

ISA

News Bulletin

September 2006

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Iowa Seed Association
900 Des Moines St.
Des Moines, Iowa
50309

Telephone:
800.383.1682 or
515.262.8323
Fax: 515.262.8960
E-mail:
joano@agrribiz.org

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Message from the President

WOW! Where did the summer go? The years seem to be getting shorter. Not sure if you had a chance to attend the golf outing this year but it was a big success. Dave Kennedy and his assistants, Mitch Quirin and Rhonda Birchmier, were well organized and managed to provide us with beautiful weather. Coldwater Links Golf Course was a nice course and a convenient location. Great job!

The next event on the calendar is the annual convention. It will be at the Gateway Hotel in Ames again this year but we have moved the date back a couple of weeks to November 13 and 14. We thought we would push the convention back slightly to make sure all harvest field work was done but we still wanted to have it a couple of weeks before ASTA. The theme this year is "Iowa Seed in a Global Market". The convention will kick off at 1:00 p.m. on the November 13, with our annual meeting followed by a series of presentations involving the proliferation and management of SKU's. It seems like the complexity of different options we can provide to customers has really become enormous. You will get a chance to pick the brains of some folks that have had practical experience managing the inventory of various traits and package types. The afternoon session will be followed by a reception which should provide you with time to catch up with friends and business associates. We plan to have poster board presentations from ISU students available for your review at this time as well. Tuesday morning we will start off the day with a buffet breakfast and an update on scholarship contributions. This will be followed by a presentation on renewable fuels and then we will move into a series of breakout sessions covering a wide variety of topics. Lunch will give us a chance to recognize our newest honorary member as well as listen to our newly elected Secretary of Agriculture. The afternoon will include a seed labeling update from IDALS, an ASTA update and an international update. We will be covering a lot of topics and hope to provide information that will be of value to you and your organization. We look forward to seeing you there!

Mike Bielenberg, ISA President, Syngenta Seeds

Official Notice to All Members
Iowa Seed Association

Save the Date!

ANNUAL MEETING
MONDAY, NOVEMBER 13, 2006
GATEWAY CENTER, AMES, IOWA

This is to officially notify all members of the Iowa Seed Association that the annual meeting of this association will be held Monday, November 13, 2006, during the 104th Annual Convention, which will be held at the Gateway Center in Ames, Iowa. The convention will be held November 13 & 14, 2006. The purpose of the meeting is to provide reports to the members by their officers and committees, to elect directors and officers to replace those whose terms expire, and to consider such other business as may come before the assembled members.

2006 Committee & Chairs

Convention/Education Committee

Mike Bielenberg (chair)
Tim Barry
Pat Foley
Del Koch
Tim Johnson
David Thompson
Dean Hamer
Manjit Misra
Dave Tierney

Scholarship Committee

Jim Groepper and
Mike Bielenberg (co-chairs)
John Latham
Manjit Misra
Dave Tierney

Nominating Committee

John Latham
(past-past president)
Greg Lamka
(past-president)
Mike Bielenberg
(current president)

Membership Committee

Jim Groepper (chair)
Dave Treinen
Dave Kennedy
Wade Jensen
Mark Terpstra
Mitch Christensen

Golf Committee

Dave Kennedy (chair)
John Latham
Rhonda Birchmeier
Mitch Quirin

Legislative Committee

Steve Werning (chair)
John Latham
Dave Tierney
Greg Lamka

A sincere **THANK YOU** from The Iowa Seed Association goes out to the following Sponsors for making our golf event on July 18 a great success!



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Syngenta Seeds

Iowa Seed Association Endorses Bill Northey

The Iowa Seed Association has endorsed Bill Northey for Iowa Secretary of Agriculture. After careful consideration of both candidates, the industry feels Northey will lead the state with experience and vision.

"The Iowa Seed Association takes these designations very seriously and carefully considers each race," said Mike Bielenberg, President of the association. "We have met with the candidates and are looking for someone who has the experience to lead this state in the area of agriculture. We believe that Bill Northey recognizes the value that agriculture and technology bring to our state and is the person to lead Iowa for the next four years."

Northey, a 4th generation family farmer, served as President of the National Corn Growers Association in 1995-1996. He served on the Commission for 21st Century Production Agriculture and was President of the Iowa Corn Growers Association in 1990-1991. He is a member of the Bennett Roundtable of the Farm Foundation and has served on the Iowa State Committee for the Farm Service Agency of the USDA. He is a Commissioner on the Dickinson County Soil & Water District and is on the Board of Directors of Ag Ventures Alliance. Bill was President and Co-Founder of Innovative Growers, LLC.

Be sure to VOTE on November 7!

Upcoming Events

- **104th Annual ISA Seed Convention**
November 13 & 14 at The Gateway Center, Ames, IA
- **ASTA Conference & Seed Expo**
December 6 - 8 at the Hyatt Regency, Chicago, IL

The Iowa Seed Association is looking for those who may be interested in serving on the ISA Board.

