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Message from ISA President Steve Werning

Greetings ISA members!

As your new Board President I want to welcome you with the first newsletter of the new Iowa Seed Association administration. For those of you that don't know me, I'm Steve Werning your new Board President. I work for Syngenta Seeds as the District Manager for the NK brand heartland district which includes Iowa and Missouri. I manage 17 reps who sell NK seeds in those two states. I have been on the Board for about nine years and look forward to serving as the Board President in the upcoming year.

I would also like to welcome two new Board members Lisa Steere from Peterson Genetics and BJ Schaben from Channel Bio. Their bios are on Page 2 of this edition of the ISA News Bulletin.

The ISA Board met on March 2nd to establish new committees and set some priorities for the upcoming year. During our board meeting we were visited by state Senator Dr. Joe Seng from Davenport. He highlighted some of the pertinent issues that were surfacing during funnel week in the Senate. Thankfully it appears there weren't any imminent threatening issues that would affect us that were going to make it out of committee.

I mentioned earlier that we established committees for this year and I would like to invite any of you that would like to be involved with any of the committees to let us know where you would like to help.

The committees established are legislative, golf, convention, and membership. Chairs for the following committees are:

- **Legislative Chair:** Mike Naig, Monsanto
- **Golf Chairs:** Adam Wilson, Becker Underwood and Tim Barry
- **Convention Chair:** Steve Werning, Syngenta Seeds
- **Membership Chairs:** Rhonda Birchmier, Syngenta Seeds, Inc.; Bryan Butler, Pioneer Hi-Bred; and Wade Jensen, Remington Hybrid Seed Co., Inc.

If you would like to volunteer please give Joan or myself a call and we would be glad to get you involved in the Association.

The ISA Board is asking for your input on the Association by completing a short survey. The survey is our attempt to add more value to our association's membership. Please take a few minutes to give us your feedback, we want to address any needs that you have and make our association more effective. **The Iowa Seed Association survey can be found at:** www.surveymonkey.com/s/ISA_survey.

Upcoming Events:

Our annual golf outing is scheduled for June 28th at Coldwater Golf Links in Ames. The outing will begin with a shotgun start around Noon and will conclude around 5:00 p.m. with appetizers. This event has been growing over the past few years and we look for some more growth this year. This event is a major source of revenue for the Association and has funded our scholarship efforts over the past few years. So, please get your spot reserved for this great event! The registration form is attached.

There will be another survey coming your way to gain some feedback on where you would like to see our efforts as far as promoting the association. Up to now our efforts usually have centered around scholarships at Iowa State. We have fulfilled our commitments there and would like to know if that is where you think our efforts are best spent. I'll be drafting the survey and it will be coming out soon, hopefully you all will either confirm this is the best way for us to invest, or give us a better effort to pursue. The survey will be coming soon.

Well, those are my comments for this newsletter. Have a safe and productive spring season and I look forward to seeing you at the golf outing on June 28th

Thank You

Steve Werning



Iowa Seed Association Partners with the Agribusiness Showcase & Conference for Annual Meeting

The Iowa Seed Association's (ISA) 108th Annual Convention was held in conjunction with the 2011 Agribusiness Showcase & Conference, February 8-9, at the Varied Industries Building on the Iowa State Fairgrounds in Des Moines, Iowa. Partnering with the Agribusiness Showcase & Conference allowed ISA to expand the education and networking opportunities available at our Annual Convention.

The Agribusiness Showcase & Conference is about giving agribusiness as a whole, vendors, and attendees the opportunity to explore the innovative tools they need to grow their business, now and into the future. During the 2011 showcase and conference nationally renowned speakers presented, more than 1,000 ag professionals attended, and the nation's largest indoor field-day was held—filling the Varied Industries Building. Through the Iowa Seed Association's partnership with the Agribusiness Showcase & Conference, ISA members had the opportunity to attend a wider variety of workshops and network with all facets of the ag industry.

A Seed Forum organized by the ISA was also held during all of the events at the 2011 Agribusiness Showcase & Conference. The Seed Forum had workshops dedicated solely to information pertinent to the seed industry.

During the Seed Forum Gary Munkvold, a professor at Iowa State University's Seed Science Center, discussed seed quality and pathology; Sharon Bomer Lauritsen, Executive VP of the

Food and Ag Section at BIO presented *What Happens When a Patent Expires?*; Kellie Bray, Director of Government Affairs for CropLife America presented *Modern Agriculture - Food For All*; and Dean Lemke the Water Resources Bureau Chief at IDALS discussed how to find a balance between regulations and yield with nitrogen management.

