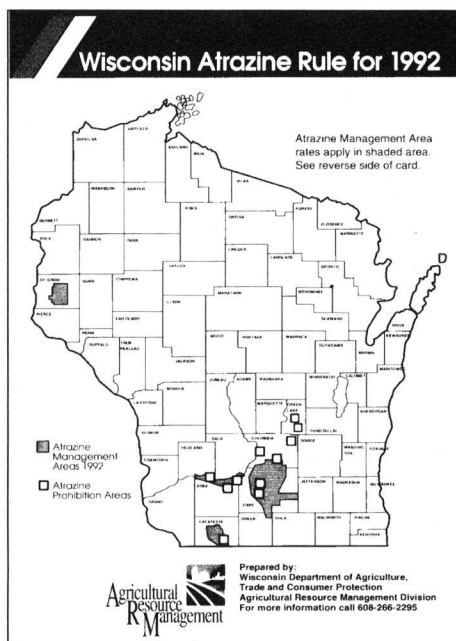


Atrazine Information Campaign Underway

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), took an exceptional tact in mid-April, mailing 1992 Atrazine Rule fact sheets and grower cards to landowners in three new *Atrazine Management Areas (AMA's)*. The 1992 Atrazine Rule designated *AMA's* in St. Croix, Lafayette, and Dane/Green/Columbia Counties. Nearly 8,000 landowners received information in the Department's intensive effort to contact every landowner, not just those who grow corn.

The fact sheet and four versions of the pocket card (one for the state and three for the new *AMA's*) are now widely available. The 1992 information is all color coded - this year with a bright magenta bar. More cards and fact sheets are available from DATCP (phone 608-266-2295).

The landowners in the smaller atrazine prohibition areas received a letter explaining that atrazine or atrazine-containing products cannot be mixed, loaded, or



Wisconsin Atrazine Rule for 1992

- This rule is stricter than the Federal product labels.
- All herbicides containing atrazine are included. The rule changes are effective April 1, 1992. It regulates use of AATrox, Atrazine, Bicep, Bullot, Extrazine II, Laddok, Lariat, Marksman, Sutazine+, and other products with atrazine listed as an active ingredient on the label.
- Limits based on soil texture and prior use on field. Refer to rate information on this card.
- Do not apply before April 15 or after July 31.
- All handlers and applicators must be certified.
- Use only on agricultural row crops and in forestry.
- Applicator must complete a record on day of application for each field treated. Record name of applicator, name and address of farmer (if different), field location, date and time of application, brand name of product, manufacturer or EPA Reg. No., application rate, size of area(s) treated, and location where product was loaded into sprayer. Keep record for 3 years.

Field Surface Soil Texture	Statewide Rates		Atrazine Management Area* Rates
	Atrazine product used on field last year	Atrazine product not used on field last year	
Coarse soils* Any field that is 25% or more sand, loamy sand, sandy loam	1.0	1.5	.75
All other soils loam, silt, silt loam, sandy clay loam, clay loam, silty clay loam, sandy clay, silty clay, clay, peat, muck	1.5	2.0	1.0

*Lower Wisconsin River Valley AMA: No irrigation for 2 years after atrazine application.
 Statewide irrigation restrictions: Do not apply atrazine products through irrigation systems. Irrigation is prohibited on any field for 2 years after atrazine application unless an irrigation scheduling program is used. Refer to maps for locations of AMAs and prohibition areas.

Prepared by: Wisconsin Department of Agriculture, Trade and Consumer Protection
 Agricultural Resource Management Division
 For more information call 608-266-2295

ATRM-PUB 20 April 1992

applied to land within the designated prohibition areas.

A major manufacturer of atrazine, CIBA-Geigy, may have confused the issue with announcements in April that its federal label would be changed for the

1993 season. The Wisconsin Atrazine Rule takes precedence in our state. Growers considering atrazine use will need to follow the current Wisconsin atrazine rule. **■**

In this issue...

Nutrient management publication
 page 2

NPM profile: Shawn Eisch
 page 2

Wellhead projects
 page 3

Upcoming events
 page 3

Thanks to demo cooperators
 page 4

NPM Increases Demonstrations in Wisconsin's Priority Watersheds

In 1992, NPM Program regional specialists will be coordinating 18 on-farm demonstrations in 15 of Wisconsin's Nonpoint Source Priority Watersheds. New demonstrations are planned in the Upper Yellow River (Clark County), Upper Trempealeau River (Jackson County), Lake Tomah (Monroe County), Beaver Dam River (Dodge County), and Neenah Creek (Adams, Marquette, and Columbia Counties) priority watersheds.

