. The one you won't want to miss is the NAICC Annual Meeting, January 16-19, 2019 at the Savannah International Trade and Convention Center in Savannah, GA. The program is filled with informational sessions for crop consultants, researchers and quality assurance professionals. More information can be found on our new website at <https://naicc.org/2019-annual-meeting/>. Mark your calendars and we hope to see you there!

## 2019 MEMBERSHIP DUES

The deadline for renewing your NAICC membership is December 31st. If this is still on your to-do list, please follow these easy steps:

1. Log into [naicc.org](http://naicc.org) and click "Members Only" in the top right-hand corner. Your email is your username.
2. Create your password by clicking "Forgot Password" and type in a password of your choice. This is necessary only once. After the initial log in, just use your email address and password to log into the Members Only Section.
3. Edit or double check your profile, by clicking "Edit Profile". Please read over your profile to make sure that all your information transferred from the old website correctly. Remember to click SAVE.
4. Renew your 2019 Membership Dues by clicking on "Invoices and Payments".

# Come Join Us In Savannah!



## NAICC ANNUAL MEETING AND AG PRO EXPO

January 16-19, 2019

Savannah International Trade and Convention Center  
Savannah, Georgia

[www.naicc.org](http://www.naicc.org)

The 2019 NAICC Annual Meeting & AG PRO EXPO is January 16-19 at the Savannah International Trade and Convention Center in Savannah, GA. Go to <http://naicc.org/2019-annual-meeting/> for a Schedule at a Glance, Program, Workshops, Meeting and AGPRO Expo registration and hotel information. **December 21st** is the deadline for locking in the early bird rate for the Annual Meeting.

## NAICC Poker Game

The NAICC Charity Poker Game is back by popular demand. The game will be on Wednesday, January 16th in Westin Grand Ballroom AB. Buy-ins will start at 8:30 p.m., with the actual game starting at 9:00. Your \$20 buy-in will support the Crawfish Boil on the Hill. We have seats for the first 96 players to buy. The event is sponsored by Research for Hire and The Carringer's Inc. and hosted by Dow AgroSciences.



## Meeting App

The Meeting App is almost ready for your input. Please keep your eyes open for an email from [naicc19@event-emails.com](mailto:naicc19@event-emails.com) that will provide a self-edit link so that you can input your profile and contact information, a profile picture and your social media links. You will also be able to peruse the program and create your own personal schedule. #NAICC19

## Friday Night Networking Dinner

The Friday night networking event with the theme of Southern Fun and Adventures will be fun filled night that incorporates the adventures and sensational foods of Savannah. From Nippers the Mechanical Shark, to golf and fishing simulators, attendees are bound to have fun while dining on the scrumptious cuisines that can only be found in the South. And back by popular demand is the NAICC Corn Hole game. Dance the night away with the southern dance band Liquid Ginger, a 6-piece band with a repertoire of songs like Uptown Funk and 80's songs like Sweet Child of Mine, etc. Enjoy a night filled with good times, good food and great friends. Dress is casual, but feel free to don your favorite attire for a night of Southern fun and adventure. Many thanks for our faithful sponsor FMC for making this a great night. Signup when you register online for the annual meeting.

## Group Tour Georgia Port by Water

Following the Saturday sessions you have the opportunity to experience a Georgia Port By Water Tour that will depart the Westin Dock at 1 pm aboard the "Island Explorer" a 40-passenger pontoon boat equipped with comfortable seating, covered area, pull down sides and a restroom. As the cruise heads up the Savannah River attendees will learn of stories from the past including the great cotton age, plantations and rice fields which were once located along the river. The group will pass the Georgia Ports Authority which is home to the 2nd largest container port in the United States. Attendees will learn about the container industry and the many items that pass through the port throughout the year. The Georgia Port Tour ends with anyone wishing to disembark from the boat at River Street Dock to continue exploring Savannah or you may continue on to the Westin Dock. Signup when you register online for the annual meeting.



## Happenings on the Hill

Glenn Luedke, NAICC Legislative Assistant

### EPA

EPA and USDA have increased joint federal efforts to reduce excess nutrients in waterways with an emphasis on market-based and other related issues. EPA and USDA have greatly increased activity with the states to identify watersheds where market-based approach can supplement traditional program regulations. The federal agencies have agreed to provide technical and financial support, which includes water quality credit trading, public/private partnerships, supply chain programs and applying incentives for achievements.

