

NEWS BULLETIN

Iowa Seed Association Holds Annual Meeting and Seed Forum

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The Iowa Seed Association's (ISA) 111th Annual Convention was held in conjunction with the 2014 Agribusiness Showcase & Conference, February 11 & 12, at the Varied Industries Building on the Iowa State Fairgrounds in Des Moines, Iowa. Partnering with the Agribusiness Showcase & Conference continues to allow ISA to expand the education and networking opportunities available at our Annual Convention.

At the annual meeting ISA reviewed the member report and recognized the ISA's 2014 Honorary Member, Greg Lamka with DuPont Pioneer. The Seed Forum followed the annual meeting which provided workshops dedicated solely to information pertinent to the seed industry.

Jane DeMarchi, American Seed Trade Association (ASTA) VP of Government & Regulatory Affairs and John Latham, President of Latham Hi-Tech Seeds & ASTA North Central Regional Vice President kicked the forum off with an ASTA update. The successive

presentations and speakers included a Legislative Update from Matt McKinney, BrownWinick; Precision Planting presented by Eric Huber, Precision Planting; Pollinators presented by Palle Pedersen, Syngenta; Changing Face of Customers presented by Michael Burbach; Syngenta Seedcare and Corn Pollinator presented by Ron Milby, GROWMARK.

During the luncheon program on the Showcase Floor, Lt. Governor Kim Reynolds, who was the keynote speaker, and ISU College of Agriculture and Life Sciences Dean Wendy Wintersteen helped ISA recognize the eight Iowa State University Students that received scholarships for the 2013-2014 academic year sponsored by the ISA and the ASTA. (Winners on page 3)

The ISA thanks everyone who attended and supported this year's Annual Meeting and Seed Forum.

Thank you to the Iowa Seed Association Sponsors!

Platinum Sponsors



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2013 - 2014 Scholarship Winners



Front from left: Lueken, Lieutenant Governor Kim Reynolds; Shrader; Ng; Professor of Horticulture Rajeev Arora; and Endowed Dean of the Iowa State University College of Agriculture and Life Sciences Dr. Wendy Wintersteen.

Back from left: Sobota; Petersen; Olsen; Reicks; and Barnes.

ISA Scholarship

Jeffrey D. Barnes, Leland, IL, Major: Agronomy

Dakota Lueken, Colesburg, IA, Major: Agronomy
Emphasis: Plant Breeding/
Biotech

Jon Olsen, Atlantic, IA ,
Major: Agricultural Systems
Technology Minor:
Agronomy

Elliot Reicks, Lawler, IA,
Major: Agronomy (Crop
business mgmt. option)
Minor: Agricultural Systems
Technology

Morgan Shrader, Charles
City, IA, Major: Agricultural
Business and Agronomy

Thomas Sobota, Schuyler,
NE, Major: Agronomy
Minor: Ag Business

Jay Petersen, Manning, IA,
Major: Agronomy

Manjit K. Misra Award
Jay Petersen, Manning, IA,
Major: Agronomy

ASTA Scholarship

Raymond Ng, San
Francisco, CA,
Major: Agronomy

ASTA Joins GMO Labeling Coalition

ASTA is one of 31 national organizations that have joined the newly formed **Coalition for Safe Affordable Food** (www.CFSAF.org). The organizations are urging Congress to quickly seek a federal solution to establish standards governing the safety and labeling of human and animal food and beverage products made with genetically modified ingredients.

The broad coalition has stated that such a federal GMO labeling solution would:

- **Eliminate Confusion:** Remove the confusion and uncertainty of a 50-state patchwork of GMO safety and labeling laws, and affirm the U.S. Food and Drug Administration as the nation's authority on the use and labeling of genetically modified feed and food ingredients.

- **Advance Food Safety:** Require FDA to conduct safety reviews of all new GMO traits before they are introduced into commerce. FDA is empowered to mandate the labeling of GMO food ingredients if the agency determines there is a health, safety or nutrition issue with GMO technology.

- **Inform Consumers:** FDA will establish federal standards for companies seeking to voluntarily label their products for the absence of or presence of GMO ingredients to clearly understand their choices in the marketplace.

