

# NEWS BULLETIN

## Registration Open for Iowa Seed Association Annual Meeting & Seed Forum at the Agribusiness Showcase and Conference

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The Iowa Seed Association's (ISA) 110<sup>th</sup> Annual Meeting will be held in conjunction with the 2013 Agribusiness Showcase & Conference, on February 12 & 13, 2013 at the Varied Industries Building on the Iowa State Fairgrounds in Des Moines, Iowa. Partnering with the Agribusiness Showcase & Conference will allow ISA to once again expand the education and networking opportunities available at our Annual Convention.

The Agribusiness Showcase & Conference is about giving agribusiness professionals the opportunity to explore the innovative tools they need to grow their business, now and into the future. During the 2012 Showcase & Conference, nationally renowned speakers presented, more than 1,000 ag professionals attended, and the nation's largest indoor field-day was held which filled the Varied Industries Building. Through ISA's partnership with the Agribusiness Showcase & Conference, ISA members will have the opportunity to attend a wider variety of workshops and network with all facets of the ag industry.

The Annual Meeting and Seed Forum will be held at the Varied Industries Building on Wednesday, February 13 from 9 a.m. until 1:30 p.m. The Seed Forum workshops are dedicated solely to information pertinent to the seed industry. Plus, there will be a raffle for an Ipad!

Members are encouraged to pre-register for this event. The pre-registration fee is \$75 and the on-site registration is \$100. Registration includes: educational materials, breakfast and break refreshments and lunch on February 8, admission to the All Industry Reception on February 12 and admission to the Showcase on February 12 & 13.

Full registration have been mailed to members; however, a mail or fax registration form is included in this newsletter. You may also register over the phone at 800-383-1628 or online at [www.agribizshowcase.com](http://www.agribizshowcase.com).



#### Agenda

- **ISA Annual Meeting & Recognition of ISA 2013 Honorary Member**
- **ASTA Update**
  - John Latham, President of Latham Hi-Tech Seeds & ASTA North Central Regional Vice President
- **Legislative Update**
  - ISA Lobbyist, BrownWinick
- **What Did We Learn from the Drought?**
  - Dave Bubeck, Research Director, DuPont Pioneer
- **Maximizing Every Acre**
  - Matt Hynes, Director of Agronomy Marketing, GROWMARK
- **Seed Treatments - Technology/ Trends & Application BMP**
  - Michael Burbach, Sr. Application Specialist, Syngenta Seedcare
- **Corn Pollinator**
  - Erin Hodgson, ISU Extension & Outreach
- **Ipad Raffle**
- **Lunch and Scholarship Awards**



## Iowa Nutrient Reduction Strategy Released for Public Comment

Last month, Iowa Gov. Terry Branstad joined Iowa Secretary of Agriculture Bill Northey and Director Chuck Gipp from the Iowa Department of Natural Resources and Dr. John Lawrence from Iowa State University to announce the release of the Iowa Nutrient Reduction Strategy for public comment.

“Iowans care about our natural resources and want to protect them for future generations.” Branstad said. “This strategy keeps us at the forefront of using voluntary, science-based practices to improve water quality in our state, and is an important step forward.”

The Iowa Nutrient Reduction Strategy is a science and technology-based approach to assess and reduce nutrients delivered to Iowa waterways and the Gulf of Mexico. The strategy outlines voluntary efforts to reduce nutrients in surface water from both point sources, such as wastewater treatment plants and industrial facilities, and nonpoint sources, including farm fields and urban areas, in a scientific, reasonable and cost effective manner.

The Iowa Department of Agriculture and Land Stewardship, Iowa Department of Natural Resources (DNR) worked with Iowa State University over a two-year period to develop the strategy. The resulting strategy is the first time such a comprehensive and integrated approach addressing both point and nonpoint sources of nutrients has been completed.

The Iowa strategy has been developed in response to the 2008 Gulf Hypoxia Action Plan that calls for the 12 states along the Mississippi River to develop strategies to reduce nutrient loading to the Gulf of Mexico. The Iowa strategy follows the recommended framework provided by EPA in 2011 and is only the second state to complete a statewide nutrient reduction strategy.

