

# 25 years of the journal “Plant Protection” - 2 operates successfully on the agricultural media market

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*20 years of organized plant protection in Bulgaria and 55 years of the journal “Plant Protection” – 1 and 2*

I will not embark on the traditional reasoning whether a quarter of a century is a long or short period to prove whether a project is successful. Because whatever I say, there is a serious chance it will be interpreted as insincere self-praise, as a kind of stoicism with the characteristics of pathetic heroism in a complex, confused and contradictory economic, political and all-round environment.

I will allow myself to note only a few facts. One of them is that for 25 years the journal has had no real competition on the domestic information market. In other words: a well-recognized brand, with its own identity, individuality and representative profile in a dynamic environment, where the hunger for highly professional and competent real-time information is increasing with each passing day.

Of course, this monopoly over the subject matter has not gone unnoticed and has often been the object of various speculations. And the truth is very simple and prosaic. The management team has a sufficiently authoritative educational background and long professional experience. And what is very important: throughout these 25 years this team has never reached the point of imagining that it knows and can do everything; it has continued, with remarkable persistence, to listen to the good specialists, scientists and experts around it. The engineering of the thematic calendar is in the hands of an active editorial board. It is precisely the active editorial board, composed of the most authoritative names in national plant protection science, that is the engine driving things forward! This elite scientific team invests time, generates energy and knowledge, formulates adequate and effective concepts and strategies for “illuminating” and solving phytosanitary problems and force majeure situations.

Some see this model of managing the information platform as a counterproductive approach for our time. The new pace and realities, according to these people, require a different way of thinking and a change in the behavioural model. It is precisely the reactivity of today’s reality, claim the “well-wishers”, that demands creativity, vision, invasion, coaching (whatever these vague and incomprehensible phrases may mean). Put directly, without circumlocution, these “modern” analysts see in our concept for structuring, editing and publishing the journal “Plant Protection” more or less conservatism, traditionalism, not to say rigidity, and I do not exclude the ironic conclusion – a journey into the past, which is an unambiguous hint that burnout is present, the syndrome of professional exhaustion...

These assertions, needless to say, may serve as a basis for discussions, conceptual disputes, a clash of opinions and viewpoints. Undoubtedly, many conclusions can be drawn, but alas, not one of them will be in favour of the above-mentioned experts. There are at least two indications that I can provide in defence of my thesis that “Plant Protection” is a project with committed supporters. The first of these is His Majesty the Reader. This unshakable, irrefutable, indispensable institution demonstrates in a convincing and straightforward way that the audience of the journal “Plant Protection” remains loyal to its information source. This indicator has stable parameters!

The second indication is the attitude of advertisers towards the publication. Hand on heart, and not without pride, I can state that we enjoy active partnerships with all multinational and Bulgarian agrochemical and seed companies. This cooperation is based on principle. Its foundation is built on mutual trust, on the fact that “Plant Protection” has the tools for the transfer of innovation, for solving problems of a phytosanitary nature. And this, among other things, means that “Plant Protection” has created a platform for contact between agricultural producers and traders of plant

protection products and seeds, that it accumulates feedback based on various interactions. I shall stop here!

In 2016 “Plant Protection – 2” celebrates its anniversary. A serious occasion to thank the readers and advertisers who believe in what we do and create. Our work – focused in the service of plant protection, has been appreciated!