- **Provide Consistency:** FDA will define the term "natural" for its use on food and beverage products so human food and beverage companies and consumers have a consistent legal framework for food labels while informing consumer choice.

Coalition for Safe Affordable Food Members

- | | |
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| 1. AACC Intl./ Amer. Phytopathological Society | 16. Intl. Dairy Foods Assoc. |
| 2. Amer. Bakers Assoc. | 17. Intl. Franchise Assoc. |
| 3. Amer. Beverage Assoc. | 18. Natl. Assoc. of Manufacturers |
| 4. Amer. Farm Bureau Federation | 19. Natl. Assoc. of Wheat Growers |
| 5. Amer. Feed Industry Assoc. | 20. Natl. Confectioners Assoc. |
| 6. Amer. Frozen Food Institute | 21. Natl. Corn Growers Assoc. |
| 7. Amer. Seed Trade Assoc. | 22. Natl. Council of Farmer Cooperatives |
| 8. Amer. Soybean Assoc. | 23. Natl. Grain & Feed Assoc. |
| 9. Amer. Sugarbeet Growers Assoc. | 24. Natl. Fisheries Institute |
| 10. Biotechnology Industry Organization | 25. Natl. Oilseed Processors Assoc. |
| 11. Corn Refiners Assoc. | 26. Natl. Restaurant Assoc. |
| 12. Council for Responsible Nutrition | 27. Natl. Turkey Federation |
| 13. Flavor & Extract Manufacturers Assoc. | 28. North Amer. Millers Assoc. |
| 14. Global Cold Chain Alliance | 29. Pet Food Institute |
| 15. Grocery Manufacturers Assoc. | 30. Snack Food Assoc. |
| | 31. U.S. Beet Sugar Assoc. |

Register to Attend the Global Food Security Consortium and the Leroy and Barbara Everson Seed and Biosafety Symposium



The Global Food Security Consortium (GFSC) and the Iowa State University Seed Science Center invite you to attend the Global Food Security Consortium and the Leroy and Barbara Everson Seed and Biosafety Symposium.

This year's theme is "Closing the Yield Gap". This is a one and a half days conference held at the Gateway Hotel and Conference Center in Ames, Iowa on **April 29 & 30, 2014**.

Scheduled speakers include: **Kenneth Cassman**, University of Nebraska; **John MacRobert**, CIMMYT

Africa; **Harish Reddy**, National Seed Association of India; **Marja Thijssen**, Wageningen UR Centre for Development Innovation; **Saharah Moon Chapotin**, USAID; **Henning Steinfeld**, Livestock, Environment, and Development Initiative, Food and Agriculture Organization of the United Nations; **Jimmy Smith**, International Livestock Research Institute; **Donald Nkrumah**, The Bill and Melinda Gates Foundation; **Jerry Glover**, U.S. Agency for International Development; **Steven Leath**, Iowa State University; **World Food Programme Representative**; **Caspar Ammann**, University Corporation for Atmospheric Research; and **Catherine Woteki**, Under Secretary for Research, Education & Economics, USDA.

For additional information about the symposium or to register, please visit:
<http://www.extension.iastate.edu/registration/events/conferences/gfsc/>

Registration for ASTA Annual Convention Now Open



Registration is open for the ASTA 131st Annual Convention, being held June 11 - 14 in Indianapolis, Ind. In addition, a special pre-conference ASTA/Purdue University workshop, the **Seed Leadership Program**, is also being held June

9 - 11 at our headquarter hotel, the J.W. Marriott Indianapolis.

This year's conference features an outstanding **schedule** of topics and special events, including:

- A keynote presentation by Purdue University President Mitch Daniels;
- A general session featuring World Food Prize Laureates Gebisa Ejeta and Philip Nelson;
- A special "Green Flag" session, bridging the pre-conference workshop and the annual convention programming, highlighting key themes from Purdue's 2013 Large Commercial Producer Survey;

- Breakout sessions on food safety, organic seed issues, biotechnology, legislative and legal concerns, intellectual property rights and more;
- A special meeting and reception for ASTA's Future Seed Executives and a joint reception with FuSE and the American Seed Research Foundation at the NCAA Hall of Champions;
- A welcome reception at Lucas Oil Stadium, tours of the Indianapolis Motor Speedway, a baseball outing to see the Indianapolis Indians, special events, tours for families, plus three ASTA sporting events!

