

Consultants' fees: money well spent

Every week, the mailman delivers a new stack of ag magazines and Extension fliers, and most carry information which may apply to your on-farm, maximum yield plots.

With all this free data, why pay for services of a crop consultant?

"A good consultant earns his keep because he knows your area," answers John Payne, a consultant in Tintown, Ky., who runs his own maximum yield trials. "Articles and university studies can't focus on what

specifically applies to your county, farm or even an individual field. A consultant, though, is on the spot. He knows what it takes to squeeze more bushels out of soil like yours.

"And a consultant isn't tied to a bureaucracy's long-range research goals. This independent person can react quickly to area needs and fill gaps in public research programs," Payne says.

In Payne's own territory, for example, he found that farmers were missing possible yield gains because they weren't matching the

right variety to drilled soybean production. In two states in which Payne works, narrow-row varieties were at a disadvantage in university variety trials because all seed was planted in 30-inch rows. In his private trials, Payne drilled plots and found that at least one Midwestern semi-dwarf does well in his area. In university trials, the same bean failed, a fact Payne attributes to the wide-row trials.

Consultants also serve as a clearinghouse for ideas. A farmer must wear many hats such as foreman, mechanic, marketing executive, purchasing agent. But the consultant deals only with

production.

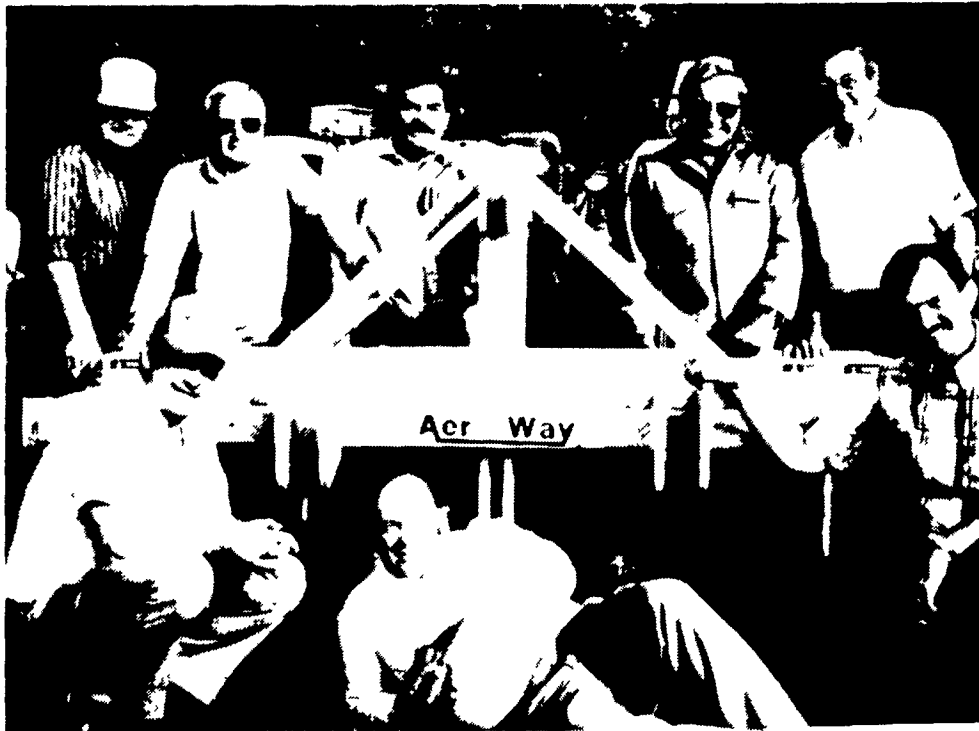
"An experienced consultant sees all types of farm, research and products," notes Dr. Wayne Smith, a consultant in St. Charles, Ill. "He should be able to examine a new client's practices and suggest ways to improve production.

"If the client maintains good field records, it's often possible to make valid recommendations before going into the field. A consultant knows what works on

similar farms. With this background, he studies records and identifies ways a producer can improve fertility, pest management and other yield factors," Smith adds.

If you're overloaded with information, but don't have time to sift through it, perhaps a consultant may be the answer. It may be a good investment in future production practices.

Agri-Quip to market soil aerator



Agri-Quip Corporation, Youngstown, Ohio, will be marketing the aerWay soil aerator for agricultural and turf applications. The men pictured are establishing retail outlets in a 14-state area from Virginia to Maine.

From left, top row are: Chester Ingram, Bellefonte; Dick Griffith, Mercer; David Heath, Pres., Youngstown, OH; Tom Hathorne, Stanley, NY.; George Heath, Mechanicsburg. Front row: Dick Bennett, Wyalusing; Fred Rothe, Monroe, NH.; and Mat Meyer, Holland Equipt. Ltd. Norwich, Ont. Inquiries about the machine can be made toll-free at 1-800-437-5200.

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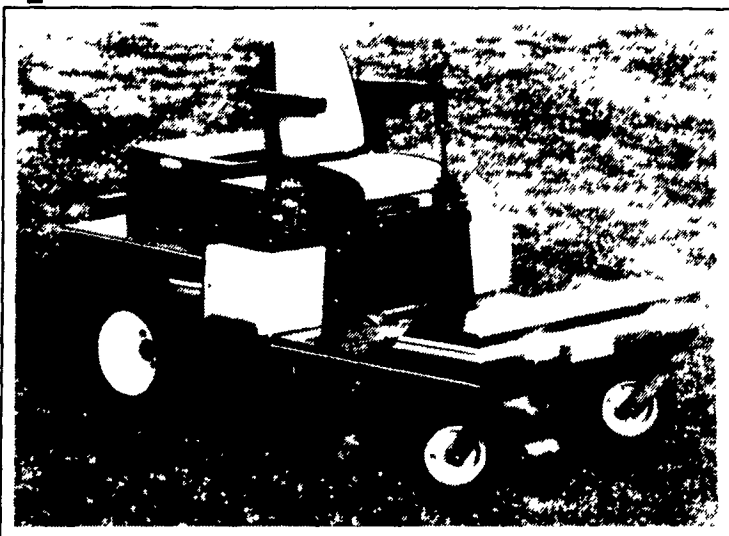
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Farmers urged to try test plots

(Continued from Page D11)

about future bumper harvest. In a more typical season, the effect could be less pronounced.

Be cautious, too, about transferring new treatments to the entire farm. Instead, continue plot comparisons. As you identify better seeding or fertility rates, apply them first to one or two

small fields to determine how well they will work on a large acreage.

Remember, good plot work takes time. Plan to invest at least three years in your maximum yield campaign. By observing trends, you learn what works and, just as important, what doesn't.



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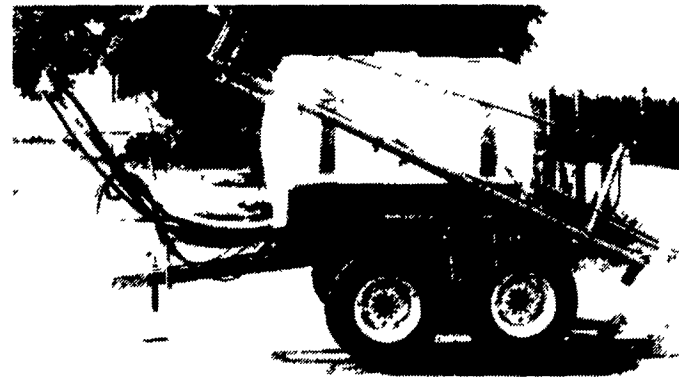
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