Iowa State University
Corn and Soybean Initiative

Clarke McGrath
Crops Field Specialist (Agronomist)
Partnership Manager

Crops Field Specialists
| Region 1: Joel DeJong | Region 2: Paul Kassel | Region 3: George Cummins | Region 4: John Holmes | Region 5: Brian Lang | Region 7: Mike White | Region 8: John Kernicher | Region 9: Jim Fawcett | Region 10: Virgil Schmoll | Region 11: Clarke McGrath | Region 12: Mark Callton |

Please click on map or text links above.
CSI Partnership Manager: Roles and Responsibilities

• Education/Background

• What does a Crops Specialist/Partnership Manager do w/current Partners?

• Future Partnership Plans

• Observations as a CSI Partnership Manager
Education/Background

- BS Ag Bus/agron from ISU ’91
- Should complete M Ag summer ’06
- Started with GrowMark member cooperative Agriland FS ’91
- Advanced to manage a $5 million retail fert/chem/seed facility for 8 1/2 years
- ISUE Crops Field Specialist ’00-present
- Became Partnership Manager for 3 CSI partners in ‘05
Partners and Activities

- Farm Service Company, Pelgrow and Agronomic Solutions
- Combined they cover my entire 10 county area with 20 locations and 18 agronomists
- We cooperate on-
  - Meetings, newsletters, insect trapping, research and demo plots, field calls, troubleshooting, sample collection, employee training and more
Future Plans

• ADD MORE PARTNERS!
• Companies want “on board”
• Determine who else we should partner with
• 80/20 rule and leveraging our efforts
• Understand each partners Mission Statement and business plan
• Quantify what we can do for each other
How Well Is The CSI Working?

- **Challenges** - Time, Communication, Commitment
  - What do we do with/for partners?

- **Benefits** - Communication, Commitment, Time
  - Cooperating w/partners on meetings, newsletters, insect trapping, plots, field calls, troubleshooting, sample collection, employee training and more
  - Leveraging efforts - couldn’t do this w/ individual growers
  - Formalizes what I have done for 5 years