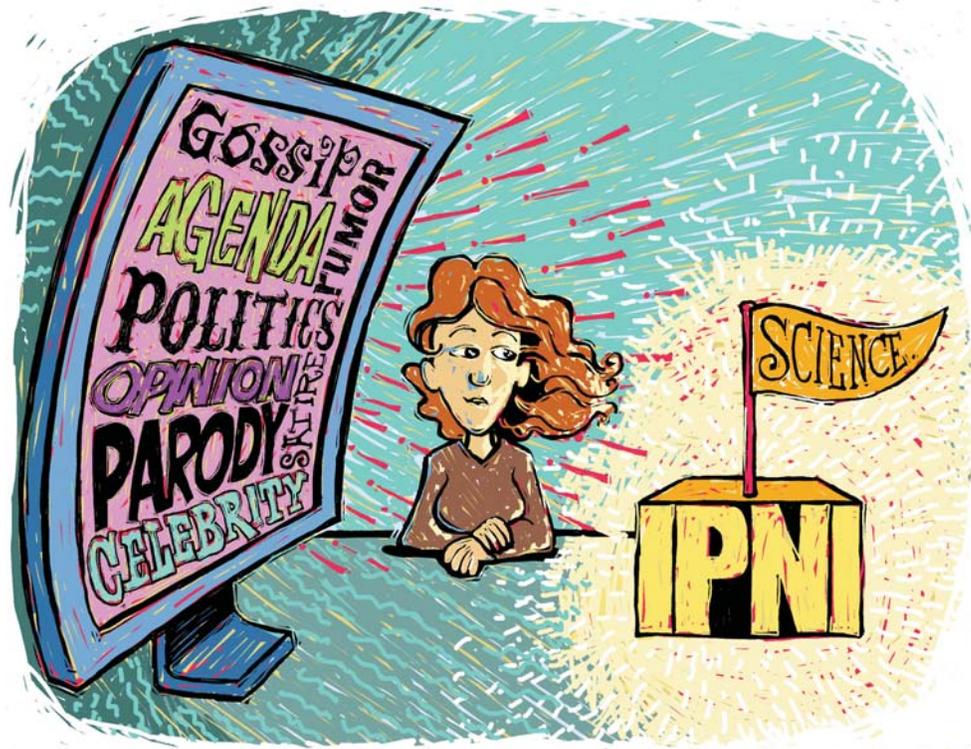


CUTTING THROUGH THE NOISE

I recently came across news of a national U.S. survey that confirmed to me that most of the general public has only a poor understanding of basic scientific concepts. Perhaps this is understandable because we are seemingly bombarded with “sound-bite” information from every direction.

Perhaps fundamental science education doesn't get enough attention in the classroom. But our society is forced to filter a flood of media messages that often come served with an agenda. Without a grasp of basic science principles mixed with common sense, it is easy to be swayed by any slick presentation. I am frequently dismayed when poor or inaccurate science related to plant nutrition is held up as “fact.”



While it is not necessary for everyone to know the details of potash mining or the chemical reactions involved in phosphate fertilizer production, they should be able to understand that you can't get something from nothing. Plants always require the basic components of growth from the soil in order to thrive. The inescapable link between well-nourished plants and healthy food should be evident to everyone.

The central mission of IPNI is to “develop and promote scientific information for the responsible management of plant nutrition for the benefit of the human family.” We have no commercial agenda or any scientific slant other than to develop and deliver the best information on responsible nutrient management. The title of this magazine, “*Better Crops with Plant Food*”, conveys one attempt to achieve this goal.

We remain committed to delivering the very best science-based information. How the message is delivered changes over time, but the mandate remains the same: feeding a hungry world with abundant and nutritious food can only be done with responsible nutrient use. We will continue to provide science-based information and will work to keep you up-to-date on the latest developments in plant nutrition science. Let's work together to help people appreciate the vital role of plant nutrients in producing a sustainable food supply.

BETTER CROPS

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