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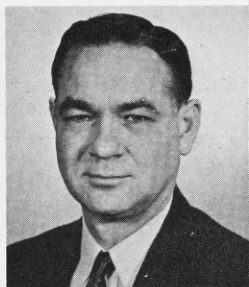
January - February, 1969



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# From the DIRECTOR



**A. G. HAZEN**

For some time the field crops varieties developed and released by the North Dakota Agricultural Experiment Station have consistently occupied high percentages of the total acres in the state planted to these crops.

Your Agricultural Experiment Station has taken the long-range position that our North Dakota field crops fill relatively unique market demands. This is particularly true of our hard red spring and durum wheats and the malting barleys. Varieties today are more tolerant and provide more consistent quality than those planted several years ago. Before World War II, crop production was often a "feast or famine" situation.

With automation and high production levels, U. S. and foreign milling and baking industries demand consistent high quality. If we fail to maintain desirable quality characteristics at a competitive price, they may buy elsewhere because there are alternative sources. We find ourselves in nationwide and worldwide competition. In fact, the processor is in a position to demand a consistently accurately formulated product from the miller. He is not concerned with where the raw material comes from. The processor buys entirely upon specification, not by variety or bushel yield.

Our highest value for a crop over a long period of time will come from a combination of good yields and high quality. Thus, we have strived not to release or endorse new varieties which are not fully tested and are not at least equal to or better than currently grown varieties — not only agronomically, but also market and/or quality wise.

This policy has caused us to discard much promising material produced by our own plant breeders, and has made the task of producing new varieties increasingly difficult.

To produce a crop is one thing; to consistently sell it may be quite another. For this reason, great attention is given to the factors we believe the market desires.

From the time of the original cross for a potential new variety to the point of availability of commercial seed, usually six to eight calendar years have elapsed. This suggests that the new varieties of the 1970's are already in process at this and other experiment stations.

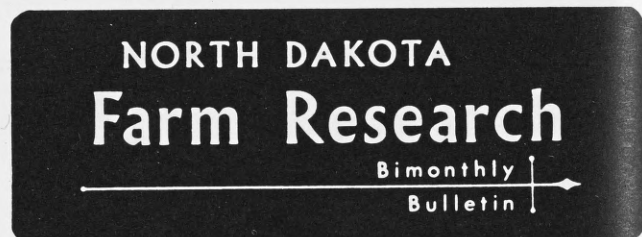
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**Lawrence Root Waldron**

**1875 - 1954**



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