

It's the Right Thing to Do— Investing in Agriculture's Development

Not much is said about those who make this investment. Yet without them, world agriculture would be rooted in traditions and technologies unable to meet contemporary needs, either socially, environmentally, or agronomically. *BCI* is designed to acknowledge the researchers who generate new information and ideas on nutrient management in high yield agriculture, and, at times, to highlight the practitioners who develop technologies that produce higher yields and incomes through better management of the nutrient, soil, and water resources essential to agriculture.

I thought it might be useful to the *BCI* readership to know who supports PPI/PPIC and invests in 'research' and 'education'...underpinnings of agricultural development. If you haven't, I ask that you read the inside front cover to see the list of PPI/PPIC member companies and the special notation about the Government of Saskatchewan, Canada. Considering the seven International programs—plus the North America program—PPI/PPIC staff in collaboration with researchers and institutions in 30 countries—as well as Canada and the United States—have had remarkable success in supporting strategies that focus on developing agricultural productivity through improved nutrient management. If you doubt it, look back through the past issues of *BCI*.

This long-term commitment to supporting agronomic research and education is focused on solving your...and each country's...problems. It enables PPI/PPIC to encourage and focus on better understanding of nutrient management, and to explain what it means to farmers and those serving them. With improved agricultural productivity comes the promise of better nutrition for growing populations and the potential for a better standard of living. It is nearly impossible to gauge the positive dividends that can result from investing in agricultural development. Yet, by any measure, that is a generous offering. It is effective because *it's the right thing to do*.

Supporting those who support agricultural development; *it's the right thing to do*. Take this message to your organization's leadership. Let them know.

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