**Call Joan O'Brien if interested.
515-262-8323
or 800-262-8323**

104th ISA Annual Convention

"Iowa Seed in a Global Market"

Convention Agenda

Monday, November 13, 2006

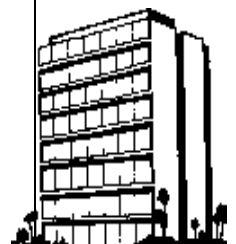
12:00 noon	Registration	
1:30 p.m.	Welcome:	<i>Mike Bielenberg, ISA President</i>
1:30 - 2:00 p.m.	ISA Annual Meeting:	<i>Mike Bielenberg, ISA President</i>
2:00 - 3:15 p.m.	Developing and Channeling SKU's:	<i>Ben Kaehler, Dow AgroSciences</i> <i>Clayton Becker, Syngenta</i> <i>Speaker (TBA)</i> <i>Q & A</i>
3:15 - 3:30 p.m.	Break	
3:30 - 4:45 p.m.	Managing SKU's:	<i>Eric Von Muenster, Pioneer</i> <i>Paul Kjolhaug, MayerSeed</i> <i>Speaker (TBA)</i> <i>Q & A</i>
5:30 - 7:00 p.m.	Reception (ISU students will display posters in the reception room.)	

Tuesday, November 14, 2006

7:30 - 9:15 a.m.	President's Breakfast Recognize Scholarship Recipients (Undergraduates & Graduates) Recognize Graduate Endowment Scholarship Donors:	<i>Speaker (TBA)</i>
9:15 - 9:30 a.m.	Break	
9:30 - 10:15 a.m.	Fueling Iowa's Future:	<i>Monte Shaw, Iowa Renewable Fuels Association</i>
10:15 - 10:30 a.m.	Break	
10:30 a.m. - 12:00 noon	(Three 45 minute workshops, each repeated twice) Traceability/FDA Recordkeeping: Marketing: Germination Testing (hands on):	<i>Dr. Charles Hurburgh, ISU</i> <i>Dr. Bobby Martens, ISU</i> <i>Dr. Mike Stahr, ISU</i>
12:15 - 12:45 p.m.	Luncheon	
12:45 - 1:00 p.m.	Honorary Member Recognition	
1:00 - 1:30 p.m.	Featured Luncheon Speaker:	<i>Iowa Secretary of Agriculture</i>
1:30 - 1:50 p.m.	Seed Labeling- State Perspective:	<i>Robin Prusiner, IDALS</i>
1:50 - 2:10 p.m.	National Perspective:	<i>Andy LaVigne, ASTA</i>
2:10 - 2:30 p.m.	International Perspective:	<i>Mike Gumina, Pioneer</i>
2:30 p.m.	Close:	<i>Jim Groepper, incoming ISA President</i>

Make your room reservations today! As the host hotel for the 104th ISA Annual Convention, The Hotel at Gateway Center is pleased to offer ISA members great rooms at corporate rates. The Gateway Center is located at US 30 & Elwood Drive, Ames, IA.

The Gateway Center is offering single and double rooms for ISA members at a rate of \$92.00. Reservations must be made by October 23 by calling 515-292-8600 or 800-367-2637 and indicating that you are with the Iowa Seed Association.



IDALS Report on 2006 Inspections

Robin Pruisner, State Entomologist and Entomology and Plant Science Bureau Chief at IDALS, reports that in the spring of 2006 the Iowa Department of Agriculture and Land Stewardship performed a blitz inspection of numerous seed warehouse/processing facilities in Iowa, in response to phone calls from seed consumers suggesting that Iowa had labeling issues. The goal of the spring blitz was to get a snapshot picture of how well agriculture seed is labeled in accordance with the Iowa Seed Law.

IDALS inspectors visited 17 sites in Iowa where agricultural seed, from entities processing an Iowa seed permit, is warehoused or processed. These sites generally housed seeds from one permitted entity, but a few did have seed from several permitted companies.

Inspectors found irregularities in only three instances. These infractions included:

- Lacking the word 'hybrid' on the label/bag of hybrid seed corn;
- Using 'VNS' in lieu of the required 'variety not stated' designation; and
- Lacking the city and state of the permit holder on the label/bag of seed.

The seed permit holders with label deficiencies have been directed to correct the infraction before the 2007 seed distribution/growing season. As discussed with the Iowa Seed Association this spring, immediate remedial action was not required.

Prior to the 2007 distribution season IDALS inspectors will visit the permit holders to ensure that corrective actions have been taken. Routine inspections of labels and sites will also continue.

Robin believes the results of the 2006 inspections indicate that the agricultural seed industry in Iowa is making a strong effort to adhere to the Iowa seed labeling law. She looks forward to attending the November 14 Iowa Seed Association Convention. Please feel free to contact Robin Pruisner at your convenience if you have any questions, comments or suggestions.



Iowa Seed Association
900 Des Moines Street
Des Moines, Iowa 50309