


A New Website at PPI

Since the Institute's creation more than 65 years ago, *Better Crops* (BC) has been its flagship publication. It serves PPI well in helping our staff to achieve the Institute's mission "to advance the appropriate use of P and K in crop production systems through the worldwide development and promotion of scientific information that is agronomically sound, economically advantageous, and environmentally responsible." On September 9, we introduced another powerful tool to strengthen communications with our various global audiences, the 'new and improved' www.ppi-ppic.org (and www.ppi-far.org) website.

There are 26 individual websites embedded in the www.ppi-ppic.org system, including 12 in North America and 14 internationally. The Foundation for Agronomic Research (FAR; www.ppi-far.org), has a site, as do the Senior Vice Presidents for both North American and international programs. Scientific regional directors have websites, some with their own URLs, and there is an educational site for students and teachers. Directors have the autonomy to post informational materials (articles) dealing with their regions, in their local languages. There are regional profile pages that, when completed, will provide the user with facts such as crop acreages, yields, fertilizer consumption, production trends, and other data and which will point to other links that give further documentation.

A fully searchable database is now available for use by all our website visitors. By providing certain key words, the user can search for numerous topics involving nutrient management. The database is being populated by PPI staff and will become more useful with time.

Let me suggest that you visit our website and see for yourself that it should be book marked as one of your 'favorites' when it comes to nutrient management and crop production. The site was designed with you in mind, so we ask that you give us your impressions. You can contact your local regional director by clicking on the map on the home page or you can e-mail me at bdarst@ppi-far.org. We look forward to hearing from you.



**BETTER
CROPS**
WITH PLANT FOOD

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Periodicals
Postage