

# LOOKING BACK... THERE IS STILL WORK AHEAD

Situations change, but our problems and challenges often remain the same. A look back at several commentaries from the back cover of *Better Crops* confirms that.

In 2000, Dr. B.C. Darst, former Executive Vice President of IPNI's predecessor, the Potash & Phosphate Institute (PPI), wrote an article that questioned if agriculture and the fertilizer industry are there yet? Basically, the conclusion then—on whether our efforts have satisfactorily increased public awareness on the importance of adequate plant nutrition, and on whether we have made it clear that fertilizers are part of the solution to feeding an increasing population—was that we were not.

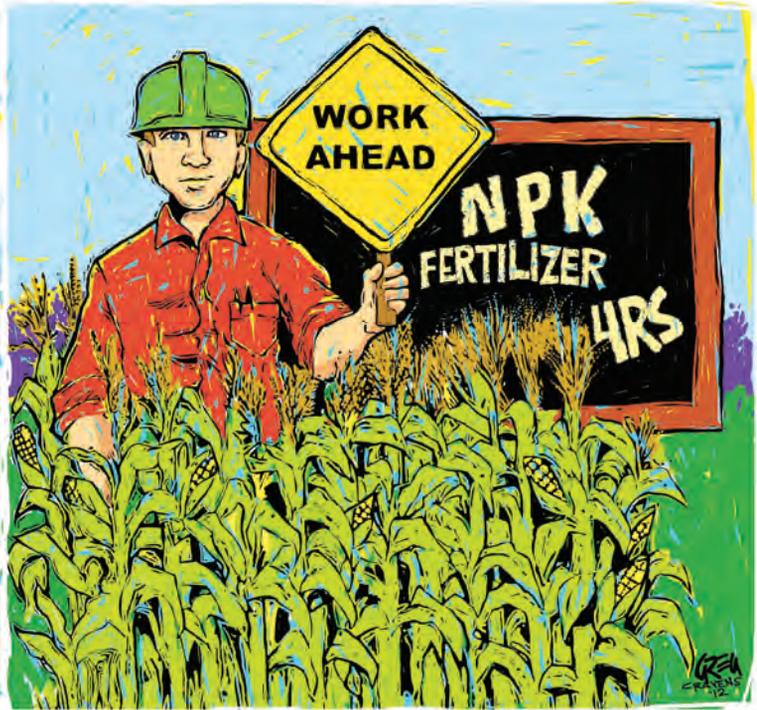
Two years later, Dr. Darst wrote another commentary on the back cover ...**Check out the Facts.**

This piece used an example from the media touting the benefits of organically produced food over those produced with “so-called” problematic chemicals. It demonstrated how readily people believe what they are told by the media without ever checking the facts.

In 2005, Dr. David W. Dibb, former President of PPI, wrote a back cover he titled, **May you live in interesting times.** This insightful piece pointed out how we presently live in rapidly changing times, with knowledge and opportunities to access information increasing daily, and that we, in agriculture, need to recognize each step forward has the potential to open doors in terms of production needs.

While we've seen progress over the last decade, as Agronomists, the message that much work remains ahead is still crucial to remember today as it was then. Our field of research was essential then and still is today.

We need to feed the world, we need to teach the public about the benefits of fertilizers, and we need to constantly push forward expanding our knowledge. It's no small task, but we have science on our side!



## BETTER CROPS

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