EPA is releasing details on a proposed new rule that would give states more flexibility in managing wetlands and streams. At the same time, the new rule would rein in what has been described by many as “overreach”. The head of the EPA stated that the new proposal has been designed to clarify the definition of WOTUS. The current WOTUS rule wrongly included numerous bodies of water that do not regularly flow into larger waterways. The EPA director went on to say that “Congress didn’t say to regulate all development across the U.S.—we were told to regulate navigable waters”. The proposal has broad appeal to agriculture, business and industry. Environmental groups have countered that the proposal is “unscientific”. Their argument is that streams of all kinds, and wetlands in these stream’s floodplain, are critically important for downstream water quality. The proposed new rule requires a 60-day public comment period before EPA can begin to draft a final version. Streams that flow into a larger body of water only a few times a year are excluded under the proposal. States will still be able to regulate certain bodies of water. The goal is to have federal comprehensive WOTUS rules and at the same time give states flexibility in how they manage their waterways.

### FDA/USDA

FDA and the USDA have agreed that both agencies will oversee the regulation of cell-cultured food. FDA will oversee the cell collection, cell bands, and cell growth and differentiation. USDA will oversee the production and labeling of these products. USDA’s GMO labeling rule is expected to be released by January 1, 2019. The new rule on labeling genetically engineered ingredients is to line up with FDA’s Nutrition Fact Compliance schedule. The FDA rule is effective in January 2020.

### BROADBAND

The U.S. Senate passed S. 2343 that would require the FCC to establish a task force to identify gaps in high-speed internet connectivity and recommend policies to expand broadband deployment. In the meantime, Microsoft Corporation has said it

is planning to increase broadband availability to up to 2 million individuals in the rural U.S.

### LABOR

Farm worker’s wages have increased 8% this year according to a USDA Farm Labor Survey. The hourly wage paid in October 2018 was \$14.47/hour compared to \$13.43/hour one year earlier. Total farm employment dropped 7 percent in the past year from 840,000 one year ago compared to 784,000 in October 2018.

### BUDGET

Lawmakers approved a two-week continuing resolution to fund the Government Continuing Resolution (CR) on December 6, 2018. The CR keeps the government open until a full year appropriations measure is approved for F/Y 2019. Funding for USDA, EPA and FDA were scheduled to expire on December 7, 2018. Lawmakers now have until December 21, 2018 to settle on an agreement.

### USDA

The Economic Research Service is predicting farm sector net income in 2018 to drop 12.1% (\$9.1 billion) from 2017 to \$66.3 billion. Net cash income is expected to decline \$8.5 billion. Production expenses are forecast to be up 4.2% (\$14.8 billion) for 2018 (led by fuels/oil, interest, feed and hired labor). Farm debt is forecast to increase by 4.2% (\$16.4 billion) led by an expected 5.4% increase in real estate debt.

The Environmental Working Group (EWG) has released a USDA report showing that direct payments for tariff relief were made to 87,700 individuals and farm entities through October 31, 2018, and that 1,142 of the recipients reside in some of the nation’s largest cities (average payment to city dwellers was \$881.00). EWG maintains aid should be going to actual farmers. USDA policy states that individuals must be “actively engaged” or contribute significant capital to an agricultural operation or provide land and equipment, labor or management. (The same criteria is applied across commodity support programs in the farm bill).

### FARM BILL

The Farm Bill was voted on in the House with the outcome showing 369 for and 47 against. The Senate vote was 87 for and 13 against. Tough situations in the farm economy were cited as one of the reasons for the strong support to pass the Farm Bill. In addition, this Farm Bill reaches many more groups, including the growth of anti-hunger and “green” groups, feral hog control projects as well as other new funding requests.

Agricultural groups mostly voiced support of the Bill but increased requirements to strengthen food stamp recipient requirements fell far short of those wanting to cut benefits of the program. Others objected to the failure to rein in ag subsidies. The House Ag Committee Leadership reminded everyone that lobbyists who were not successful in shaping programs for their clients thru the Farm Bill may be going to the USDA to attempt to make changes.

