

# FFF Celebration Draws Capacity Crowd

*30th anniversary of research arm of fluid fertilizer industry celebrated.*

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**M**embers of the agricultural industry from the United States and overseas attended this year's 21st Annual Fluid Forum to celebrate the 30th anniversary of the Fluid Fertilizer Foundation, the research arm of the fluid fertilizer industry. A Saturday meeting of the FFF's Research and Education Committee and a Sunday morning meeting of the FFF's Board of Directors preceded the arrival of attendees. A crowd of 188 arriving registrants were then treated to a Sunday evening reception featuring a broad array of gourmet delights.

The opening Monday morning sessions began with an avant-garde panel dating back to the early NFSA/FFF days and forward (Ed Krysl, Larry Murphy, Raun Lohry, Ned van Buren, and Julian Smith) giving their reflections on the grit and determination that put fluid fertilizer technology on the world map and advanced its use via the FFF's 5 million dollars in donations to university and other agency researchers over the past 30 years. They went back in time,





reflecting on and paying tribute to such stalwarts as Bill Lohry, Don Johnson, Waddy Garrett, Glen Brandt, Harry Melton, Keith Erny, Don Humphrey, Bill Stephens, Richard Jacoby, Eddie Platz, Bob Boswell, Scott and Hovey Tinsman, and De Willard who with their unshakable beliefs and unwavering work contributed mightily to the vast market fluid fertilizers now enjoy and serve.

Heading a list of distinguished speakers at the opening session Monday morning was Dr. Ken Cassman of the University of Nebraska who spoke on how high crop yield, large net energy yield, and low global intensity warming are not incompatible. He was followed by Dr. John Kovar who spoke on the role of fluid fertilizers in sustaining soils used for bio-fuel production.

Wrapping up the morning session was Steve Siemens, who energized the crowded room by outlining steps to stimulating even further successes in the marketing of fluids and adding to the industry's markets. He outlined, with the help of many screen-projected visuals, the steps to a bright future: oxidize your past, cultivate your thinking, optimize your attitudes, fertilize your vision, sustain your passion, and apply your creativity. Siemens' energy and charm drew a vigorous applause.



At the Monday noon Annual Meeting, where a multi-course luncheon was enjoyed, FFF business and board reports were submitted. Recognition was also given to those industry members singled out for their service to the FFF and agriculture.

Researcher of the Year Award went to Dr. Patrick Brown, University of California-Davis, for his outstanding contributions to the fluid fertilizer industry.

The prestigious Werner Nelson Award was presented to Dr. Derrick Oosterhuis of the University of Arkansas for his outstanding work in soil fertility practices and plant nutrient management.

Fluid Fellow Awards, given in recognition of leadership in the fluid fertilizer industry, were presented to Troy Erny of PotashCorp, Julian Smith of Brandt Consolidated Inc., and Ned van Buren, Editor of the Fluid Journal.

At the close of the noon luncheon meeting the gavel was passed from Steven Weiner of Cartersville Elevator, Inc. to Dean Fairchild, consulting agronomist to The Mosaic Company as the FFF's 2012 chair.

Afternoon research product update sessions concluded the first day, providing a total of twelve speakers for the day with the final session providing insight by Dr. Derrick Oosterhuis of the University of Arkansas on how to improve

the efficiency of foliar fertilizations with urea by using a urease inhibitor.

Another evening reception was provided for attendees.

Tuesday morning sessions rounded out the agenda, making a total of 18 sessions that were held for the two days. Capacity crowds listened intently as a broad range of the very latest in fluid technology was reported by agricultural researchers from North America and

***“Reflections given on grit and determination that put fluid technology on the world map.”***

overseas. In addition to the research project updates, the Tuesday morning session highlighted presentations by Dr. Cliff Snyder with IPNI and David Hula, an innovative crop producer from the state of Virginia.

In 2013, the 22nd Annual Fluid Forum will again be held at the Scottsdale Plaza Resort in Scottsdale, Arizona. Dates are February 18 to 20. Be sure to put this on your calendar. Golfing, swimming, and fitness centers are available to all who attend.

