



## NEWS BULLETIN

August 2009

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

*Phone: 515.262.8323 or  
800.383.1682  
Fax: 515.262.8960*

### **Message from the Iowa Seed Association President**

"The only constant in life is change." This is an old saying but one that proves itself every year, not only in our business life, but in our personal lives. We are seeing continued consolidation in the seed industry with some very strong independent seed companies choosing to close their doors rather than fight the ever increasing complexity of the seed industry. The companies that continue to do business must invest in the technology to stay competitive. In order to prosper we need to control our inventories, train our sales staff, and be aggressive in seeking out the dwindling customer base as farms continue to get bigger and the number of farmers/customers shrink.

The Iowa Seed Association is here to assist you. We encourage you to send your sales staff and agronomists to our annual meeting in November. This gives you and your employees an opportunity to gain insight and knowledge on what is happening in the seed industry. We offer CEU's for Certified Crop Advisors who attend our meeting. We continue to be your voice at the state level and work hard to keep burdensome legislature from being passed. Our goal is to keep you informed, but we need your input and support. Please plan on attending the Iowa Seed Association Annual Meeting on Tuesday, November 10<sup>th</sup> and Wednesday November 11<sup>th</sup> at the Holiday Inn Ames Conference Center, Ames, IA. Please mark it on your calendar. We look forward to seeing you there!

Dean Hamer  
ISA President

### **Mark Your Calendars & Save the Date for the Iowa Seed Association Annual Meeting & Convention!**

**When: November 10-11, 2009**

**Where: Holiday Inn Ames Conference Center—Ames, Iowa**

*To make your room reservations call 515.268.8808*

***Registration Information will be in your mailbox soon!***

### **107th Annual Convention**

Plans are being completed for the 107th Annual Convention of the Iowa Seed Association. This year's convention will be held at the Holiday Inn Ames Conference Center in Ames, Iowa. The dates for this important event are November 10-11, 2009. To make your room reservations call the Holiday Inn Ames Conference Center at 515-268-8808.

An outstanding line-up of speakers and presenters is planned for this year's convention, and social activities scheduled for this year include; the President's Reception scheduled for Tuesday evening, and the President's Breakfast on Wednesday. Additional information about the 107th Annual Convention will be in your mailbox soon.

***Plan on Attending!***

# Member Spotlight

## Syngenta



In order to bring more value to the ISA News *Bulletin* we will be highlighting an ISA member in the *Member Spotlight*. If you would like to be featured or have a suggestion of a company ISA should reach out to, please contact the office at 515.262.8323 or 800.383.1682.

### Meet Iowa Seed Association member Syngenta

Syngenta is one of the world's leading companies with more than 24,000 employees in over 90 countries dedicated to our purpose: Bringing plant potential to life. Through world-class science, global reach and commitment to our customers we help to increase crop productivity, protect the environment and improve health and quality of life. For more information about us please go to [www.syngenta.com](http://www.syngenta.com) or [www.growmorefromless.com](http://www.growmorefromless.com).

**Syngenta News:** Syngenta has announced the signing of an agreement to acquire from Monsanto its global hybrid sunflower seeds activities for a consideration of \$160 million, on a cash and debt-free basis. The asset deal includes germplasm, development and breeding of hybrid sunflower seeds. The business recorded sales of \$75 million in the 2008 fiscal year and has leading positions in key markets. Syngenta's sunflower seeds business is the global market leader with sales of more than \$200 million in 2008.

Sunflower oil is a high value vegetable oil which is low in saturated fats and mostly used in food applications. Globally, sunflowers are grown on around 24 million hectares. Major sunflower producing countries are Russia, Ukraine, Argentina, France and Central Europe. The sunflower seeds market is currently valued at around \$700 million with more than 75% of the value coming from developing markets. The transaction is subject to the approval of regulatory authorities.

## ASTA Seed Industry No-Fly Fly-In

*In partnership with the State and Regional Associations*

The American Seed Trade Association's (ASTA) Seed Industry Washington DC Fly-in last spring was a great success. ASTA says the seed industry made quite an impact during the trip's 60 Congressional visits. Now ASTA is asking you to make an impact in the industry and assist in their efforts with a personal in-district visit to your legislators. As a constituent, your elected officials want to hear from you and will welcome the prospect of learning more about the importance of the seed industry to their district.

Congress began a recess on Friday, August 7, 2009 that runs until Tuesday, September 8, 2009. This Summer District Work Period presents an opportunity for you to visit your Congressional Representative and Senators in a more relaxed atmosphere while they are in their home districts during this break.

Follow this link to find contact information for your Congressional elected officials: <http://www.usa.gov/Contact/Elected.shtml>. You can ask for an appointment in their office or invite them to tour your facilities.

To assist you with conveying the importance of agriculture in your district, specific statistics may be found here: [http://www.agcensus.usda.gov/Publications/2007/Online\\_Highlights/Congressional\\_District\\_Profiles/index.asp#](http://www.agcensus.usda.gov/Publications/2007/Online_Highlights/Congressional_District_Profiles/index.asp#). This information will be useful to convey the impact of the seed industry.

An integral part of this initiative is the partnership between the state, regional and national level. That is a critical component to get your issues heard by the individuals making the daily decisions that affect your business. Your elected officials need to know that they have a link to the seed industry back home as issues arise in Washington DC.

If you would like additional talking points and meeting materials, please contact the Iowa Seed Association office at 515.262.8323 or 800.383.1682.