# Spotlight On Sustaining Members

## Data-Driven Pest Elimination

**New DTN Technology helps you make smarter crop management decisions.**

“Technology is an enabler and not a replacement. The goal is not to exchange it for human decisions, but rather to enable better, more efficient decisions with data. Technology should be a force multiplier to the expertise of farmers and their trusted advisers,” says Ben Brame, DTN vice president of agriculture product management. “Human expertise makes it successful.” The DTN AP (Agronomic Platform) is designed to help farmers and their advisers make decisions together to protect yields and profitability through targeted recommendations. The AP includes tools that help identify in-season problems in time to control them and to inform control decisions with the data. “The AP helps farmers and their service providers do a better job of scouting, helping find more insect, weed and disease problems during the growing season,” Brame explains. “And when problems are found, the AP helps them use data to decide if applying additional crop protection products makes economic sense, along with what the ideal timing of treatment. Use the word treatment instead of “a spray would be.” As a result, service providers and farmers are able to build more effective, trusting partnerships.”



### Data Plays Integral Role

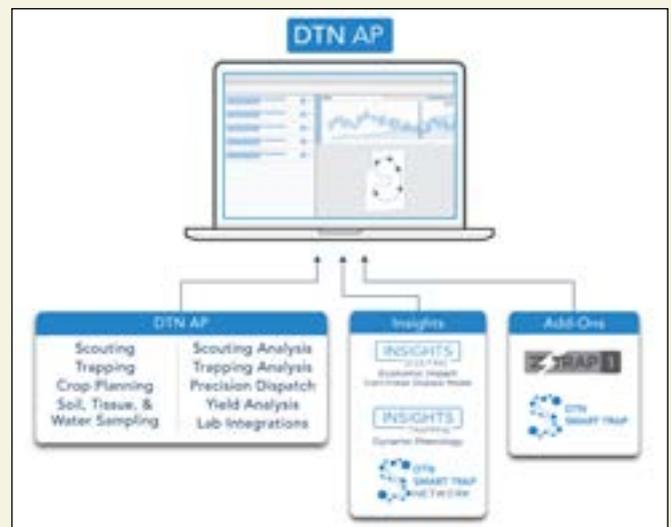
Brame stresses that the technology and data generated by it is only as good as the data's proper use. To maximize the investment, he says farmers and advisers must take the time to understand how the decision making tools can help them effectively find and take action on problems encountered. From there, farmers can work with service providers to create a timely scouting plan, document which fields will be scouted and how often, and document any key risks in the plans. Data play a critical role in managing crop production systems via the AP. Risk models can find more problems in time for farmers to control them. Brame says the AP generates alerts on which fields are at risk for specific insects and diseases and growth stages for optimal timing of herbicide application. “Farmers and advisers can utilize accurate weather and crop growth stage models to prioritize fields to ensure that they are visiting each field during

key growth stage windows when problems are likely to occur. DTN provides disease risk alerts based off of our weather network,” points out Brame.

“You also can identify ideal timing for post emergent herbicide or fungicide spraying for foliar disease. Weather-based risk models can predict disease susceptibility,” he says. “DTN performed a successful pilot project in 2018 for corn disease scouting.” Degree-day-based phenology models can also help anticipate insect flights. DTN Smart Trap is an automated electronic hardware device that detects insects in fields and wirelessly reports the data. Data can be cross-checked against third-party traps as well. “DTN can combine its hyper-local weather station and Smart Trap data with satellite imagery and human observation to anticipate risks,” says Brame, who helped develop the original software for visualizing Smart Trap data. “The AP tool launched commercially last fall and is ready to provide insect, weed and disease management advice in soybeans and corn.”

### Steps to Make the Most of Data

Ben Brame, DTN vice president of agriculture product management, offers three steps that can help guide economic management decisions.



### Step 1. Efficiently Collect and Report Data

Brame says data collection should be done through a scouting app, DTN weather stations and other field sensors. He recommends to vet devices to ensure they have reliable, consistent data. Select technology that is easy to install and retrieve with an easy-to-use presentation. “Imagery through Terravion and others can be used to monitor field health and pinpoint the location of problems. Photos can help confirm what action should be taken, while a scouting app can collect more robust data for compelling reports,” says Brame.

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Continued from page 4.

“We have an agreement with Terravion so users can see the imagery in the DTN app and scout over the images as needed.”

