

## A Review of the Objectives and Leadership of the Committee for Agricultural Development at Iowa State University

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### **Introduction**

In 2018, the Committee for Agricultural Development (CAD), an affiliate organization of ISU's College of Agriculture and Life Sciences, celebrated its 75<sup>th</sup> anniversary. As part of the anniversary, a history of CAD was written and organized into four articles. The articles cover CAD's origins, objectives and leadership, foundation seed, and farmland. One of the articles follows.

*Objective/mission.* The founders of CAD were clear in CAD's purpose: a business organized to distribute research products tied to Iowa State University that would serve Iowa agriculture. The current CAD purpose is similar with the added component of owning land for the ag college.

In 1957, James J. Wallace, CAD business manager, reported the following objectives for CAD (somewhat abbreviated):

### Primary Objectives

1. To facilitate the increase and distribution of superior germ plasm and other products of research, originating in Agricultural Experiment Stations.
2. To serve Iowa farmers by providing them with adequate amounts of such material at the lowest possible cost, in the initial release.

3. To integrate the function into a sound business structure and organization.

### Secondary Objectives

1. To free the research staff from the burdensome routine problems of business procedures and public relations.
2. Maintain a business organization with adequate financial reserves.
3. Maintain an organization that is integrated with, but financially independent of the Iowa Agricultural Experiment Station and the Iowa Agricultural Extension Service.
4. Maintain adequate reserves of scarce and valuable germ plasm to assure a continuing supply.
5. To retain an equitable share of economic gains from control of new releases for grants-in-aid to agricultural research.

Wallace (1957) carefully reviewed each of the primary objectives documenting \$1.8 million in gross sales by CAD from 1943 through 1958, a fair distribution system for seed, a CAD net worth of \$160,000, and research grants by CAD to the college of \$456,000. Sources of sales income from 1943 to 1958 included (in order of net income) popcorn, small grain, waxy corn, breeding swine, field soybeans, mold powder (for blue cheese), hybrid field corn, apples, raspberries, geraniums, evergreens, vegetable soybeans (food-grade), potatoes, forage crops, and sweet corn. The last four each recorded a negative net income. CAD had been active in providing grants to the college for facilities (often related to livestock research) and a variety of research projects often related to crops and pests.

The current CAD mission statement is similar to these original purpose statements with the added goal: “to acquire and maintain adequate land for current and future unspecified needs of IAHEES (the Agricultural Experiment Station) and the College of Agriculture, Iowa State University” (CAD Mission Statement, 2003).

*Leadership.* The CAD board of trustees have been a strong mix of academic and agribusiness leaders—farmers, seedsmen, farm managers, etc. The president of the board was most often from agribusiness (Table 1). Membership on the board of trustees included the dean, associate deans, and chair/head of the agronomy department. For about a third of CAD’s existence, John Pesek served on the CAD board from his position as head of the agronomy department from 1964 to 1990. No doubt, Pesek was a guiding and steadying leader for CAD.

Key to CAD’s success were two other groups of leaders. The executive director/treasurer/business manager managed the business side of CAD on a day-to-day basis (Table 2). These individuals also frequently held various roles in the College of Agriculture’s administration. They often provided the business and land skills for CAD. There have been only seven executive directors in 75 years and six in the last 74 years.

Also key to CAD’s operations were the ISU seedsmen, seed-related agronomy faculty, and long-time CAD staff including Lynn Henn, Harold Jewell, Ken Barger, Adrian Hull, Joe Robinson, Charles Hutchcroft, David Starrett, Arden Campbell, Oliver North, H.D. Hughes, and many others. Collectively, these

individuals worked together to form a strong, viable CAD organization.

*Conclusion.* CAD was formed to meet a need to distribute widely improved seed to Iowa farmers. That need created an affiliate corporation of ISU College of Agriculture, which was run as a business. This model was original and served the college well by increasing and marketing seed, developing and marketing other products of ag research, awarding grants, and stepping into a major role of land owner, manager, and trader for the college.

Note: For the purposes of this article the terms experiment station, college, station, college of agriculture and IAHEES are used interchangeably and refer to the Iowa State University College of Agriculture and Life Sciences including its research arm the Iowa Agriculture and Home Economics Experiment Station.

### **Acknowledgements**

The author acknowledges the archival research conducted by Dominic Snyder and the input of former CAD managers Lynn Henn and David Starrett. Further, the CAD files and ISU Library Archives were accessed.

### **References**

CAD files. ISU Research Farms, 103 Curtiss Hall, ISU, Ames, IA.

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Wallace, James J. 1960. Historical review of the Committee for Agricultural Development. CAD files. Curtiss Hall, ISU, Ames, IA.

**Table 1. Committee for Agricultural Development presidents and terms.**

<b>Name</b>	<b>Home town</b>	<b>Term*</b>
Charles Friley**	Ames	1943-1953
George M. Browning**	Ames	1953-1962
D. H. Hunter	--	1962-1963
G. Gress Rogers	--	1963-1964
Julius Black	Ames	1965-1966
Richard Bruene	Gladbrook	1967-1972
Owen Newlin	Johnston	1973-1979
Bill Latham	Alexander	1980-1982
Elmer Schettler	Carroll	1983-1986
Neale Sinclair	Indianola	1987-1991
Dennis Strayer	Hudson	1992-1993
Lee Huey	Ames	1993-1996
Brian Sansgaard	Story City	1997-2001
Wayne Ellingson	Ames	2002-2003
Jerry Strissel	Harlan	2004-2005
Dave Tierney	Ames	2006-2009
Jim Sladek	Iowa City	2010-2011
Mike Bielenberg	Ames	2011-2012
Tim Fevold	Nevada	2013-2016
Randy Madden	Alden	2017-

\*Some dates are approximate.

\*\*ISU staff.

**Table 2. Treasurer/business manager/executive director, Committee for Agricultural Development.**

<b>Name</b>	<b>Start date</b>	<b>End date</b>
George W. Godfrey*	1943	1943
James J. Wallace**	1943	1960
Ralph R. Bean	1961	1980
Walter Lovely	1981	1987
Larry D. Trede**	1988	1993
Delwin Koch***	1994	2012
Mark S. Honeyman**	2012	

\*George Godfrey died in 1943. He also served as secretary.

\*\*Wallace, Trede, and Honeyman also were active in the ISU Agricultural Foundation (later Endowment). James Wallace was an original CAD trustee. Honeyman also served as CAD secretary from 1994-2012.

\*\*\*Koch also served as executive director of the Iowa Crop Improvement Association.

Note: Some dates are the author's best approximation.