



# Louisiana Agricultural Consultants Association TURNROW TALK

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## President's Column

### Are You Ready?

This present crop year is the most important production year ever. I make that statement because this is a year of transition for Louisiana producers. The producers will face a multitude of decisions in areas of finance, marketing, increased equipment, fuel and fertilizer cost. Adding to the burden are rent increases, new technology adaptations, conversion to new production practices, and the continuing nemesis of hurricane aftermath. President Bush alluded in his State of the Union Address to the importance of developing alternative fuel sources from agricultural products to insure supply and affordability. With a full gamut of problems such as these, it is imperative for us as agricultural consultants to help lead the way at the farm level in finding solutions to these tremendous obstacles. We can do this with our partners in the Louisiana State University Agriculture Center, the USDA federal co-operators, agricultural chemical, seed and technology companies, and yes, even innovative transferable ideas from producers themselves.

As agricultural consultants, we are hired on a crop year basis. We have one chance to get it right. We have only one goal—to keep the producer fiscally sound by adding profit at the bottom line. Not succeeding at this goal means loss of a client and the ultimate loss of our own businesses. In years past, many assumed new farmers would replace those leaving the farm profession. Check the statistics. There are fewer young people entering the farming occupation and the total number of farms and farmers is down. Yes, the remaining farm size is growing larger; but is this better? Only with intense farm management can it be better.

The Louisiana Agricultural Technology and Management Conference is a great way to obtain the tools consultants need to meet these seemingly insurmountable challenges. A broad spectrum of presentations provides a valuable source of information transferable to the farm level. This meeting has become the premier meeting of Louisiana agricultural professionals in the state with our last attendance in excess of 275 participants. Already there is anticipation of an even larger attendance next year. Some members in the past came in alternate years, only to meet the requirements to recertify their license. Not so anymore. Technology changes have made it

## Calendar of Events

NCC's Beltwide Cotton Conference—Jan. 9-12, 2007  
Marriott & Sheraton Hotels  
Canal Street, New Orleans, LA  
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SWSS Annual Meeting—Jan. 22-24, 2007  
Opryland Hotel  
Nashville, TN  
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Louisiana Agricultural Technology & Management  
Conference—Feb. 7-9, 2007  
Best Western Conference Center  
MacArthur Drive, Alexandria, LA  
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NAICC/ASFMRA/ASAC Annual Meeting—Feb. 13-17, 2007  
Hyatt Regency  
Atlanta, GA

imperative not to miss out on new information. Snoozing is losing and we are leaders, not losers in Louisiana agriculture.

Consulting has evolved from the "cotton bug man" days in the past. Consultants no longer only concentrate on insect control in cotton. Producers have finally realized the positive effects to their bottom line profitability when consultants advise them on all production aspects for all their crops. Consultants must make multitudes of decisions to help growers and the producer often expects the right decision 100% of the time. Consultant input has never been more crucial from loan application to final marketing.

The Executive Board of the LACA wishes to express our greatest gratitude to the membership of LACA for the high quality standards set for our association. We truly are a group of agricultural professionals cooperating in every way for the benefit of our producers. We welcome your suggestions and input in continuing this great cause. Are you ready for this crop season? Join us in preparation by attending future meetings. God bless you this season.

*Bryant Williams, 2006 LACA President*

## LACA New Members in 2006

New *Sustaining Members* include *Chaperone, Cheminova, Inc.*, and *Nichino America, Inc.* Joining LACA as *Affiliate Members* in 2006 are *David Ball, Matthew Baur, Tim Ford, Buck Leonards, Carroll Pinnell-Alison, Derek Scroggs, James Earl Strawder, and John Lewis Van Mol.*

**A Bit of History**  
by Henry Long, Ph.D.

A long-time consultant, researcher, professor, and LACA member, Dr. Henry Long, has written and published his life story entitled *Anxiety, Insects, Sugar Cane & Old Age*. It is a candid and humorous account of an entomologist who was honored, with his long-time friend, Dr. Sess Hensley, for their roles in developing more efficient sugarcane pest management and who experienced general anxiety and anxiety attacks all of his life.

