



IICCA Newsletter

Iowa Independent Crop Consultants Association

November 2002

In this issue...

- [Message From the President](#)
 - [Fall Tech Update](#) (1)
 - [Pass it on](#) (1)
- [Agenda – Fall Tech Update](#) (2)
- [Evolving to Performance Based Testing – Iowa Soybean Association – Dr. Tracey Blackmer](#)(3)
- [Calendar of Upcoming Events](#) (4)

Message From the President

Shannon Gomes

Greetings Members.

Fall Tech Update

The 2002 crop season is rapidly winding down, and with that, preparations for the 2003 crop season begin. Our Fall Tech Update (December 3, 2002) should be very informative, as the program committee (Bob Folkerts, Tom Smidt, and Rich Drilling) has put a lot of work into planning and organizing. This year's Tech Update will feature presentations from Syngenta, FMC, Mycogen, Bayer, Dupont and BASF. Additionally, ISU representatives will brief us on Crop Advisor Institute, Extension Entomology, and overall Agriculture Extension happenings. Finally, the Iowa Soybean Association will present the latest on farm research and opportunities for crop consultants.

Pass it on

Share this newsletter with other consultants/agronomists who are not yet members of IICCA. We need to recruit membership, both voting and sustaining. I enjoin each consultant to recruit one consultant or sustaining member. We must grow our organization.

IICCA Fall Tech Update

3 December 2002 (The day before the ICM conference)
8:30 a.m. – 4:30 p.m.
Gateway Center, Ames, Iowa (515-292-8600)

Hotel Reservations: Gateway Center (515) 292-8600. A limited number of rooms (10) are available at a special Iowa Independent Crop Consultants rate of \$69.00/night for December 3-December 4.

Board of Directors

President

Shannon Gomes
319/352-0919
cbcc@earthlink.net

Secretary

Gary Beeler

Treasurer

Wayne McClintock

Directors

Hal Tucker
Kay Connelly

Executive Director

Kirk Leeds,
Association Insight
515/727-0648
kleeds@associationinsight.com

Agenda for the IICCA Fall Tech Update

3 December 2002

(The day before the ICM conference)

8:30 a.m. – 4:30 p.m.

Gateway Center, Ames, Iowa (515-292-8600)

8:45 – 9:00 A.M.	Welcome and Introductions	President Shannon Gomes
9:00 – 9:15 A.M.	Crop Advisor Institute Update**	Brent Brueland, ISU
9:15 – 9:45 A.M.	ISU Extension Update	Jerry DeWitt, ISU
9:45 – 10:00 A.M.	Break	
10:00 – 10:30 A.M.	Syngenta Herbicide Update	TBA
10:30 – 11:00 A.M.	FMC Update	Brent Neuberger
11:00 – 11:30 A.M.	Bayer CropScience	Dennis Campbell, Randy Bloom, John Cantwell
Noon	Lunch A Brief Update on the College of Ag.	Sponsored by Bayer Crop Sci. Dr. Wendy Winterstein
1:00 – 1:30 P.M.	Bayer CropScience concludes	
1:30 – 2:00 P.M.	Mycogen Seeds	John Long
2:00 – 2:30 P.M.	Dupont Crop Protection	
2:30 – 3:00 P.M.	Bean Leaf Beetle and Western Bean Cutworms**	
	Dr. Marlin Rice ISU Extension Entomologist	
3:00 – 3:15 P.M.	Break	
3:15 to 3:45 P.M.	On Farm Research/Iowa Soybean Assoc.**	Dr. Tracy Blackmer
3:45 – 4:15 P.M.	BASF Update	TBA
4:15 P.M.	Open Discussion	
4:30 P.M.	Adjourn	

** IICCA sponsored CCA Credits may be available for these sessions

Evolving to Performance Based Testing

Iowa Soybean Association

Dr. Tracey Blackmer

Growers are more in need of technical assistance than ever before. Many growers are realizing there is significant opportunity to improve their operating efficiency by improving their management. While getting sound advice is always a good concept, testing that advice is even better. On-farm testing is not a new tool and has been and still is being used extensively for hybrid evaluations. Now with GPS, yield monitors, and GIS, more intensive evaluations can be made, allowing comparisons of many different practices in different portions of a field. Historically, growers considered themselves good managers if they followed the recommendations. Now most growers agree they can find things they can improve in their operation even if they are following recommendations and are looking for help in identifying the opportunities to do so.

While many growers are willing to evaluate different management options, they are looking for help in identifying potentially valuable comparisons, help in designing, analyzing and interpreting the trials, and help comparing their results with others. Clearly agriculture is changing and the roles, responsibilities, and opportunities for growers are also changing. Crop consultants can provide service (and some are) in these arenas. Currently there is more demand from growers than service providers can meet. Between the budget cuts and transition time, most agencies and institutions have not been able to evolve to fill the current void let alone the future needs of Iowa growers.

Crop consultants have the opportunities to help provide all of these services and more. Not only are more growers willing to pay for such services, but there is opportunity with the new farm bill for enhanced payments in the CSP for on-farm testing/demonstrations. While the details are not defined yet, the opportunity for third party providers appears to exist. In addition, the benefit from organizing multiple trials and results along with helping to implement trials with less standard equipment can add value for a grower.

Many companies and agencies are still focusing on disseminating information or defined practices and measuring success by growers following the defined practices. There is a competitive edge for anyone that can evolve to identify better practices than those commonly defined. Using on-farm research to identify the performance of such practices is a great opportunity for growers and crop consultants and the timing has never been better.

2002 Crop Yield Data

2002 crop yield data may be viewed at www.ksu.edu/kscpt/nccec/index.html and www.agsci.com/First/first.cfm.

Crop Advisor Institute

The Crop Advisor Institute can be found on the web at www.cai.iastate.edu.

Calendar

Calendar of Upcoming Events:

Date	Time	Place	Event/Contact
December 3, 2002	8:30 – 4:00	Gateway Center, Ames	IICCA Fall Tech Update
December 4 – 5, 2002	8:00 – 5:00	Schemann Bldg	ICM Conference
January 15 –18, 2003		Arlington, VA	NAICC Conference/ Allison Jones/JonesNAICC@aol.com 901-861-0511

Watch the IICCA website for updated information about upcoming events.
www.iowacropconsultants.com