

Irrigation Consumer Bill of Rights (ICBR)



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What is the ICBR?

- **Program for Farmer, Dealer, Manufacturers**
- **Consists of Questions for Dealers to discuss with Growers.**

Why is the ICBR Needed

- **Low Margins**
 - **Tough to give good backup service**
- **No Standards for Dealer Performance**
- **Poorly Installed Products**
- **Confusion for Growers on Bids**
 - **3 Dealers with different cost, DU, pipe, warranties, and flow rates**

The Basic Situation

- **Dealers -- Good ones can't compete**
- **Growers -- Don't know questions, much less the answers**
- **Manufacturers -- suffer**

The Irrigation “Consumer”

- Often a huge emphasis on the Initial Price.**
- Reliance on personality of salesperson.**
- Does not know options.**
- May have little concept of annual costs.**
- Does not know the details of design and product selection.**

The ICBR attempts to guide the parties towards:

1. The purchase of a SYSTEM rather than an ASSORTMENT of PIECES.
2. Thinking of the irrigation system as a tool to INCREASE PROFITS rather than only as an INITIAL expense.
3. Understanding that there are costs and minimum hardware requirements associated with high quality.

Bottom line –

**ICBR is a tool for good irrigation
dealers who want satisfied
customers, and who want an
impartial comparison against
“bottom feeders”.**

Some History

- The first ICBR was developed by Cal Poly ITRC over 20 years ago with support from the California Energy Commission
- It was adopted by
 - The Irrigation Association
 - The California Agricultural Irrigation Dealers

Some History

- Only a few dealers have used it.
- It has not been promoted by the IA.
- Some dealers provide written answers to the questions as a sales tool.

Some History

Initially, some of the major California irrigation dealers were concerned that if farmers had the list of questions, the dealers might be open to lawsuits.....

My response was: A good understanding helps with developing good customers and less arguments.

Some History

Originally there were 2 Bills:

- “General”
- Drip/Micro

The Irrigation Consumer Bill of Rights has been updated and now has 3 “Bills”

- General**
- Drip/Micro**
- Soil and Plant Moisture Monitoring
Systems**

Why the 3rd bill?

**Soil and Plant Moisture Monitoring
Systems**

Answer:

**Look at how many exhibitors have
products or services in this
category.**

The IA could take an active role is promoting an ICBR program.

- Inexpensive**
- Good PR**
- Builds on professionalism**

**Please refer to the handout,
which includes all 3 bills.**