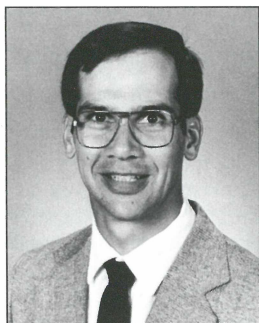


PPI Announces T.W. Bruulsema as Director for Eastern Canada and Northeast U.S.

DR. THOMAS W. BRUULSEMA is joining the staff of PPI as Eastern Canada



Dr. T.W. Bruulsema

and Northeast U.S. Director. He will be responsible for the agronomic research and education programs of the Institute in the region, beginning in December 1994.

“We are proud to welcome Tom

Bruulsema to the organization,” said Dr. David W. Dibb, President of PPI. “He has excellent credentials as an agronomic scientist and proven skills in working with people.”

A native of Ontario, Dr. Bruulsema was active in the operation and management of his home farm for several years during high school. In 1983, he graduated with distinction from the University of Guelph

with a B.Sc. in agriculture, then completed his M.Sc. in crop science in 1985.

From 1986 to 1990, Dr. Bruulsema and his wife, Elizabeth Anne, worked as volunteers in Bangladesh . . . he as a research agronomist, she as a family nutrition advisor.

After returning to North America, Dr. Bruulsema studied and conducted research from 1991 to early 1994 at Cornell University. Following completion of requirements for his Ph.D., he moved to the University of Minnesota. As a Research Associate studying fertility management of soil spatial variability, he worked with Dr. Gary Malzer.

In his new responsibility, Dr. Bruulsema will direct PPI programs in the Canadian provinces of Ontario, Quebec, New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland. His region will also include Pennsylvania, New Jersey, New York and the New England states.

Dr. Bruulsema will be located at Guelph, Ontario. He and his wife have two young children. ■

Site-Specific Management . . .

Site-Specific Management of P and K Offers Many Benefits

Its easy to get excited about appropriate, site-specific approaches to P and K management. Clearly, the benefits will be greater for some landscapes and crop rotations than others and all the questions have not yet been answered on how to optimize the benefits. However, this new style of management offers great promise to the future of crop production.

Farmers benefit through greater profits and improved efficiency of all inputs. Properly *managing* variability instead of ignoring it means more profit. Higher

yields from the acres that were being underfertilized and reduced input costs from the acres that were being overfertilized translate into profit potential. The more variable the fields, the greater the profit increase will be.

Fertilizer dealers benefit by marketing more services and sometimes even more fertilizer.

Rural communities benefit from circulation of additional dollars and from the creation of new jobs in this intensive approach to crop management.

General public benefits from a more efficient food production system that has a reduced potential for surface and groundwater impacts. ■