

## *To Be Useful, Information, like Water, Must Flow*

**One of the most important opportunities we all have is to make a positive change in the world in which we live.** The basis for change is having...and using...information. Think about it. Our world is changing faster than ever before, with rate of change continuing to accelerate because we know more today than we did yesterday. Those sectors of the world economy which are changing faster are information intensive, where information is shared, consumed, digested, and synthesized. Does your information go through this 'metabolic' process?

**What information do you get and give?** Is it the right information? What can be done with it to innovate agriculture? There are lots of questions that each and every one of us faces. The challenge to information flow...sending it...receiving it...and using it, is and will be the platform on which agriculture's worldwide success takes place.

**Many people see information as power, and indeed it is.** I propose that just how powerful any piece of information is depends on how much it is shared...used. If it is valuable to you in your country, just think how beneficial it can be to others. That is what I mean by flowing information...receiving it and sending it. *When water stands still it stagnates. So does information.*

**The challenge for all agriculturists having a global view and vision of a better world is to determine how they configure themselves into the information age.** PPI and PPIC have long recognized the need for information flow. That is the purpose of this and all our publications. Of course, the capacity to flow information depends on our research cooperators, our friends. We need commitments from scientists around the world to share their information. *Be an agent of change, for positive and progressive agricultural developments. Begin by sharing your information.*

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Printed on recyclable  
paper with soy ink.

A handwritten signature in black ink, appearing to read 'Mark D. Stauffer'.

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