“The strategy’s science assessment provides a research-based foundation to quantify the effectiveness of current practices for reducing nutrient losses from the landscape,” said John Lawrence, associate dean for extension and outreach programs in ISU’s College of Agriculture and Life Sciences and director of ISU Agriculture and Natural Resources Extension. “The assessment reflects two years of work to evaluate and model the effects of the practices by scientists from ISU, IDALS, DNR, USDA Agricultural Research Service, USDA Natural Resources Conservation Service and other institutions.”

Iowans are invited to review the strategy and provide feedback during the comment period that has been extended until January 18, 2013. The full report, additional information and place for comments can be found at [www.nutrientstrategy.iastate.edu](http://www.nutrientstrategy.iastate.edu). The Agribusiness Association of Iowa has prepared a comments template to aid with the drafting of comments which can be downloaded at [www.agribiz.org](http://www.agribiz.org)

In addition, presentations will be made to farmers, certified crop advisors and others in the agriculture industry as part of ISU Extension and Outreach educational meetings beginning this fall.

### Point Sources (DNR)

The Iowa Department of Natural Resources will be working with major facilities throughout the state to reduce nutrient discharges from point sources to Iowa’s waters with a goal of reducing total phosphorus by 16 percent and total nitrogen by 4 percent.

“The DNR has been working with the Iowa Department of Agriculture and Iowa State for nearly two years and support this strategy document and the collaborative process that created it. Many Iowans enjoy our state’s natural resources and it important we protect them for future generations,” Gipp said.

### Nonpoint Sources

To address nutrient transport from nonpoint sources the strategy uses a comprehensive, first of its kind scientific assessment of conservation practices and associated costs to reduce loading of nutrients to Iowa surface waters. The strategy identifies five key categories to focus the efforts in addressing nonpoint sources and identifies multiple action items within each category.

The five categories are: Setting Priorities; Documenting Progress; Research and Technology; Strengthen Outreach, Education, Collaboration; and Funding.

By harnessing the collective innovation and capacity of Iowa agricultural organizations, ag businesses and farmers the strategy takes a significant step forward towards implementing practices to improve water and soil quality.

“This strategy provides the most up-to-date scientific information available to farmers as they seek to use the best practices available to reduce nutrient delivery from their farm,” Northey said. “The goal of this strategy is to get more conservation practices on the ground. This is not about rules or regulations, instead this strategy provides resources to farmers to help them improve water quality.”



## EPA Announces Next Round of Clean Air Act Standards

In response to a court order, the U.S. Environmental Protection Agency (EPA) has finalized an update to its national air quality standards for harmful fine particle pollution (PM<sub>2.5</sub>), including soot, setting the annual health standard at 12 micrograms per cubic meter. By 2020, ninety-nine percent of U.S. counties are projected to meet revised health standard without any additional actions.

The announcement has no effect on the existing daily standard for fine particles or the existing daily standard for coarse particles (PM<sub>10</sub>), which includes dust from farms and other sources), both of which remain unchanged.

“These standards are fulfilling the promise of the Clean Air Act. We will save lives and reduce the burden of illness in our communities, and families across the country will benefit from the simple fact of being able to breathe cleaner air,” said EPA Administrator Lisa P. Jackson.

Fine particle pollution can penetrate deep into the lungs and has been linked to a wide range of serious health effects, including premature death, heart attacks, and strokes, as well as acute bronchitis and aggravated asthma among children. A federal court ruling required EPA to update the standard based on best available science. The announcement, which meets that requirement, builds on smart steps already taken by EPA to slash dangerous pollution in communities across the country. Thanks to these steps, 99 percent of U.S. counties are projected to meet the standard without any additional action.

It is expected that fewer than 10 counties, out of the more than 3,000 counties in the United States, will need to consider any local actions to reduce fine particle pollution in order to meet the new standard by 2020, as required by the Clean Air Act. The rest can rely on air quality improvements from federal rules already on the books to meet this new standard.

