

Changes to Meet a Need

WITHIN THE AREA of science and technology related to the production of food and feed, the picture is one of constant change. Innovations, revolutionary new approaches, and technological discoveries have brought about a new era—the chemicalization of agriculture.

Editors serving that field must keep constantly aware of the changes and trends and accordingly of the needs and demands of the readers. The editors of *AG AND FOOD*, sensitive to this principle, have been studying and surveying the situation to learn how this publication can serve best within the existing pattern of science and industry related to agriculture and the production of food. By far the most impressive reader response has been generated by the informative and interpretative survey type of report, such as the four annual national surveys of the pesticides and the fertilizer industries. These coast-to-coast studies developed by direct contact have indicated the status of dynamic situations in both economics and scientific progress. They have featured marketing, sales, new economic trends, and important new scientific and technological developments. They have presented in integrated form the changing picture on a national scale.

To present highly authoritative and timely information for executives, production men, sales people, research specialists, and others who are coordinated in the formulation of policies to meet highly competitive conditions, *AG AND FOOD*'s 15 editors are in continuous personal contact with leaders in sales, research, and production in every part of the country. But to complete the picture, they must also know intimately the views of users as well as the producers of the products of the chemical industry, particularly the products of the agricultural chemicals industry. It is with these ideas in mind that *AG AND FOOD*'s surveys of situations and trends in the industry are conceived and developed.

We realize that the modern leader in science and industry, whether he be in administration, merchandising, production, or research, wants the whole picture, not merely an optimistic promotional piece or some whistling in the dark. This is one of the strong reasons for the eminent success of the periodic surveys. They put the elements of constantly changing situations into perspective in order objectively to point up a conclusion, whether it be optimistic or pessimistic. Not infrequently we have heard these surveys described as industry's new guideposts, something which did not exist before the creation of this new publication.

This interpretative, informative type of modern reporting will be enlarged and extended in *AG AND FOOD* in 1955 to cover still other fields of the broad area of food, feed, and fiber production and the improvement of nutritional values.

We have declared before that one of agriculture's major problems is that of communication which will improve the speed of transformation of today's scientific knowledge into productive practices. Those in direct contact with the farmer—the extension worker, the county agent, and others—one end of the bridge of communication—need the assistance of live contact with the research centers. This essential contact is only provided by a scientific publication specially designed to effect that live contact—one that not only provides the technical know-why and technical know-how, but also interprets the scientific and economic aspects of developments in language intelligible to all.

AG AND FOOD in 1955 will bring to its readers a new and exclusive service: interpretative reports on the more significant scientific and technological developments reported in the Technical Section of AG AND FOOD and other scientific journals, written in down-to-earth, practical language. These surveys will be the link that will bring together the producer, marketer, processor, and user of products of chemical nature and interest to agriculture. They will provide authoritative reference material for the extension worker, the county agent, dealers, farm journals, and rural newspapers.

AG AND FOOD serves the interest not only of one ACS division with its scientific and technical articles, but several divisions and subdivisions, including of course, the Division of Agricultural and Food Chemistry, its very active Pesticides and Fermentation Subdivisions, the ever-expanding Division of Fertilizer and Soil Chemistry, and the Division of Chemical Marketing and Economics. Thus, AG AND FOOD has exclusive access to authoritative scientific and technological material upon which much of the "chemicalization of agriculture" depends. With this fountainhead of knowledge to draw from and with many other intimate contacts here and abroad, AG AND FOOD editors are in a highly advantageous position to give their readers the kind of practical knowledge they need to put scientific information to work. This is the information that answers basic needs of the large grower and processor; it is the kind of assistance the dealer, the county agent, the farm journals, etc., must have to advise properly the small and independent farmer on matters concerning the chemicalization of agriculture. It is one of the principal means of getting scientific knowledge down to the grass roots where it belongs. It means bridging a gap that has resulted in unnecessary and costly delays—delays that cannot be tolerated in an era of rapidly expanding population.

AG AND FOOD in its first issue stated editorially:

"It has become increasingly obvious that there is a common bond among the scientists who study agronomy, entomology, food processing, nutrition, and the other sciences involved in feeding the world. The common bond is chemistry. Today the planting of seed, fertilization protection of the plant from insects and fungi, processing the plant into a raw material for industry, and making proper nutritional use of the product constitute a chain of closely related actions.

The food technologist must have a scientific knowledge of the effects of soil characteristics, fertilizers, and pesticides on the crops he is converting into finished foods. The same is needed by the nutritionist. At the other end of the spectrum, the manufacturer of agricultural chemicals must assume responsibility and guard his position through research which guides the proper use of his products in keeping with the best interest in the health of the consumer. He can profit by an understanding of processing techniques and their effects as well as the nutritionist's knowledge of the effects of the chemicals he markets. The man at any position along this chain who knows best the scientific facts and techniques involved from one end to the other has an advantage in the race for improvement."

AG AND FOOD will continue to enlarge its services in the dissemination of scientific and technical information through the publication of high-quality technical papers of immediate practical significance. Also, it will continue the general feature-type articles which have had gratifying reception by readers.

In order to expand the interpretative editorial approach, while maintaining quality, AG AND FOOD will be issued monthly, beginning in January 1955. In addition, a number of new presentation techniques will be used. These changes are in the interest of progress and are being planned after extensive consideration including readership surveys.

AG AND FOOD's objective will continue to be the featuring, as no other publication does, of the scientific and technological advances that are the foundation of progress in agricultural science and food processing. It will continue to serve as the bridge linking these interdependent and fundamental elements in the American economy.

However, this will not mean the neglect of significant economic and marketing aspects of the picture. Technical developments must be economically feasible. The AG AND FOOD interpretative approach will be designed, as was this publication from the beginning, to provide a much-needed common meeting ground for the active technologist and the industrial executive.

Guided by the interests and responses of its readers, AG AND FOOD will strive to continue to improve its service as it moves into its third year.