



Change Happens

I've seen a lot of technology changes in my 30+ year career. I wrote my PhD dissertation on an Apple II that used a 5.25" floppy disk for storage and a lo-res monitor. I printed it on a dot matrix printer, but had to re-type it on a typewriter to meet the print university standards for binding the thesis. I analyzed my data on a main frame computer. Data shown in figures were hand-drawn on graph paper and then reproduced by the university graphics department. The graphics department would also make our slides for presentations on blue diazo. I thought it was all pretty high tech.

In those days, we communicated by letter or telex and phoned on land lines. Fax machines replaced letters, e-mail replaced fax machines, and mobile phones replaced land lines. Today, it's SMS, facetime, and emoji's, and my cell phone has more power and memory than the main frames that analyzed my data.

Computerization brought us into the Information or Digital Age. It has transformed our lives. Look at the revolution technology has brought to agriculture ... GPS, GIS, yield monitors, grid sampling, variable rate application, remote sensing, drones, autosteer, and much more. Big data is the new thing. They say human knowledge is doubling about every 12 months, but soon will be doubling every 12 hours. I'm not sure how that is determined, but it is indisputable that human knowledge is advancing at an extraordinary pace.

Better Crops, like everything else, is also changing. In 2016, we produced our 100th volume. Over the years our flagship publication has evolved. In the last couple of decades we merged *Better Crops International* with *Better Crops*, created *Better Crops India* and *China*, and have changed the size and format. We are now making another change; with this edition, we have transitioned *Better Crops* into a digital-only format ...a central platform that can take advantage of what the digital age has to offer. What has not changed is the content. We will still bring you useful, applied agronomic information from around the world, but going electronic will expand our ability to deliver that information to you. And, if you prefer hardcopy, you can always download the pdf and print it.

We hope you will enjoy your new, electronic read.

BetterCrops

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