



Baioni Named 2010 Southern Resistance Fighter of the Year



Keith Baioni, business manager of crop protection products for Jimmy Sanders, Cleveland, Miss., has deep roots in agronomy. His passion for helping growers fight weed resistance began soon after graduation, when Sanders hired him as a field representative in 1988. Now on the corporate side of the Sanders operation, Baioni continues to help growers by educating the Sanders field staff about the latest weed management tools and recommendations.

For Baioni, the most important tool to help growers fight resistance is education. From teaching about available management tools to sharing what other regions are doing to combat resistance, Baioni believes growers need to be on alert.

Drawing from his expertise, Baioni develops customized management plans that help growers stay one step ahead of weed problems and avert potential disaster. "My goal is to educate producers so they are well-informed about the weed management options they have," said Baioni. In keeping with Sanders' philosophy that it is a partner to its growers "Before Seed and Beyond Harvest," he developed the concept of F.A.R.M.'N (Fall Applied Resistance Management Now) as a means to raise grower awareness of the challenges they face year-round and their need to develop a comprehensive weed-management plan well before the growing season.

Because of Baioni's educational efforts, Sanders has helped many of its growers adjust their weed management practices and begin to manage hard-to-control weeds like marestail, pigweed and Italian ryegrass.