Of the Great Depression, *"I can still remember having cabbage and grits, it seemed, at every meal"* (p.16). *"Times were hard, and farm labor was paid seventy-five cents per day"* (p.27). *"Mother was upset by a radio broadcast...of 'I Saw Mommy Kissing Santa Claus.' She believed that this was detrimental to the moral fiber of the nation"* (p.46). In the Air Force, he learned, to his disappointment and embarrassment at a Deadwood cathouse, that anxiety also could cause impotence. *When we left Deadwood...I was still a virgin"* (p.82). Following a year of college (p.51-56) and military service (p.57-83), the shy and mediocre student becomes honor student with graduate degrees (p.84-119). The following excerpt describes how in desperation he once dealt with his anxiety problem:

*The...contact committee meeting was shaping up to be a shootout at which the young Dr. Long would be thoroughly roasted. I was...warned by one farmer to stay out of his fields. I was referred to as "that guy who's trying to destroy the sugar industry." On the day of the big meeting...Mr. Concienne arrived at my office at 9:00 AM...As I was...to speak at 11:00 AM, I told him to go ahead...I would come along later. I sat for another hour and forty minutes going over notes...that might be helpful in arguing my points. At...10:40 AM, I...drank six martinis, without pausing, before closing my office door and walking...to the auditorium (p.128).*

The history of Integrated Pest Management (IPM) of sugar cane insects is mostly contained in five chapters (9, 10, 14, 15 & 18) which document the radical changes in pest management practices and show the intensity of conflict and emotion sometimes reached among those involved:

*Sess and I were the principal presenters in entomology at the meeting...After my brief presentation...Dr. Upp stood to remark that...perhaps the industry should go slow in adopting these radical changes. Dr. Chilton then rose to attack our data and conclusions...Dale jumped to his feet to...chastise Chilton for dabbling in areas about which he knew little and suggested that he confine*

*his attention to the few things that he did know something about...As the crowd filed out...Chilton was overheard mumbling his objections...whereupon Dale spoke... "If that s...o...b...opens his mouth again, I'll shove my fist down his throat up to my elbow"* (p.134).

In 1993, thirty-five years later, there were still disagreements about who did or didn't do what and who contributed what to the much improved sugar cane pest management practices. The subject is addressed in detail with documentation in chapters 15 and 18 (p.271-286, 345-348).

Other themes include: contributions of a social cripple through research, teaching and consulting---mostly in Louisiana (p.120-167, 243-331) but also in missions to Egypt (p.168-196) and Brazil (p.202-242); how he dealt with anxiety; the frustrations of faculty in a small regional university; a once troubled marriage (p.197-201); necessary retirement and retrospection (p.332-344); the evolution of one man's faith (p.349-366); and conclusions from a long and confrontational life (p.367-375).

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This book is presently available from the publisher at discounts of 15% and 10% from the retail prices for the paperbacks and hardbacks, respectively. It may be ordered by going online directly to [www.xlibris.com/AnxietyInsectsSugarCane&OldAge.html](http://www.xlibris.com/AnxietyInsectsSugarCane&OldAge.html); by telephone at 1.888.795.4274 x479; by FAX to 610.915.0294; and by mail to Xlibris Corporation, International Plaza II - Suite 340, Philadelphia, PA 19113.

