



Ag Retailers Leading Improvements in Resource Management for Water Quality

December 12, 2013

8:30AM-4:30PM

Ramada Hotel & Conference Center

Toledo, OH

Ag Retailers in the Lead

Retailers in Iowa, Illinois and the Western Lake Erie Basin are leading innovative efforts to improve resource management and protect water quality. Join us to hear about Agriculture's Clean Water Alliance, Illinois Keep it for the Crop 2025, 4R Certification for retailers, the Partnership for Ag Resource Management and more.

What You Gain

- ✓ Understand how retailers are taking a leadership role in solving water quality problems.
- ✓ Understand new opportunities to promote products and services that improve resource management.
- ✓ Learn about new tools to keep soil and nutrients on cropland.
- ✓ Network with ag retailer organizations that are leading resource management efforts.
- ✓ Have a voice in the future of collaborative resource management initiatives.
- ✓ Certified Crop Advisors earn five Nutrient Management CEUs.

Register

Thanks to support from the Great Lakes Protection Fund, registration is FREE. [Download the form.](#)

Pre-registration is required by November 25, 2013.

For more information, contact Jane Petzoldt, 608 232-1410, jpetzoldt@ipminstitute.org.



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The IPM Institute of North America, Inc.
Harnessing Marketplace Power to Improve Health, Environment and Economics

Speakers

David B. Baker, PhD – Heidelberg National Center for Water Quality Research

The National Center for Water Quality Research specializes in quantitative studies of the impacts on agricultural and urban land use on water resources. Its nutrient, sediment and pesticide monitoring program provides a combination of detail and duration that is internationally unique, with results shared openly on-line with governmental, environmental, agricultural and industrial groups, universities and the public. The laboratory's programs are totally supported by grant income from various data users, allowing its full-time research and technical staff to interact with all sectors and stakeholders in production agriculture and water quality management programs, as well as interacting with staff and students from multiple universities. Dr. Baker initiated research projects on the Sandusky River in 1969 which by 1974 had transitioned into year-round monitoring of nutrient and sediment loading into Lake Erie from its major tributaries. Although Dr. Baker retired from his position as laboratory director in 1999, he continues to work part-time in various research and outreach capacities.

Tom Bruulsema, PhD – Director, Northeast Region, North American Program, International Plant Nutrition Institute

Tom Bruulsema directs research and education programs in the Northeast region for the North American program of the International Plant Nutrition Institute, a not-for-profit, scientific organization dedicated to the responsible management of plant nutrition. Dr. Bruulsema is a Fellow in the Canadian Society of Agronomy, the American Society of Agronomy and the Soil Science Society of America, and a Certified Crop Adviser. His PhD was in soil science at Cornell University and his MSc was in crop science at the University of Guelph. He also has research experience in soil science at the University of Minnesota, and in Bangladesh agronomy with the Mennonite Central Committee.

John P. Crumrine – NRCS, Heidelberg NCWQR

In 1978, John began work as a District Technician for the Seneca Soil and Water Conservation District and served as the Project Manager for the Honey Creek Watershed Project, demonstrating how no-till and other conservation tillage practices could reduce the losses of particulate phosphorus to Lake Erie. In 1986, John became the District Conservationist for the Soil Conservation Service (now the Natural Resources Conservation Service) at the Tiffin, OH Field Office. In that capacity he encouraged farmers to adopt conservation practices that would improve both the environment and farm profitability. John also served on an Ohio Team to improve the use of EQIP and on a National Team to develop specifics of the Conservation Security Program. Following retirement in 2003, he worked three additional years for the National Center for Water Quality Research at Heidelberg University as an Agricultural Projects Coordinator. There he helped write one grant that targeted on-farm best management practices to reduce losses of dissolved phosphorus in runoff to Lake Erie, and another to help understand dissolved phosphorus movement in agricultural runoff through the use of stratified soil phosphorus testing. John holds a BS degree in Conservation and an MS degree in Water Resources Science from the University of Michigan.

Heath Ellison, CCA – Iowa Soybean Association Environmental Programs and Services

Heath Ellison is the Agronomy and Natural Resources Manager for the Iowa Soybean Association's Environmental Programs and Services division. Heath oversees a staff providing agronomic services to ISA farmer members and to farmers participating in watershed programs across Iowa. Recently, Heath completed a four year \$1.6 million Conservation Innovation Grant project and is currently administering a six state soybean checkoff funded life cycle analysis program providing energy assessments to 500 farmers. Additionally, Heath provides support for the Agriculture's Clean Water Alliance in implementing nutrient management projects supported by ag retailers in the Raccoon and Des Moines River Watersheds in northern and western Iowa. Heath earned a Bachelor of Science in Agricultural Studies from Iowa State University in 1997. He has extensive knowledge of agricultural production practices and their effects on natural resources. Heath spent three years working as a crop consultant before joining the Iowa Soybean Association in 2002.