Seed Forum attendees were also able to attend the Keynote Lecture and Luncheon where Bryon Griffith, Gulf of Mexico Program Director at the Environmental Protection Agency, discussed the federal strategy to reduce the hypoxia zone in the Gulf of Mexico.

Following the Keynote Lecture and Luncheon an ISA Scholarship Recognition Ceremony was held. For more information on the 2010-2011 ISA scholarship recipients, please read Page 4 of this edition of the News Bulletin.

Thank you for everyone who attended and supported the first annual Iowa Seed Association Seed Forum. Also, thank you to the seed

companies and suppliers who supported ISA's move by exhibiting at the Agribusiness Showcase and Conference.

Mark your calendars and save the dates for the 2012 Agribusiness Showcase & Conference, which will once again feature the Iowa Seed Association Annual Convention and Seed Forum - February 7-8, 2012 at the Varied Industries Building on the Iowa State Fairgrounds in Des Moines.



Two Members Added to the ISA Board of Directors

During the Iowa Seed Association's Annual Meeting, held February 9, 2011 at the Agribusiness Showcase and Conference in the Varied Industries Building on the Iowa State Fairgrounds in Des Moines, ISA members voted two new members onto the Association's Board of Directors. BJ Schaben and Lisa Steere were elected to serve on the Board. Below is additional information about your new Board members.

BJ Schaben - Channel Bio

BJ has worked in the seed industry for three years serving as a District Manager for Channel Bio, LLC. He currently resides in Story City with his wife and two-plus children (a baby is due in June). Schaben grew up in Dunlap, Iowa and graduated from

Briar Cliff University. During his free time, Schaben moonlights as the television voice of the Iowa State Cyclones.

Lisa Steere - Peterson Genetics, Inc.

Lisa Steere proudly serves as the Wholesale Soybean Broker for PETERSON GENETICS, INC. Lisa has been with PGI, Cedar Falls, Iowa for nine years. She is a 1999 graduate of Iowa State University. Lisa lives near Greene, Iowa with her husband, Brett. Brett and Lisa raise soybeans, corn, cows and sheep. More importantly, they are raising two boys, Braydan (7) and Brennan (4). Lisa would like to thank the entire seed industry for this wonderful opportunity!



Thank You Iowa Seed Association Seed Forum Sponsors!



Tee off with the Iowa Seed Association

After the long, snowy winter everyone will be ready for summer's warm weather and to hit the greens. The Iowa Seed Association will be teeing off at the Annual Golf Tournament benefiting the ISA Scholarship Fund on Tuesday, June 28, 2011.

The ISA Golf Tournament will be held at Coldwater Golf Links in Ames, Iowa. The course is located at 6515 South 16th Street. This is a spikeless course. Awards and refreshments will wrap-up the event.

Mark your calendars now to attend this event that benefits a great cause!

Enclosed with the March ISA News Bulletin is a registration and sponsorship form for the Annual Golf Tournament. Please fill out the registration form and consider sponsoring the event. If you have any questions, call the ISA office at 515.262.8323 or 800.383.1682.

Hope to see you on the green!



AAI, AAIS, and Iowa Seed Association Board Members meet with Iowa Legislators

Agribusiness Association of Iowa (AAI), AAI Services, and Iowa Seed Association Board members held meetings with Iowa's majority and minority leaders on February 8, 2011 to discuss the importance of Iowa agriculture and thank legislators for passing legislation last session that is significant to AAI and ISA members and the ag industry.

Board members discussed budget issues with legislators and reminded them of agriculture's significant impact on Iowa's economy. Many legislators said that it is agriculture's more than \$20 billion fiscal impact on Iowa's economy that has allowed the State to avoid many of the pitfalls that the majority of the country has faced during the recession.

Attendees said the reaction they received from legislators was very positive, and they acknowledged the importance of Iowa agriculture.



Iowa Seed Association Awards Nine Scholarships to ISU College of Agriculture & Life Sciences Students

The Iowa Seed Association (ISA) recently awarded nine scholarships of \$1,000 to students in the College of Agriculture and Life Sciences at Iowa State University. One student was also selected as the "Manjit K. Misra Outstanding Senior Seed Scholar," receiving a \$500 scholarship in addition to the \$1,000 scholarship sponsored by the ISA. During the awards ceremony held at the Agribusiness Showcase and Conference on February 9, 2011 at the Varied Industries Building, the ISA awarded another \$1,000 scholarship sponsored by the American Seed Trade Association.

