

POTASH & PHOSPHATE INSTITUTE: STILL GOING STRONG AT 70

When PPI observed its 50-year milestone back in 1985, several events focused on the remarkable achievements of this science-based nutrient management organization. A symposium in Atlanta drew leading scientists, industry personnel, and others from around the world. Speakers presented papers dealing with all aspects of K, from mining and distribution to the technical physiological aspects of K utilization in plants—and everything in between. The highly acclaimed book *Potassium for Agriculture* was published by the American Society of Agronomy and introduced at that event. Also, a special issue of *Better Crops with Plant Food* highlighted the history of the Institute, beginning with its founding in Washington, DC, back in 1935.

In April of this year, the Institute will be 70 years old. There are no special celebrations planned. That's to be expected, since 70 is one of those in-between years, not as impressive as 50 or 65 or 75. Yet, this is a special year at PPI because it marks the continuing support of the Institute's member companies, producers of P and K. Having been a part of the Institute family for more than 30 years, I have long since recognized the uniqueness of the industry support which the Institute has enjoyed (and earned) during the past 70 years.

The financial commitment of PPI members to the Institute, with its Ph.D. level scientists and support staff strategically located around the world, is significant. It is critical that such support be steady and long-term. Otherwise, the internationally respected professionals working at PPI could not be attracted to and would not remain with the organization, research and education programs could not be sustained, and the scientific approach to market development could not endure.

The fact that industry supports the scientific approach to advancing appropriate P and K use is a reflection of the vision of industry leaders, a vision that has spanned seven decades and continues today. Through good times and bad, PPI's members have stood their ground and held tightly to the ideals of sound science and integrity in developing the global markets for their products. So, I wish a happy 70th birthday to PPI and offer a special thanks to the Institute's members for 70 years of progress and steadfast support of the vision that created and continues to carry this wonderful organization—the Potash & Phosphate Institute.

**BETTER
CROPS**
WITH PLANT FOOD

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