Thomas A. Green, PhD, CCA, TSP – President, IPM Institute of North America, Inc.

Thomas Green has been a national leader in market-based Integrated Pest Management (IPM) initiatives in both agricultural and community settings for more than thirty years. Dr. Green has four successful startups including initiatives in IPM product supply, consulting, risk management, and certification and standards development. He has created practice standards, performance evaluation tools and auditor training programs for IPM, soil and water conservation, animal welfare and fair treatment of farm workers. These programs are now in use in dozens of crops as well as school systems, and structural pest management and land care professional services. He has conducted on-site evaluations of hundreds of facilities nationally and internationally, and helped numerous clients resolve persistent pest problems. He is president and co-founder of the IPM Institute of North America, a non-profit whose mission is to leverage marketplace power to improve health, environment and economics in agriculture and communities. The Institute created IPM STAR certification for schools and childcare facilities, now impacting more than 2 million children and adopted by the US Army, and offers Green Shield Certification to structural pest management professionals. Dr. Green is a Certified Crop Advisor, an NRCS-certified Technical Service Provider, a member of the US EPA Pesticide Policy Dialogue Committee, and vice president of the Entomological Foundation. He holds a Ph.D. in entomology from the University of Massachusetts.

Fred Luckey, Chairman, Field to Market

Field to Market is a diverse alliance working to create opportunities across the agricultural supply chain for continuous improvements in productivity, environmental quality, and human well-being. The group provides collaborative leadership that is engaged in industry-wide dialogue, grounded in science, and open to the full range of technology choices. Field To Market, a 501(c)3 organization, brings together a diverse group of grower organizations; agribusinesses; food, fiber, restaurant and retail companies; conservation groups; universities and agency partners to focus on promoting, defining and measuring the sustainability of food, fiber and fuel production.

Logan Haake, CCA, Precision Farming Manager, Deshler Farmers Elevator Company / Legacy Farmers Cooperative and CCA

Deshler Farmers Co. was one of four pilot retailers to participate in the 4R Nutrient Stewardship Program. Logan Haake will share his company's experiences participating in the 4R Pilot program. Haake has been with Deshler Farmers Co. for 8 years managing the Precision Farming program. He earned an AAS in Agribusiness Management Technology at Owens Community College and a BS in Business Management at The University of Findlay. Haake also farms with his dad and uncle on their family farm in northwest Ohio.

Carrie Vollmer-Sanders, Director, Western Lake Erie Basin Project Office, The Nature Conservancy

Carrie Vollmer-Sanders leads The Nature Conservancy's efforts in promoting soil health, nutrient management and new drainage options to farmers, agribusinesses and conservation groups. She organizes the 4R Certification Advisory Committee as they continue to develop the 4R Certification Program. Prior to joining The Nature Conservancy in 2010, Vollmer-Sanders worked for Michigan Farm Bureau as their Agricultural Ecology Specialist. She holds a B.S. in Agriculture and Biology Education and a M.S. in Agricultural Economics from Michigan State University. Vollmer-Sanders farms with her parents, husband and two sons in northwest Ohio and lives in Angola, Indiana.

Jeremy Zidek, Senior Research Scientist, ZedX Inc.

From ZedXinc.com: ZedX, Inc., founded in May, 1987, has been a leader in the development of information technology (IT) products and services for the agricultural and environmental industries. By using customer, on-demand articulation models, ZedX has been on a research and development path that is practical, rich in content, and varied in subject. ZedX is recognized as a leading IT solution provider for the precision agriculture industry and became one of the leading developers of integrated information technology for decision making for the agricultural, environmental, and energy sectors. ZedX was the first company to develop high resolution, raster weather databases that are compatible with Geographic Information System (GIS) programs.

Sponsored by the Great Lakes Protection Fund, the Partnership for Ag Resource Management, the 4R Nutrient Stewardship Program, the Ohio AgriBusiness Association, and the International Plant Nutrition Institute. Hosted by the IPM Institute of North America, Inc., a nonprofit dedicated to developing market-based solutions to environmental challenges since 1998.