Recipients of the Iowa Seed Association 2010-2011 academic year scholarships are: Vivian Bernau, Ryan Fahn, Andrew Lauver, Matthew Mattia, Michelle McEnany, Devon Murray, Matthew Riessen, Jordan Uthoff, and Michael Fosdick received the Manjit K. Misra scholarship along with the ISA award. Michael Misra was the recipient of the American Seed Trade Association Scholarship.

Vivian Bernau: Vivian is a senior double-majoring in Horticulture and Agronomy, and she hails from Altoona, Iowa. Immediately after high school, Vivian was a Borlaug-Ruan International Intern, and she spent her internship period in Tainan, Taiwan, at the World Vegetable Center. She recently has been employed with the USDA-ARS Plant Introduction Station in Ames and the ISU Organic Agriculture Program. Vivian's main interest is in plant breeding, especially germplasm collection and pre-breeding. Her career goal is to become a germplasm curator at an international research center.

Ryan Fahn: Ryan is a freshman from Portsmouth, Iowa majoring in Agriculture and Biosystems Engineering. He has worked for the past several years on the Fahn family farm, specializing in hog production. Ryan is fascinated with the seed industry, and he hopes to use his engineering background to design equipment for harvesting and handling seeds.

Andrew Lauver: Andrew is a sophomore, and he is majoring in Agricultural Studies with a minor in General Business. Andrew grew up on his family's farm outside Rockwell City, Iowa, and they produced corn, soybeans, and cattle. This past summer he had an internship with MaxYield Cooperative, and he was involved with the planting, care, and harvesting of trial plots. This experience reinforced his desire to be in the seed industry, and this summer he will work for Monsanto as a field sales intern.

Matthew Mattia: Matthew is from Freehold, New Jersey, and is a senior at ISU. His major is Agronomy, and he will receive a minor in Genetics. His emphasis is in plant breeding and biotechnology. For the past several summers, he was an intern with Dr. Stacy Bonos at Rutgers University, and there he worked with many aspects of breeding turfgrass and other species that could act as bio-fuels.

Michelle McEnany: Michelle is a junior majoring in Agronomy, and she is from Nevada, Iowa. She has worked in the seed industry for the past seven years. She rouged and detasseled for five of

those years, and in 2009, she was a Field Safety Technician. Last year, she was a parent seed supply chain intern with Syngenta.

Devon Murray: Devon is a junior, and he is majoring in Agricultural Studies, with a minor in Agronomy. He is from Charles City, Iowa. He has worked on the family farm, which is a Pioneer Seed Sales Operation unit, along with a corn and soybean production operation. He has had lots of experiences in the area of seed sales already that are preparing him for a professional career as a seed salesperson.

Matthew Riessen: Matthew hails from Schleswig, Iowa, and he is a junior double majoring in Agronomy and Agricultural Studies. He previously worked in seed sales for a firm from Schleswig, and last year, he was a corn research intern with a company in Ames.

Jordan Uthoff: Jordan is from Solon, Iowa, and he is a junior, majoring in Agronomy. During the past two summers, he has had internships with Crop Tech Services and New Century FS, Inc., and before that, he worked on the family farm outside Cedar Rapids. His family farm also produced ~250 acres of seed corn.



Scholars pictured above from left include: Michael Fosdick (Misra Scholar), Michael Misra, Andrew Lauver, Jordan Uthoff, Michelle McEnany, Matthew Riessen, and Matthew Mattia.

Not pictured are: Vivian Bernau, Ryan Fahn, and Devon Murray.

Michael Misra (American Seed Trade Association Scholarship): Michael is from Ames, he is a sophomore, and he is majoring in Global Resource Systems and Sociology. Michael worked for Blue River Hybrids and Monsanto two summers ago pollinating corn, and he has worked for the USDA/ARS Plant Introduction Station since June of 2010. Michael hopes to work for an NGO after graduation, and he would like to work either in Africa or Central America, by supplying seeds and other agricultural necessities to the poor.

Michael Fosdick (Misra Scholar): Michael is a senior, and he is majoring in Agronomy. Michael will receive a scholarship from the Iowa Seed Association, and he also was chosen by the scholarship selection committee as the "Manjit K. Misra Outstanding Senior Seed Scholar" for this year. This is the fourth year of this award, and it has been made possible through a donor, who wishes to increase the scholarship amount by an extra \$500 for an outstanding senior. Michael has had internships with Pioneer at several locations over the past few years. After graduation, Michael will begin working for Pioneer in its Princeton, IL, facility, and he will be working as an agronomist trainee in the emerging leader program.