The standard, which was proposed in June and is consistent with the advice from the agency’s independent science advisors, is based on an extensive body of scientific evidence that includes thousands of studies -- including many large studies which show negative health impacts at lower levels than previously understood. It also follows extensive consultation with stakeholders, including the public, health organizations, and industry, and after considering more than 230,000 public comments.

By 2030, it is expected that all standards that cut PM<sub>2.5</sub> from diesel vehicles and equipment alone will prevent up to 40,000 premature deaths, 32,000 hospital admissions and 4.7 million days of work lost due to illness.

Because reductions in fine particle pollution have direct health benefits including decreased mortality rates, fewer incidents of heart attacks, strokes, and childhood asthma, the PM<sub>2.5</sub> standards announced today have major economic benefits with comparatively low costs. EPA estimates health benefits of the revised standard to range from \$4 billion to over \$9 billion per year, with estimated costs of implementation ranging from \$53 million to \$350 million. While EPA cannot consider costs in selecting a standard under the Clean Air Act, those costs are estimated as part of the careful analysis undertaken for all significant regulations, as required by Executive Order 13563 issued by President Obama in January 2011.

The Clean Air Act requires EPA to review its air quality standards every five years to determine whether the standards should be revised. The law requires the agency to ensure the standards are “requisite to protect public health with an adequate margin of safety” and “requisite to protect the public welfare.” A federal court required EPA to issue final standard by December 14, because the agency did not meet its five-year legal deadline for reviewing the standards.

EPA carefully considered extensive public input as it determined the appropriate final standard to protect public health. The agency held two public hearings and received more than 230,000 written comments before finalizing today’s updated air quality standards.

## ASTA Management Academy: New Session Feb. 25-March 1, 2013

Held at Purdue University, the ASTA Management Academy focuses on the practical application of general management concepts that are critical to the long-term success of seed firms. The core management courses form the foundation of the Academy and are designed to broaden students’ general management abilities. Designed for both experienced decision makers and

those new to the industry, the key themes of the Academy are marketing management, organizational leadership, financial management and strategic management. Additionally, special issue seminars are scheduled throughout the program to allow an in-depth look at current issues that are critical to the seed industry.

Register at <http://tinyurl.com/czegcwh>



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

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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

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

## Iowa Seed Association Reminders & Upcoming Events

- Agribusiness Showcase & Conference, February 12 & 13, 2013  
 Varied Industries Building - Iowa State Fairgrounds, Des Moines, IA
- ASTA Management Academy: New Session Feb. 25-March 1, 2013  
 Purdue University, West Lafayette, IN
- ASTA's Annual Convention, June 15 -19, 2013  
 Gaylord Opryland Resort & Convention Center, Nashville, TN



# ATTENDEE REGISTRATION

**Agribusiness Showcase & Conference**

**February 12 & 13, 2013**

**Varied Industries Building  
Iowa State Fairgrounds  
Des Moines, Iowa**

**Please register by  
February 5, 2013.**

**More Information  
Call: 800-383-1682  
Fax: 515-262-8960  
[www.agribizshowcase.com](http://www.agribizshowcase.com)**



## A. Attendee Registration

Please copy this form for multiple registrations. Please **PRINT** the following information:

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_



## B. Payment Information

For multiple registrations, only one form will need to indicate payment information.

- Iowa Seed Association Annual Meeting & Seed Forum: \$ 75**  
Registration includes: educational materials, admission to both days of the Showcase, admission to the All Industry Reception on February 12, all break refreshments and lunch on February 13.
- Showcase Admission Only: \$ 25



## C. Total Payment

\$ \_\_\_\_\_

Method of payment:

- Send Invoice
- Check Enclosed
- Credit Card

- Visa
- Credit Card Mastercard
- Discover

Name on Card: \_\_\_\_\_

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**Please make checks payable to the Iowa Seed Association and return form:**

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