

Dow offers corn film

MIDLAND, Mi.—A new film entitled "Scouting For Corn Insects" is currently available from The Dow Chemical Company. Highlights of the 12-minute 16mm film include on-farm field footage which illustrates proper procedures for identifying and evaluating insect pressure. Techniques utilized to monitor insect cycles and determine economic treatment thresholds are

shown for a variety of common corn pests.

Much of the information is relayed through a lively dialogue between father and son as they trace insect development during a typical growing season in the Midwest.

"The film contains technical information, but we've tried to present it in an entertaining manner," explains Jack Miten-

buler, communications specialist. "A lot of new developments in agriculture are introduced to the home operation by sons and daughters returning from college. As any farm parent knows, the generation gap can lead to some pretty interesting conversation, and that's the approach we've taken in the film."

All major corn insect species are covered, including rootworms, cutworms, wireworms, grubs, European corn borer and others. Aspects of insect management

relating to production practices such as tillage and crop rotation also are detailed. The influence of weather, proper timing for a scouting program and other factors are combined to provide an overall picture of corn pest management.

Organizations interested in obtaining a copy of the film should contact Cherie McKay, Inquiry & Distribution Services, 1703 S. Saginaw Rd., Midland, Michigan 48640 (517-636-3244). Include in-

formation on intended use, audience and time needed. Supplies are limited, so requests should be submitted with at least three weeks advance notice, if possible.



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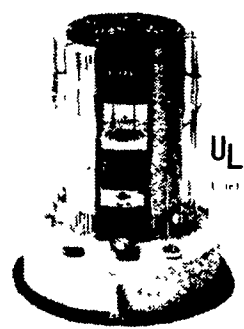
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