The ISA scholarships are open to students in any major in ISU's College of Agriculture and Life Sciences. Scholarships are awarded on the bases of: academic excellence, leadership skills, interpersonal skills, and most important to the selection committee, a demonstrated interest in a career in the seed industry or seed science.

A video of the ISA scholarship recipients can be found at: www.youtube.com/user/IowaAgribusiness#p/u/5/hMXZO1WtcJ0.



Brazil Revises Import Requirements for Seed, Making it a Feasible Market

Only a few weeks ago shipping seed to Brazil from the United States was not feasible, but thanks to Brazil's revision of its recently published Norm 36 this market is much more accessible.

Norm 36, originally published in December 30, 2010, is a new Brazilian regulation that establishes general phytosanitary import requirements for seed. There is an annex for each country shipping seed to Brazil; the annex for the United States is annex 14, which lists 118 different kinds of seeds (corn wasn't one of them).

The original Norm 36 required companies to have:

- Phytosanitary certificates with declarations stating that shipments were free of all 490 Brazilian quarantine pests of concern
- Completed their own laboratory analysis for these pests
- Treated seed for arthropods with approved methods

In addition, all incoming seed shipments would be held and re-tested.

When the United States learned of this new publication in mid-January, the American Seed Trade Association's Ric Dunkle, senior director for seed health and trade, immediately began working with the U.S. Department of Agriculture's Animal and Plant Health Inspection Service.

"We were completely blindsided by the Brazilian Ministry of Agriculture because they didn't inform anyone of their new requirements," Dunkle says. "These new import requirements lacked technical justification and made it impossible for companies to successfully import seed to Brazil, basically shutting down the market. 'Most pests of real concern are checked for during field inspections and these burdensome requirements started creating a big problem.'"

Dunkle and USDA-APHIS began working with USDA-Foreign Ag Service attaches both in Washington D.C. and Brazil, as well as the Seed Association of the Americas.

"We wrote letters to APHIS and directly to Brazil MAPA explaining that these regulations were impossible to comply with and that

U.S. companies would not be able to import seed into Brazil," says Dunkle. "We encouraged SAA members to put pressure on MAPA from their seed associations."

MAPA is Brazil's Ministry of Agriculture.

The Brazilian Seed Association, known as ABRASEM, began working directly with MAPA. A meeting was held in late February between MAPA, ABRASEM and a number of Brazilian-based seed companies to discuss Norm 36. As a result, MAPA agreed to revise and republish Norm 36.

The revision, published March 1, 2011, states that for one year Brazil will allow field inspections in place of laboratory testing, which should make it much easier for companies wishing to import seed into Brazil, Dunkle explains. Companies importing seed to Brazil, if they haven't already done so, need updated import permits that reflect the new changes.

Brazil is a major market for vegetable and flower seed and also is a prime location for counter-season production of corn and soybeans. These requirements would have had a substantial impact in particular on the vegetable and flower industry. It is estimated that Brazil is a \$14 million market per year for U.S. seed companies and that number is on the low side, Dunkle says.

In the meantime, MAPA wants to work with the U.S. and others to evaluate their quarantine pests and complete the necessary risk assessments.

"During the next year, we hope Brazil will continue to make improvements to Norm 36, but this at least gives us a reasonable option to get seed into Brazil for 2011," Dunkle says.

As it turns out Brazilians need other countries for seed. "We will be working hard to make progress between now and March 2012 so we can avoid this next year."

For any questions or problems, contact Dunkle at 703-837-8140 or rdunkle@amseed.org.



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

Phone: 515.262.8323 or
800.383.1682
Fax: 515.262.8960

www.iowaseed.org

Iowa Seed Association Reminders & Upcoming Events

- **8th Annual BIGMAP Symposium:** April 19-20, 2011, Gateway Hotel, Ames, IA
This year's 1 1/2 day event is titled "Co-existence, Choice, and Sustainability for Crop Production." Scheduled speakers include: Getachew Belay, Senior Biotechnology Policy Advisor, Common Market for Eastern and Southern Africa (COMESA); Rikin Gandhi, Executive Officer, Digital Green, India; Dennis Garrity, Director General, World Agroforestry Center (ICRAF); Rick Hellmich, Research Entomologist, USDA/ARS; and Kathleen Delate, Associate Professor of Horticulture, Iowa State University. To register, visit: <https://www.ucs.iastate.edu/mnet/bigmap/quickregister.html>
- **ISA Annual Golf Tournament:** June 28, 2011, Coldwater Golf Links, Ames, IA