In addition to the new watershed projects, demonstrations of nutrient and pest management practices for protecting water quality will continue in the

following watersheds: Yellow River (Barron County), Waumandee River (Buffalo County), Middle Trempealeau River (Trempealeau and Buffalo Counties), Duncan Creek (Chippewa Co.), Lower East Branch-Pecatonica River (Lafayette and Green Counties), Lower Grant River (Grant Co.), Middle Kickapoo River (Vernon, Monroe, and Crawford Counties), North Branch Milwaukee River (Washington and Sheboygan Counties), Sheboygan River (Sheboygan County), and Cedar Creek (Ozaukee County).

Look for details on 1992 NPM demos in future issues of *Field Notes*. **■**

NPM profile: *Shawn Eisch*

An important team member responsible for the success of NPM demonstrations in southeastern Wisconsin has been Shawn Eisch. Shawn is an Area Crop Consultant with Centrol Crop Consulting of Brillion and currently services 50 growers covering 12,000 acres in Sheboygan, Ozaukee, and eastern Fond du Lac Counties. Shawn has worked with the NPM Program since our start in 1990 and continues to provide services important to the success of the demonstration farms.


Shawn, a graduate of UW-Stevens Point's College of Natural Resources, has been a crop consultant with Centrol for the past four years. Previously, he worked as a crop consultant in Iowa and the Red River Valley of Minnesota.

Shawn is providing the crop consulting services in the nutrient and pest management farming systems research projects under way at the Thull (Washington Co.) and Guttman (Ozaukee Co.) farms. (See July 1991 of the NPM *Field Notes* issue for details on these projects.) He is excited about the study of these two farms. "Looking at the profitability and environmental consequences from whole farm operations instead of single field demonstrations is the way to go."

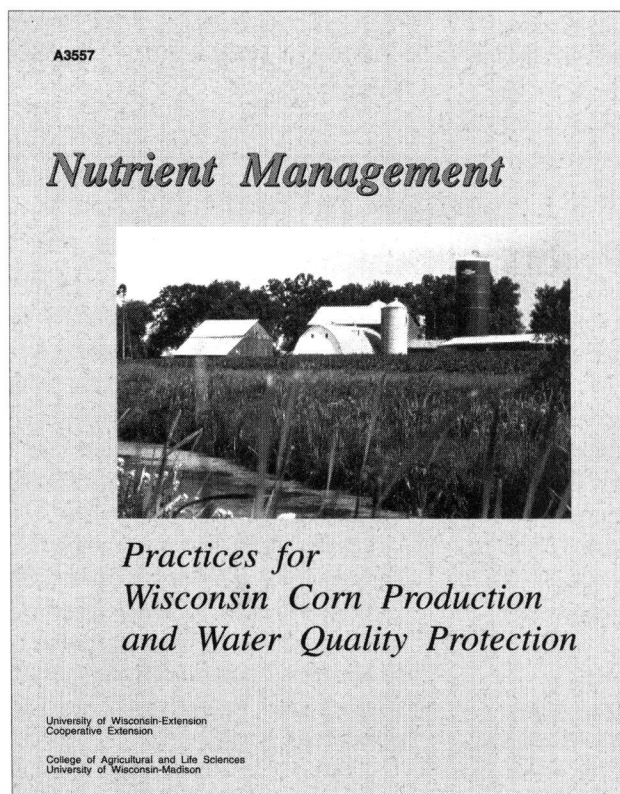
Shawn sees the need, as well as the role, of consultants expanding in the future. Currently, he spends the majority of his time guiding farmers into the successful implementation of their




Shawn Eisch, Area Crop Consultant

farm conservation plans. Shawn's specialty is in no-till crop production. "Landowners are becoming increasingly aware of the services a consultant can offer and they want these services," notes Shawn. "I enjoy seeing farmers becoming more successful as a result of following my recommendations." 

Nutrient Management: Practices for Wisconsin Corn Production and Water Quality Protection



A new publication produced by the NPM Program in conjunction with the Department of Soil Science will be released shortly. *Nutrient Management: Practices for Wisconsin Corn Production and Water Quality Protection* (UWEX Publication No. A3557) discusses various management practices for the economically- and environmentally-wise use of commercial and non-commercial soil nutrients. The 27 page document focuses on nitrogen and phosphorus management practices which minimize the impact of these nutrients on ground and surface water quality. Topics include accurate determination of nutrient application rates, timing of nutrient applications, manure management, etc.

The bulletin will be available in mid-May and can be obtained through county Extension offices, UW-Madison Agricultural Bulletin's office, or NPM Program staff. 