### Issues to address with your Congressional Representatives and Senators

- The importance of the seed industry to production agriculture and its significance in the Representative/Senator's district.
  - The commercial market value of seed in the United States is estimated to be \$12 billion and rising. The seed industry is continually increasing production agriculture innovation by improving production and efficiency. As an example, through the assistance of genetic engineering (a microchip in the seed, so to speak) corn yields have increased 40% since 1991.
  - The seed industry today is all about innovation and technology – benefiting growers with a direct impact on yield and agronomic performance.
- Intellectual property rights should be protected for those who invest in plant breeding.
  - Strong intellectual property protection will encourage the investment needed to maintain the continued crop improvements required to feed the world and add value to agriculture and society through new products.
  - Seed technology development will play a key role in feeding our world – the population is forecasted to increase 50% by 2050.
- The balance of stewardship and conservation should be considered with the necessity of alternative energy sources.
  - ASTA members believe that biofuels and their production will provide green alternatives, but with all good comes challenges to the seed industry, and that will help ease our nation's dependence on foreign fuel sources.
  - The seed industry has always been known as "green". The most cost effective approach should always be considered to achieve an ecologically sound

## Thank You ISA Golf Sponsors!

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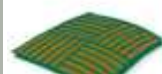


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the ISA/ISU Endowed  
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## Agriculture Secretary Vilsack Releases Study Showing Economic Benefit to Farmers and Ranchers from Climate Change Legislation

U.S. Secretary of Agriculture Tom Vilsack testified on Wednesday, July 22, 2009 to the Senate Agriculture Committee on the role that rural America can play in addressing climate change. In his testimony, Vilsack announced the results of USDA economic analysis showing that the economic benefits to agriculture from the cap and trade legislation will likely outweigh the costs in the short term, and that the economic benefits from offsets markets will easily outpace increased input costs over the long term.

Below are excerpts from Secretary Vilsack's prepared testimony:

"Although we realize there are a variety of specific approaches that can be used to achieve clean energy and climate goals, over the last several weeks, USDA has analyzed costs and benefits of the House-passed climate legislation for agriculture. Our analysis demonstrates that the economic opportunities for farmers and ranchers can potentially outpace - perhaps significantly - the costs from climate legislation.

"The agriculture sector will benefit directly from allowance revenues allocated to finance incentives for renewable energy and agricultural emissions reductions during the first five years of the HR 2454 cap and trade program. Funds for agricultural emissions reductions are estimated to range from about \$75 million to \$100 million annually from 2012-2016.

"HR 2454's creation of an offset market will create opportunities for the agricultural sector. In particular, our analysis indicates that annual net returns to farmers range from about \$1 billion per year in 2015-20 to almost \$15-20 billion in 2040-50, not accounting for the costs of implementing offset practices.

"So, let me be clear about the implications of this analysis. In the short term, the economic benefits to agriculture from cap and trade legislation will likely outweigh the costs. In the long term, the economic benefits from offsets markets easily trump increased input costs from cap and trade legislation. Let me also note that we believe these figures are conservative because we aren't able to model the types of technological change that are very likely to help farmers produce more crops and livestock with fewer inputs. Second, the analysis doesn't take into account the higher commodity prices that farmers will very likely receive as a result of enhanced renewable energy markets and retirement of environmentally sensitive lands domestically and abroad. Of course, any economic analysis such as ours has limitations. But, again, we believe our analysis is conservative - it's quite possible farmers will actually do better.

A copy of the USDA's climate change report can be found at:

<http://www.usda.gov/oce/newsroom/archives/releases/2009files/HR2454.pdf>.

## The Iowa Seed Association is Seeking Board Candidates

The Iowa Seed Association is seeking candidates for the Board of Directors. These individuals help direct ISA in the future.

Serving on the Iowa Seed Association Board is a rewarding experience; you'll be able to lead ISA during the rapid changes going on in agriculture. Please take the time to consider serving on the Iowa Seed Association Board.

The board meets quarterly and typically the meetings are in Des Moines. A board member is required to attend a minimum of three meetings each year. Board members will also be asked to help chair committees and/or task forces established by the board.

If you are interested in serving on the ISA Board, please contact Joan O'Brien at 515.262.8323 or [joano@agribiz.org](mailto:joano@agribiz.org), or contact Past President, Dave Treinen at 515.248.4906.

### *Save the Date!*

**NOVEMBER 10-11, 2009**

**Iowa Seed Association Annual Meeting & Convention**

**Holiday Inn**

**Ames, Iowa**

*To make room reservations call 515.268.8808*

## IOWA SEED ASSOCIATION REMINDERS & UP-COMING EVENTS

Find us on the  
web at:

[www.iowaseed.org](http://www.iowaseed.org)



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

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800.383.1682  
Fax: 515.262.8960

- **November 10-11, 2009: Iowa Seed Association Convention & Annual Meeting, Holiday Inn, Ames, Iowa**
- The ISU Seed Science Center is holding several workshops throughout 2009. For a complete list of workshops being offered and registration forms go to: <http://www.seeds.iastate.edu/seedtest/training/>.
- 2009 Farm Seed and Lawn Seed Conference, Westin Crown Center Hotel, Kansas City, MO - November 7-10, 2009
- 2009 Corn & Sorghum and Soybean Seed Research Conference, Hyatt Regency Hotel, Chicago, IL - December 8-11, 2009
- Iowa General Assembly begins the 2010 Legislative Session - January 11, 2010
- Independent Professional Seed Association Annual Conference, The Westin, Indianapolis, IN - January 19-21, 2010
- ASTA 127th Annual Convention, Marriott San Antonio Hill Country, TX - June 26-30, 2010