

BETTER CROPS IS CHANGING... BUT IT'S STILL THE SAME

Beginning with this issue, **Better Crops with Plant Food (BC)** and **Better Crops International (BCI)** are being combined into one magazine. There are several reasons why PPI has chosen to consolidate the publication of our two BCs.

Up to now, BC featured articles mainly from North America; BCI highlighted research from the rest of the world. We believe that many crop production principles and concepts cross geographic and political boundaries. Combining the BCs allows us to introduce new technology to a broader audience base. Further, BCI was published only twice each year. The new BC will offer quarterly information updates to our international readers.

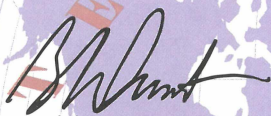
And, that leads me to the final reason for combining BC and BCI. PPI is truly a more international organization. We feel the new BC best reflects this change by carrying articles of interest on new technology from around the world.

During 1995, PPI will be observing its 60th year. BC has been a part of the Institute since the beginning in 1935. Indeed, it preceded PPI by 12 years, first being published in September of 1923. In 1927, BC was combined with **Plant Food**, which was begun in Holland a year earlier. That combination was only the first of many changes that BC would undergo during the next 68 years...the joining of BC and BCI being the latest.

One thing that has not changed is PPI's dedication to publishing a science-based, unbiased accounting of soil fertility, plant nutrition and crop growth technology innovations. In the first year of PPI, 1935, editorial policy of BC was stated as follows:

"To stimulate interest in all factors pertaining to more efficient crop production and to give accurate information on such subjects. In developing more efficient agriculture, we believe one of the most important factors is sound research..."

That policy has not changed. We are still committed to giving our readers quality and accuracy. As you adjust to the new BC, its format and content, we hope you feel this most recent change is for the better. Let us hear from you.



B.C. Darst
Executive Vice President

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