SWP Wellhead Project Pilots Integrated Crop Management Plans

by Kevin Shelley

A system for developing integrated crop management (ICM) plans to improve profits and protect groundwater is currently being piloted among participating farmers in the Stevens Point-Whiting-Plover (SWP) Wellhead Protection Project. The system was developed to assist area farmers in taking advantage of voluntary cost-share opportunities for implementing improved nutrient and pest management practices. With assistance from the Nutrient and Pest Management Program and other UW-Extension specialists, Wellhead project staff developed a series of crop-specific fact-sheets and worksheets to help farmers and their crop consultants design field-by-field plans according to recently developed state standards.


The new standards provide guidelines for use of manure, commercial fertilizers, pesticides and irrigation water in this voluntary program. They are intended to ensure optimal efficiency of these inputs by requiring use of soil tests, manure analysis and crediting, crop scouting at regular intervals, adherence to treatment thresholds, irrigation scheduling and other diagnostic tools. They are based on UW-Extension recommendations and are



intended to supplement a farm's soil conservation plan.

While an interagency committee completed the standards last fall, effective delivery methods to put them into use on Wisconsin farms have not yet been formally developed. Thus, the Wellhead Protection Project is pioneering a delivery process with these efforts. In addition to the planning tools, project staff have brought interested farmers, crop consultants and agency staff together in workshops to explain program requirements and facilitate the planning procedures.

In the process, the project is assisting state agencies in evaluating the adaptability of the standards to individual farms and their acceptability among client-farmers in the central sands region. Approximately 25 farmers are cooperating in the ICM planning component of the project. Among these are roughly equal numbers of potato/vegetable growers and dairy/livestock producers.

For additional information about ICM planning, contact Bill Ebert or Dean Moberg of the SWP Wellhead Protection Project at 715-345-5977. 


Calendar of Upcoming Events

Road Rally Planned for Thursdays in June

NPM staff and Directors will be on the road in June touring 1992 NPM demonstration sites and meeting cooperating farmers and farm families. We'll preview the plots, pull soil samples, discuss economics, and review results from previous years. Although it isn't possible to visit all the farm sites, the NPM Regional Specialists are planning a diverse route through Wisconsin.

Rally dates are as follows:

- June 4, Southeast NPM Region
- June 11, South-central NPM Region
- June 18, Southwest NPM Region
- June 25, Northwest NPM Region

You're invited to join in. Call Kit Schmidt (608-262-4326) or Scott Sturgul (608-262-7486) for van pooling information and an itinerary. 

Forage Field Day	
Marshfield Research Station	June 25, 1992
Weed Science Field Day	
Arlington Research Station	June 30, 1992
Weed Science Field Day	
Hancock Research Station	July 1, 1992
Agronomy/Soils Field Day	
Arlington Research Station	July 16, 1992
Farm Progress Days	
Eau Claire County	Sept. 15-17, 1992

THANKS!

If we could give out awards, we certainly would acknowledge the support given the NPM program by county agents and resource conservationists. For each demonstration project, the farm family, NPM regional specialist, and local staff design and implement the demonstration plan. This cooperative effort continues with educational activities that spread the word about improved management practices and associated benefits in water quality. So rather than wait for annual reports and long lists, we'd like to thank our loyal cooperators at the beginning of the field season.

According to Karen Talarczyk, southwest regional specialist, each on-farm project needs persons from the county offices willing to join and support the team effort. In her experience, the key persons may not be from the same agency in each county, but they share the goals of promoting sustainable farming practices.

An example of the team effort can be found in demonstration projects being initiated in Adams and Columbia Counties. Regional specialist Pam Porter has benefitted from the help of county agents Jeff Brewer and Ray Saxby, as well as county conservationists Mark Klish and Kyle Kidney. Additionally, the Neenah Creek Priority Watershed Project Manager, Bill Buckley, helped with soil sampling and crop consultants Dave Cole and Gary Ott will be monitoring the plots throughout the season.

Richard Proost, southeast regional specialist, and Paul Kivlin of the northwest region, likewise appreciate and value the support from key agents, conservationists, and watershed project managers. The bridges these persons provide to other local audiences and programs have been essential in starting up water quality and agricultural programs.

To all NPM cooperators, thank you for your help. Let us know how we're doing. Together we can build stronger links which serve rural Wisconsin farm families and communities. ☐

Wisconsin Nutrient and Pest Management program provides educational and informational opportunities for Wisconsin farmers, farm supply businesses, and agricultural dealers. NPM is administered through:

**University of Wisconsin-Extension
Cooperative Extension Service**

**College of Agricultural and Life Sciences
University of Wisconsin-Madison**



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