### Step 2. Use Data to Make Economic Spraying Decisions

Brame encourages farmers and advisors to use DTN's Economic Impact Calculator to better decide how to intervene after reviewing the monetary impact of problems based on severity. The calculator incorporates many economic impact studies from land grant universities that can help farmers and advisors understand if a control decision makes economic sense for a particular problem. “The calculator takes into account the severity of the problem, the farmer's yield goal and the commodity price to estimate a total cost of the problem,” says Brame. “It then compares the cost of the problem to the cost of the application to estimate profitability of the decision.”

### Step 3. Use Data to Time Spraying Decisions

When planning a spray application, reference product labels to understand optimum weather conditions and avoid wasted trips to fields. A good weather source is critical to forecasting field conditions to ensure temperature, wind conditions and humidity levels are appropriate for spraying. Also, be aware of particularly sensitive surrounding fields and use an inversion model to reduce risk, especially for highly-volatile chemistries. Brame says growth stage models can help farmers prioritize fields and ensure chemicals are applied during optimal stages. “Farmers and applicators working to avoid spray drift and related chemical issues can use DTN Spray Outlook,” he says. “The tool combines DTN's field-based weather forecasting with the ability to plug in parameters of the product being sprayed for best times to apply that product.”

To learn more about the DTN Agronomic Platform and to sign up for a free trial, visit the website: [www.dtn.com/agronomic-platform](http://www.dtn.com/agronomic-platform)

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## Leadership Mentors Needed

mentor: /ˈmen tɔr,ˈmen,ter/ noun: an experienced and trusted adviser. verb: advise or train someone  
synonyms: adviser, guide, guru, counselor, consultant; confidant(e)

The **Leadership Program** is on the lookout for Mentors for the upcoming group of Leadership candidates. This is a year-long commitment that begins at the Annual Meeting in Savannah. You will have the opportunity to share your knowledge and experience with someone who is willing to learn, who will have questions to ask and who will benefit greatly from your relationship. Please contact Bree Goldschmidt ([bree@moarkag.com](mailto:bree@moarkag.com)) to discuss this awesome possibility.

## Tis The Season

Randy DARR, *SoilRight, LLC*

I have always enjoyed the time of year between Thanksgiving and Christmas. Harvest is generally over. We are finishing up our year of work and our clients are generally taking a bit of a rest from the day to day rush of fall. The major issues of the year have settled down a bit. This gives me time to reflect on the year. I can discover what went right, what went wrong, what needs to change and what needs to keep going. In recent years, the number one question that I ask myself is, “How significant to others am I?”

If you are reading this article, I am going to assume that you have accomplished varying degrees of success. By being a member of this organization, you are part of a very exclusive group of professionals. Did you ever realize that there are fewer independent consultants or independent researchers than there are professional athletes? Therefore, being successful in our businesses is something to be proud of. Well, since being a consultant for over 30 years, I have also seen success. However, as I get older, I now strive to be significant.

Significance is different than success. Success is an inward action. We desire to do our work well, so people will want to pay us, so that we can care for our families and be financially secure. Success is based on what “we” do for ourselves. Significance is an outward expression. Significance is the desire to help others be successful. All of us as consultants are naturals to move toward significance in our day to day activities by helping our clients be successful. Significance is the conscious application of lifting others up and helping them go farther than they could have on their own. In being significant, you can give the gift of hope to each person you are in contact with every day.

So, as you begin making plans for 2019, take some time and think about how you can be significant in your business, with your family and in your community. Go into 2019 desiring to be part of the answer and not part of the problem. We are all part of a very noble profession. Our independence separates us and puts us in a place to easily become very significant to others.

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## Silent Auction

Be a part of The Foundation's (FEAE) Silent Auction by donating and or being the successful bidder of any number of unique items. You will have a great time checking out the large display of items and “protecting” your bid from other enthusiastic bidders. Proceeds from the auction go towards The Foundation's educational programs that benefit our industry. Please contact Debra Fitzgerald at [fitzgerald@iskbc.com](mailto:fitzgerald@iskbc.com) with any questions.

The correct answer from the October newsletter was Olivia (authored by Ian Falconer).

Congratulations to **Tim Boeker** for winning the gift card!

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

What is the name of the doggy companion shown below?



Submit your answer here:

<https://bit.ly/2R9F10i>

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

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### Quote to Ponder

“The secret of change is to focus all of your energy, not on fighting the old but on building the new.”

-Socrates



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