**2006 LATMC Pest ID Contest**

*Congratulations to our Winners!!!*

1st	Johnny Saichuk
2nd	Charles Denver
3rd	Dwayne Coulon
4th	Grady Coburn
5th	Rusty Elston



## Record Attendance at '06 LATMC

The 2006 Louisiana Agricultural Technology & Management Conference was again an exceptional meeting offering timely information in new technology and crop production management presented by a plethora of knowledgeable speakers, as well as new chemistries and varieties, and product updates from our sustaining members. Over 275 attended the conference, a significant increase over the past couple years. It is the continuing goal of the LACA Executive Board and Program Planning Committee to make each subsequent meeting better than the last. We welcome your ideas and comments for making our annual meeting a success. If you have topics or speakers in mind, please send them to [glpblues@bellsouth.net](mailto:glpblues@bellsouth.net).

***Congratulations to the 2006  
LACA Scholarship Recipients***

***Sunny Bottoms***

*Graduate Student, Agronomy &  
Environmental Management  
Louisiana State University*

***Tara Smith***

*Graduate Student, Entomology  
Louisiana State University*

***Melea Martin***

*Undergraduate Student,  
Agriculture Education  
Louisiana Tech University*

## WPS How to Comply Manual Online

<http://www.epa.gov/agriculture/htc.html> is the link to the newly revised EPA Worker Protection Standard—How to Comply Manual. It appears the term “certified or licensed crop advisors” is the term used in this manual that would include Certified Agricultural Consultants in Louisiana (LDAF) who are exempt from certain parts of WPS, with the exception of pesticide safety training. See pages 77-83.

## LACA Consultants and the Role They Play

*Corey Davis, Syngenta Crop Protection*

Independent crop consultants are a vital component in today's agriculture. They provide a wide range of services to growers on a daily basis. They also work directly with retailers and manufacture chemical companies. The primary goal of every consultant is to provide the best scientific resolution that will result in the best profitability for their clients.

The size of farming operations today are getting larger and larger each year. Because of the growth in the size of these operations, independent consultants are increasingly becoming more vital to the agricultural community. Utilizing the services of a consultant allows the farmer to focus more on day to day operations rather than worry about the potential problems occurring in their fields. The input provided by consultants allows growers to make better economical decisions in a timelier manner.

Independent consultants also have a lot to offer the retail industry as well. Consultants keep retailers informed regarding what they are seeing in the fields allowing the retailer to better plan their approach to business. The factor influenced most in this situation is inventory management. Inventory management is one of the biggest challenges faced by retailers today. With consultants providing feedback to retailers, this problem can be managed more efficiently.

The roles of consultants and manufacture chemical companies go hand and hand. The manufacture representatives for these companies provide technical support and information on the best uses for their products, while the consultants provide information on how products react in different situations. The consultant further helps manufacture representatives maintain better relationships with their customers. Being able to maintain these relationships is a crucial component of business for manufacture representatives. They therefore need the assistance of consultants to help them cover the large operations of today's farming industry.

Agricultural consultants provide high quality consulting services to today's farmers. They value many of the same things that others in the farming world also consider of high importance. Consultants strive to promote the personal growth of their customers and employees in the best manner possible. In so doing, they serve to make the business of farming run more smoothly for all involved.

## 2006 NAICC Crawfish Boil on the Hill A Huge Success!!!

The 13th annual NAICC Crawfish Boil on the Hill, formerly known as DADs in DC, was a huge success this year. There were right at 300 in attendance and it seems that everyone who came sincerely enjoyed the food and networking. We had guests ranging from congressmen and their staffers to senate ag committee members to USDA and EPA representatives, as well as others involved in making the ag laws by which we live. Jim Braucht and Ned Darbonne, were again the expert cooks and Ned's wife, Patti, graciously helped out at the registration desk and anywhere else she could. NAICC is very appreciative of the support the LACA contributes to this event in DC.

Mark your calendars now for the  
**2007 Louisiana Agricultural  
Technology & Management  
Conference**  
February 7-9, 2007  
Best Western Conference Center  
Alexandria, LA

For information on membership in the NAICC  
go to [www.naicc.org](http://www.naicc.org) or  
contact Allison Jones at [JonesNAICC@aol.com](mailto:JonesNAICC@aol.com)

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