

# Ortho Official Sees Exciting Decade

(Continued from Page 17)  
 The numbers of politicians "not too familiar with the facts" are "clinging on the environmental bandwagon"

As a result, he predicts "some rather severe restrictions on some of the pesticides were us... It may not be merited in every case, but we have to be realistic"

One result will probably be the use of "more selective" and "less persistent" chemicals that will be more costly and have to be used more frequently.

### Risk Benefit

Noting that sometimes "a certain amount of over reacting is needed to correct a situation," he stated the "risk-benefit equation can't be overlooked"

Barlow said Ortho is primarily research oriented and spends millions of dollars on research. But development of a new compound is "very expensive and takes a long long time" to put on the market. From discovery to market may take seven years and cost \$4 to \$6 million.

Some products such as Orthocid, on the market 20 to 25 years, are tremendously successful money makers, but many products last two or three years and don't begin to return the investment in them.

The company is working on "some exciting new concepts" including no-tillage farming, which basically involves elimination of the age old concept of plowing. A primary advantage is that the ground maintains more moisture with no-tillage.

### No-Tillage Problems

But Barlow acknowledges "not all the problems" have been worked out with no-tillage. Questions of the approximately 75 farmers and fertilizer dealers present indicated one problem centers around how to apply fertilizer with no-tillage. Adequate equipment still hasn't been developed for this phase of no-tillage, it was reported.

His firm is leading the way on "the massive dose of insecticides or fungicides," a one spray concept to last through the growing season. This would reduce material and labor costs.

Research is underway on seed treatment with compounds that would be absorbed by the new plant's roots and protect the plant from germination to harvest.

Barlow termed this innovation "working our way out business, in a sense. You can see what a revolution that could create. I be-

### CROP GROWING

U S agriculture of the 70's will reflect little change in the principal crops grown but many will be altered or redesigned to fit highly efficient, business-oriented farming systems, predicted a U S Department of Agriculture scientist recently at the 22nd Annual Midwest Fertilizer Conference.

Dr. Martin G. Weiss, Agricultural Research Service, Washington D C, told the conference of innovations in crop breeding aimed at facilitating labor saving production.

Small grains, tomatoes, cotton, corn, oats and tiftical (wheat-rye cross) are some of the crops he mentioned that are undergoing current redesign research. Breeding 40 per cent more protein into oats, for example, could alter considerably its importance as a commercial crop, he said.

Dr. Weiss said additional mechanization will be an important component of the systems approach to farming in the 70's. But innovations will be made only if they contribute to the overall efficiency of the system.

have at least some modified form will be developed."

His firm is among those working on sprays that would cause insects to remain in the juvenile stage and thereby prevent reproduction. "With the current attitude on pesticides, this is getting a lot of attention."

### Fall Seeding

Work is also underway on a chemical that would allow planting of seed in the fall. The chemical would protect the seed during the winter and allow germination in the spring. This already has been done successfully with wheat in some areas of Canada, he said.

Timing agriculture "more of a research oriented industry than ever before," Barlow said. "There are changes coming and there are big changes coming in the next decade."

"No Tillage is one we pretty well promoted from its infancy. Massive dosage, if it goes, is one we've done most of the work on." Maxwell Marchele, Ortho agronomist, gave a slide presentation

on increasing profits through use of fertilizer.

Marchele particularly urged fall plowing and fertilizing as a "fine opportunity to get some of the work out of the way and get an early start next year." Early spring planting, he emphasized, is necessary to maximize yields.

### Plant Before May

He reported a rule of thumb that for every day after May 1 that corn is planted, the farmer loses a bushel of production.

In response to a question, he agreed there will be a five to eight per cent loss of nitrogen from fall fertilizing, but this loss will be "easily off-set by the benefits."

Barlow noted he was particularly happy to see a large proportion of young farmers at the banquet.

Willis Rohrer, president and general manager of P L Rohrer, was master of ceremonies. Among those present was Charles Lupsha, regional sales manager of the Ortho Chemical Division, Cherry Hill.

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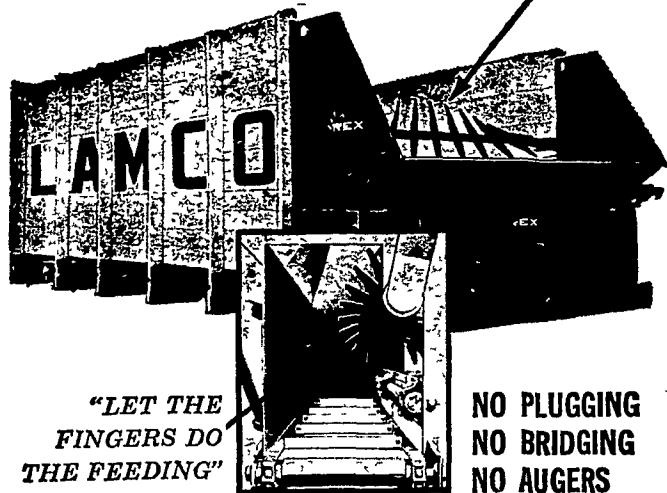
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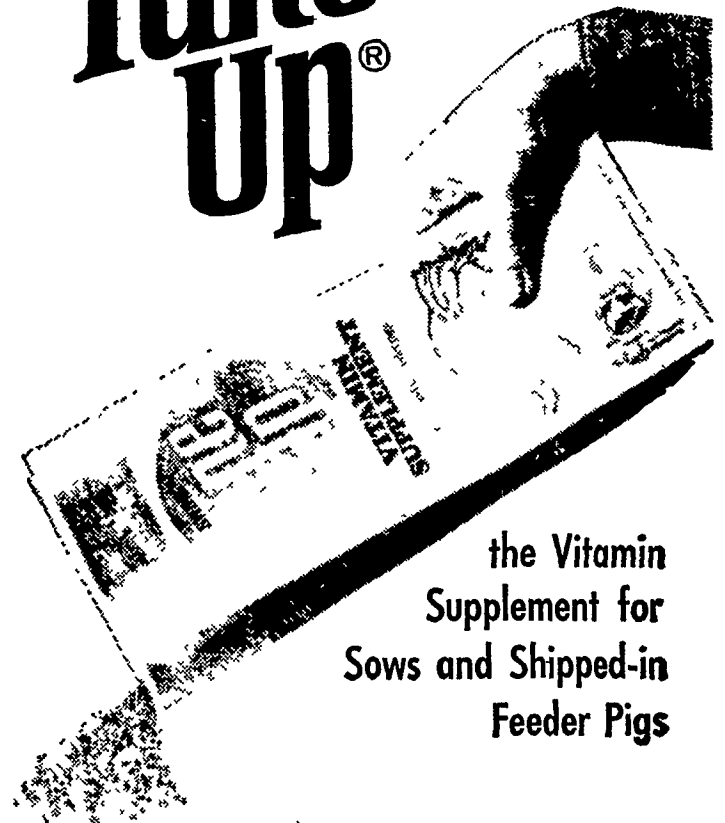
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