

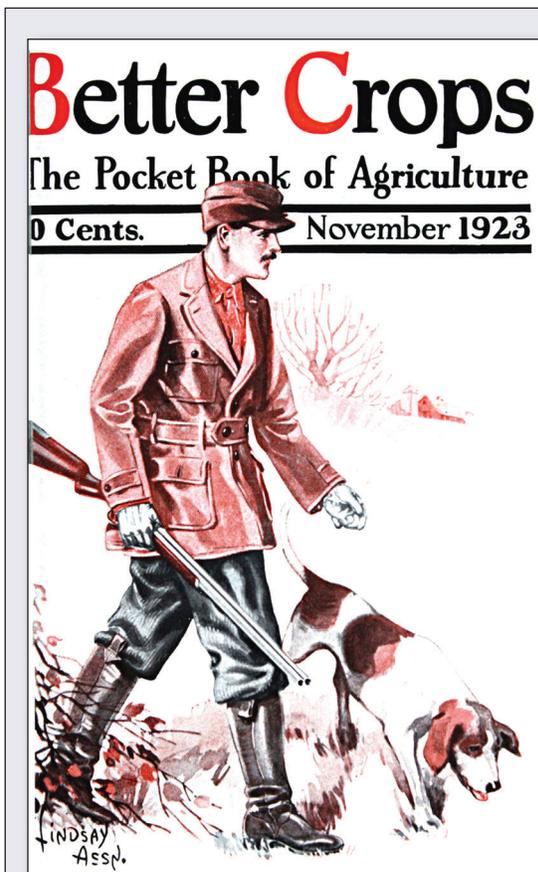
# About Better Crops with Plant Food

Few publications available today can claim the longevity of *Better Crops with Plant Food* (BC), the quarterly publication of the International Plant Nutrition Institute (IPNI). Its origin dates back to June 1927 when two existing publications “Better Crops” (established in September 1923) and “Plant Food” (established in January 1926) merged to form “Better Crops with Plant Food.”

Although it’s not easy to describe this unique magazine, its identity has always been somewhere between an agronomic research journal and

a marketing information series. BC provides a steady vehicle for reporting news from research related to nutrient management. While constantly evolving to serve its target audiences, the magazine also serves as a mirror of the agronomic research and education programs of IPNI.

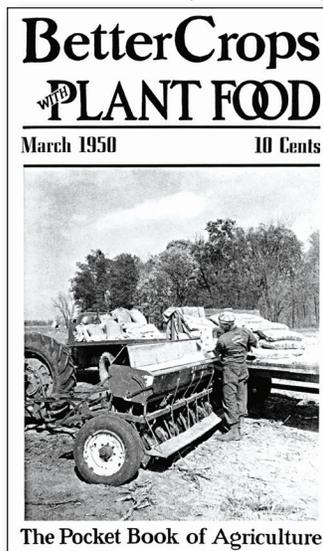
BC is not a peer-reviewed academic journal, nor is it intended as a popularized consumer magazine for the general public. Our BC audience includes a diverse cross section of readers involved in agronomic research, education, marketing, production,



1923 (November) – *Better Crops*:  
“The Pocket Book of Agriculture”  
Publisher: Better Crops Publishing Company



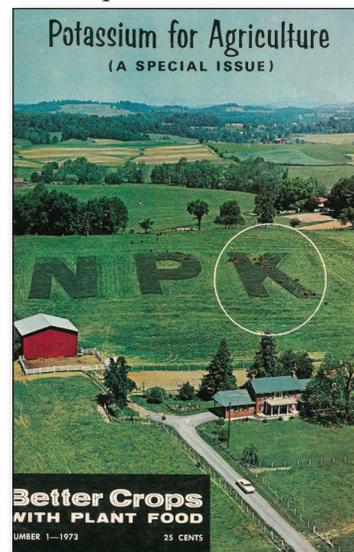
1927 (June) – “*Better Crops*” merges with “*Plant Food*”  
magazine to form “*Better Crops with Plant Food*”  
Publisher: NV Potash Export MY. (1928 to 1935)



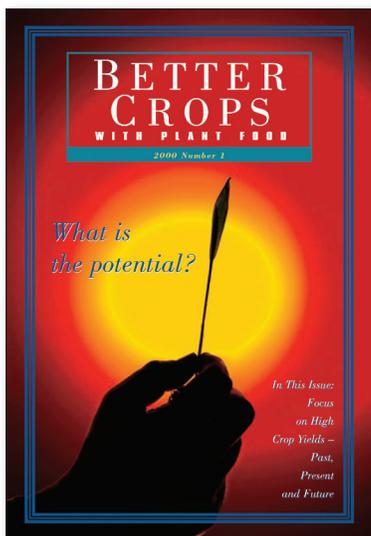
1950 (March)  
Publisher: American Potash Institute  
(1935 to 1970)

and related fields. Many readers of BC work as crop advisers, in soil and water conservation activities, in university and extension responsibilities, and as industry and dealer representatives. The readership also includes students, educators, and farmers.

Articles in BC are meant to present information originating from agronomic research in a condensed, interpretive style. Readers with a range of educational backgrounds can gather quick take home messages for them to apply to their disciplines.



