

The Mission

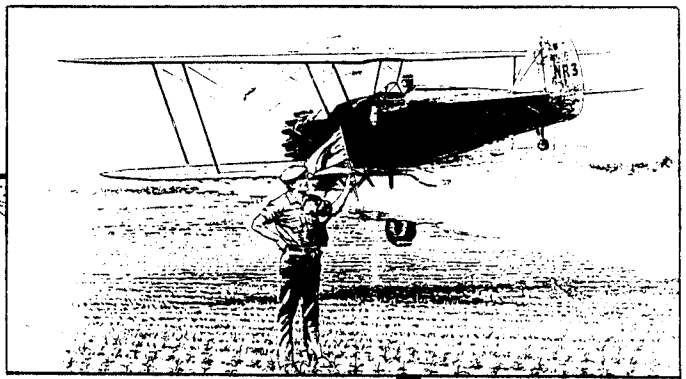
Why do we use aircraft in agriculture?

Right at the start, men with vision could see the advantage of aircraft: Get right over the field and treat it, quickly, without disturbing the crop or the soil.

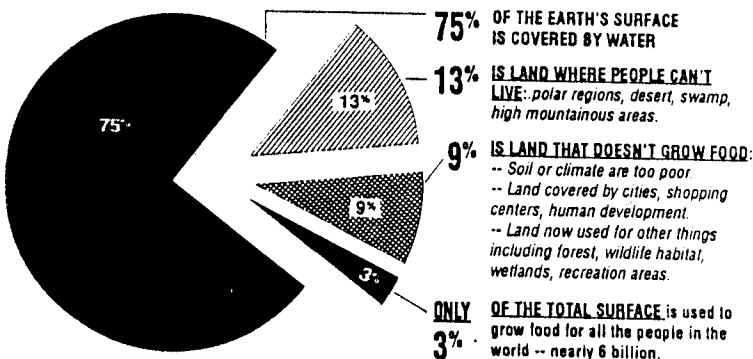
Then the visionaries saw other great possibilities: We could do much more than kill insects or control diseases. We could spread fertilizers. We could seed rice and other grain crops from the air. We could aid the cotton harvest by defoliating the plants.

Once, they were called "crop dusters" because they spread dry chemicals. Today, the mission of "aerial applicators" includes so much more. With both liquid and dry products that are much more specific and safe, airplanes and helicopters continue to play a vital role in agriculture. They also fight wildfires, apply products to forests, and protect public health by controlling disease-carrying insects.

Helping America produce abundant, high-quality food and fiber—and more. A good idea from the beginning, an important mission into the future.



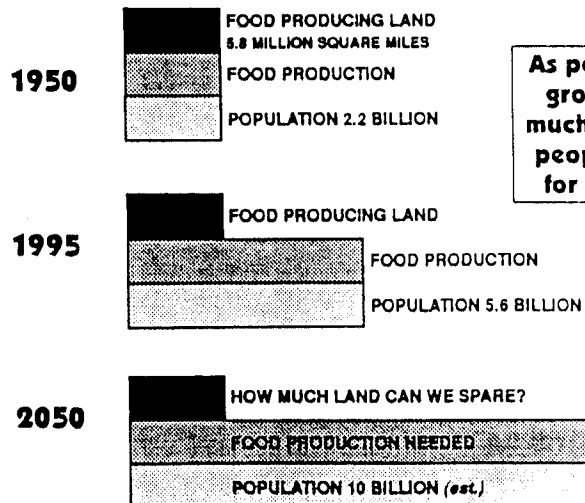
HOW THE EARTH'S LAND IS USED



USING TECHNOLOGY TO SAVE LAND

To grow more food on each acre farmers must use technology. They must add plant food or fertilizer to the soil and they must control pests and plant diseases.

WORLD POPULATION GROWTH, FOOD PRODUCTION, LAND USED TO GROW FOOD



As population grows, how much land can people spare for wildlife?

When food is scarce people will destroy the environment trying to feed themselves.