Registration is at <http://www.amseed.org/events/asta-annual-convention/> and hotel rooms can be reserved at <https://resweb.passkey.com/go/AmerSeed14> (800-704-6162- reference the "American Seed Trade Association" room block if reserving by phone).

The cut-off date for the ASTA group rate of \$179 (rate includes internet access) is **May 9, 2014**.

Borlaug Statue Installation at U.S. Capitol Building on March 25

Last month, U.S. House Speaker John Boehner and other congressional leaders' announced that a statue of Iowa's Dr. Norman E. Borlaug will be installed at the U.S. Capitol Building in Washington, D.C., on March 25.

Dr. Borlaug, a Cresco native, dedicated his life to breeding better varieties of wheat, and working with farmers and politicians alike to improve methods and policies to alleviate hunger and malnutrition worldwide. His achievements earned him recognition as "Father of the Green Revolution" and the distinction of receiving the Nobel Peace Prize, the Presidential Medal of Freedom, and the Congressional Gold Medal, America's highest civilian honor.

In 2011, the Iowa Legislature approved a resolution and Governor Branstad appointed the Dr. Norman E. Borlaug Statue Committee to raise funds and commission an artist to design, create and install a statue of Borlaug into the U.S. Capitol Building. After conducting a worldwide artist search, the committee chose Benjamin Victor of South Dakota.

"The unveiling will be a historic event and celebration of Dr. Borlaug's legacy. His agricultural innovations saved an estimated billion people around the world from hunger and starvation," Governor Branstad said. "It is a fitting tribute that our state and nation will honor Dr. Borlaug on the 100th anniversary of his birth and on National Agriculture Day."

"From our decade of working together, I knew Dr. Borlaug – our state's and our country's greatest agricultural scientist – to be the most humble, hard-working and inspiring person I ever encountered," said Ambassador Kenneth M. Quinn, President of Borlaug's World Food Prize Foundation and the Chairman of the Statue Committee. "Our committee extends our profound appreciation to Governor Branstad, Lieutenant

Governor Reynolds, the bipartisan leadership of the Iowa Legislature, and the entire Iowa congressional delegation for the privilege to be part of this project, as well as to the artist Ben Victor for his magnificent creation of Dr. Borlaug's statue, and DuPont Pioneer and an anonymous donor for their great generosity in funding the cost of fabricating and installing the Borlaug statue."

"The global impact that Dr. Borlaug had is an example and a challenge to all of us as we look to the future and Iowa's role in feeding and fueling a growing world," said Iowa Secretary of Agriculture Bill Northey. "The installation of this statue will be a great opportunity to celebrate Dr. Borlaug and help inspire others, especially our youth that he was so passionate about, through his amazing story."

The statue of Borlaug will be part of the National Statuary Hall Collection at the U.S. Capitol Building, where each state is represented by two statues of notable citizens. The statue of Borlaug will replace the statue of U.S. Senator James Harlan installed in 1910, which will be relocated to Mount Pleasant, Iowa. The second statue representing Iowa is of Governor Samuel Kirkwood, installed in 1913.

Iowans are invited to participate in this momentous milestone in our state's history. Visit www.iowaborlaugstatue.org information about the statue and related events, including a link to the webcast of the March 25 ceremony. That site also includes information about a documentary on this project created by Iowa Public Television, and links to resources on www.worldfoodprize.org/norm where people can learn more about the Borlaug Centennial and get involved in sharing Dr. Borlaug's mission to fight hunger.



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Iowa Seed Association Reminders & Upcoming Events

- Global Food Security Consortium and the Leroy and Barbara Everson Seed and Biosafety Symposium, April 29 & 30, 2014
Gateway Hotel & Conference Center, Ames, IA
- ASTA's Annual Convention, June 11 -14, 2014
J.W. Marriott Indianapolis, Indianapolis, IN
- ISA Annual Meeting at the Agribusiness Showcase & Conference, February 11, 2015
Varied Industries Building - Iowa State Fairgrounds, Des Moines, IA