

## MAY YOU LIVE IN INTERESTING TIMES

An often-quoted phrase, sometimes found in fortune cookies, says: “May you live in interesting times.” While that may not rank up there with “You will find a pot of gold in your corn field” or “Your pile of rocks will turn to diamonds”, it may be just as valuable in some respects.

Consider your fate if you lived in an era when there was no change...no new innovations in science or industry, no breakthroughs in medicine or health care, no new discoveries in space, no progress in crop yields or agricultural technology.

While many people these days think the rate of change in some aspects of civilization is too rapid or too extreme, perhaps the other end of the spectrum would be worse. If each day went by the same as the day before and there was no motivation for progress, the world might fall into a modern reincarnation of the Dark Ages.

Whether you are 20 years old, 50, or 100, think of the changes in your own lifetime. While there is always a thread of nostalgia to go “back to the good old days”, were they really that great after all? In the perspective of history, most people would have to agree that we are living in “interesting times.” Given a choice, how many people would actually choose to live in another period in history?

For those who work in the field of agriculture and the crop nutrients industry, the challenges of managing resources and adapting to the uncertainties of weather, markets, politics, and numerous other factors have always kept the times interesting. Each new step forward in plant breeding and biotechnology, each new crop disease threat, and each new shift in priorities of the world’s population...all have the potential to open doors to expanded opportunities and production needs.

The Potash & Phosphate Institute (PPI) has been in existence for seven decades, and those 70 years would have to rate as “interesting times.” The circumstances of the fertilizer industry and agricultural production have changed dramatically, yet the need for the unique programs of agronomic research and education championed by PPI are as vital as ever.



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## BETTER CROPS

WITH PLANT FOOD

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