1973 (February)  
Publisher: North American Potash  
Institute (1970 to 1976)



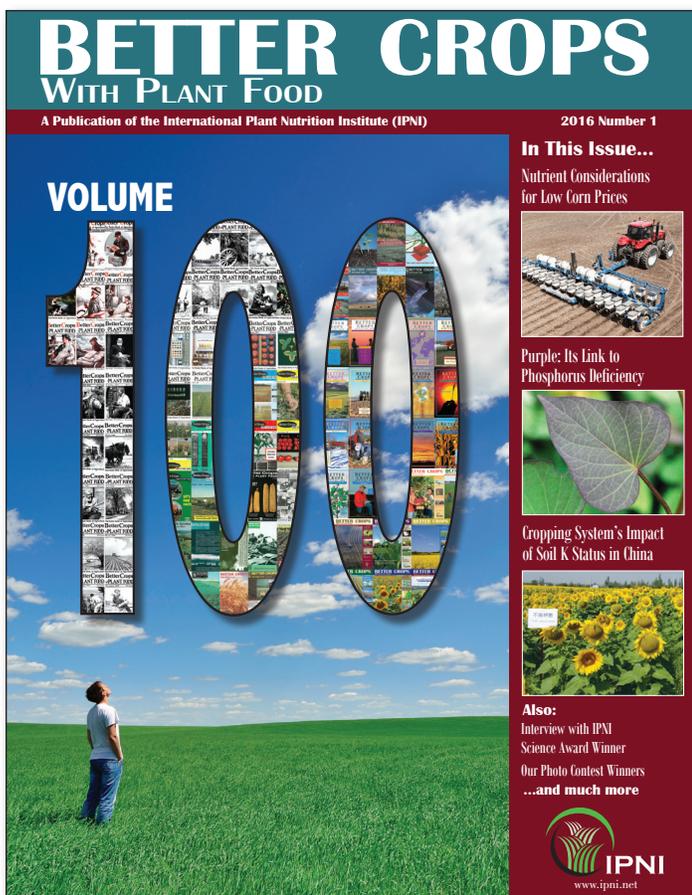
**2000 (February)**

**Publisher:** Potash & Phosphate Institute/  
Potash & Phosphate Institute of Canada  
(1977 to 2006)

4 months ahead of an expected publication date. Manuscript submissions are facilitated through communication between IPNI Program Staff (<http://www.ipni.net/regionalprograms>). Anyone interested in submitted an article to BC should also consult our [style guide](#).

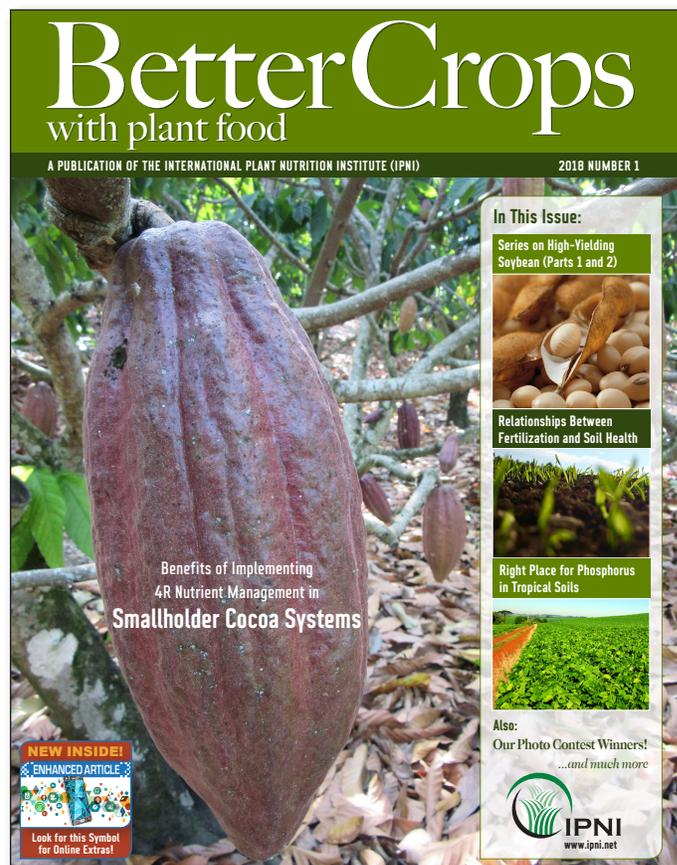
Each issue of BC is full of learning opportunities from (1) a mix of interpretive research stories straight from the field, (2) general review articles explaining agronomic concepts, and (3) illustrative examples built around published research, or even a single figure, table, or photo.

In general, articles should be submitted at least 3 to



**2016 (February)**

**Publisher:** International Plant Nutrition Institute (2007 to 2017)



**2018 (February)**

**Publisher:** International Plant Nutrition Institute (2018 to Present)

BC does not accept advertising, and thus does not offer a rate card or editorial calendar. BC does not encourage or accept articles offered by public relations agencies or freelance authors.

In 2018, BC made its transition to delivery in electronic format only. Despite this change, the vision of magazine, remains the same ...bringing useful, applied agronomic information from around the world. This new magazine platform will incorporate a range of digital media extras and learning tools that we look forward exploring for our readers in the years to come. **BC**



<http://bettercrops.org>