

show us how population and sustainability are interrelated. Until we develop effective population policies, especially in the developing world, we cannot hope to deal with sustainability problems. And Salamon, Farnsworth, and Bullock, in Chapter 5, alert us to the importance of cultural and social aspects of sustainability. As they note, "Conventional families reject what sustainable adopters culturally value....Sustainables and conventionals are marching to different drummers" (p. 100).

The concluding chapter by Ahearn and

Whittaker calls for cross-disciplinary collaboration on sustainability. While I applaud the upbeat tone and optimism in this chapter, the challenge will be for economists to abandon the mantra of efficiency and markets and begin to embrace a more socially constructed view of the world. This is a lot to ask of a discipline that has served as the organizational blueprint for conventional agriculture for the past century.

Most everyone concerned with sustainability will find something to like and

to dislike about the viewpoints expressed in *Sustainability in Agricultural and Rural Development*. The relatively steep price may discourage classroom use. Finally, the book could have been more tightly edited, but as D'Souza and Gebremedhin note in their preface, "Editing of the chapters was minimized to preserve the unique flavor...of the individual authors" (p. xiv). I have my favorite flavors and I'm sure you will too.

Thomas A. Lyson, Department of Rural Sociology, Cornell University, Ithaca, NY 14853.



INSTITUTE NEWS

Wallace Board Re-Elects Officers, Announces Reorganization

The Wallace Institute Board of Directors has re-elected officers and announced reorganization plans for the Institute. Three board members were re-elected to serve another term: Christine (Cass) Peterson, owner/operator, Flickerville Mountain Farm and Groundhog Ranch; Jose Montenegro, Director, Rural Development Center, Salinas, CA; and Neil Anderson, Anderson Associates Sheep Consultants, Manhattan, KS. These members of the Executive Committee were re-elected: President, Cornelia Butler Flora, Professor, Iowa State University; Vice President, Dr. Frederick Magdoff, Professor, Department of Plant and Soil Science, University of Vermont; Secretary, Cass Peterson; and Treasurer, Jose Montenegro.

The board also announced that after 16 years, the Wallace Institute will broaden its scope and reorganize to deliver its message closer to home. "Sustainable agriculture has finally achieved scientific legitimacy," said Garth Youngberg, Institute executive director, citing a multitude of sustainable agriculture initiatives at the USDA and land grant universities across the country. "When we began this Institute, our goal was to provide a safe haven for alternative farming practices that were

shunned by the establishment. Now those practices are considered credible mainstream science. It is time for the Institute to focus on a new analytical agenda that includes rural development, marketing, and the environment, issues of enormous importance to all Americans, and all Americans should know about them."

At its annual meeting, the Board reviewed the challenges that remain. "Achieving scientific legitimacy is only the first step," said Board chair Cornelia Flora. "It does not mean that we have fulfilled our vision of an agricultural system that is environmentally sound, socially just, and economically viable. In many ways, our work has just begun."

To fulfill its new mission, the Wallace Institute is considering several reorganization plans, including mergers and new virtual facilities to take advantage of technological advances in communication and research. "We will have a new look," said Flora. "We will avail ourselves of cutting-edge communications technologies and build new partnership networks not available throughout much of the Institute's history."

Flora said that credible policy analysis will continue to be the heart of the Institute's work, but the agenda will expand to include environmental management, rural development, and marketing. Final decisions about the Institute's new design are not expected until later this year.

"The Institute and its founding executive director, Garth Youngberg, have contributed enormously to the success of sustainable agriculture," said Jean Wallace Douglas, the Institute's Honorary President and longtime benefactor. "Whatever turn the Institute takes, it will honor and build upon that legacy."

Flora Receives Rural Sociologist Award

Cornelia Butler Flora, Professor at Iowa State University and President of the Wallace Institute's Board of Directors, has received the 1998 Distinguished Rural Sociologist Award from the Rural Sociological Society. "She has developed high visibility programs in the areas of social capital, sustainable agriculture, women in agriculture, farming systems and rural entrepreneurship," according to the Society.

Francis Named NOVA University Visiting Professor

Charles Francis, Professor at the University of Nebraska and member of the Editorial Board of the American Journal of Alternative Agriculture, has been named the first NOVA University Visiting Professor at the Agricultural University of Norway. He is spending the 1998-1999 academic year working with a team of educators to establish a new M.S. degree program in ecological agriculture.