



NEWS BULLETIN

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News & Updates
May 2014

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CFSAF Applauds Introduction of the Safe and Accurate Food Labeling Act

Last month, the Coalition for Safe Affordable Food (CFSAF) released a statement applauding Reps. Mike Pompeo and G.K. Butterfield for their introduction of the bipartisan Safe and Accurate Food Labeling Act, to establish a federal labeling standard for food and beverage products made with genetically modified ingredients (GMOs).

The bill, introduced during a media teleconference by Rep. Mike Pompeo (R-KS), and cosponsored by Representatives G.K. Butterfield (D-NC), Marsha Blackburn (R-TN), Jim Matheson (D-UT) and Ed Whitfield (R-KY) will reaffirm the Food and Drug Administration (FDA) as America's sole

authority on food safety and labeling requirements, avoiding an expensive and confusing patchwork of state-by-state labeling laws.

It will also require the FDA to approve all new GM ingredients before they are brought to market and will set a federal standard for the labeling definition of "natural" foods.

CFSAF is requesting that industry members take a few minutes to send a letter of support for this legislation to congressional representatives through their website at coalitionforsafeaffordablefood.org/action-center.

Legislature Passes Water Quality & Conservation Funding

As the 2014 Iowa Legislative Session concluded, Iowa Secretary of Agriculture Bill Northey thanked the Iowa Legislature for their continued support for a voluntary, science-based approach to improving water quality. This session, the Legislature passed a total of \$22.3 million to support water quality and conservation efforts.

"This funding would help us continue our efforts in targeted watersheds as well as provide funds to help farmers try new water quality practices statewide," Northey said. "The Governor and Lt. Gov. have been strong supporters of the Water Quality Initiative from the beginning and I hope they will approve this funding."

The Legislature approved \$4.4 million in ongoing funding and \$3.5 million in one-time funding specifically for the Iowa Water Quality Initiative. These funds will allow the Iowa Department of Agriculture and Land Stewardship to continue to encourage the broad adoption of water quality practices through statewide cost

share assistance as well as more intensive work in targeted watersheds. The legislation also gave the Department the authority to provide cost share assistance for urban conservation projects.

The legislature also provided \$5 million in one-time funding to help address the backlog of state soil conservation cost-share projects. This is in addition to the annual appropriation of \$6.7 million. All funds are matched by the landowner to support construction.

The legislature provided \$1.2 million to support the closure of eight additional agriculture drainage wells and \$1.5 million to the Watershed Improvement Review Board.

Additionally, \$1.3 million was appropriated to the nutrient management research center at Iowa State University to support ongoing research on practices farmers can use to reduce nutrient losses.



USDA World Agricultural Outlook Board Chair Dr. Gerald Bange to Retire

Chief Economist Joseph Glauber has announced the May 31, 2014, retirement of USDA World Agricultural Outlook Board Chair Dr. Gerald Bange and the appointment of Dr.

Seth Meyer as Acting Board Chair. Dr. Meyer is currently a Senior Economist in the Office of the Chief Economist and will assume his new duties June 1.

"USDA has benefited enormously from Bange's distinguished leadership as Chair of the World Board," Glauber said, "where he was responsible for the monthly forecasts of the World Agricultural Supply and Demand Estimates report and the Joint Agricultural Weather Facility." Bange also served as Program Chair for USDA's

respected, largest annual meeting, the Agricultural Outlook Forum.

"Meyer is well-prepared for the demands of the post," Glauber said. Meyer joined USDA's Office of the Chief Economist in 2013 as a Senior Economist for domestic agricultural policy. Prior to joining USDA, Meyer was an economist in the Economic and Social Development Department at the United Nations Food and Agricultural Organization. Meyer also served as a Research Associate Professor in the Department of Agricultural Economics at the University of Missouri-Columbia as part of the Food and Agricultural Policy Research Institute.

ASTA Attends Meetings with Chinese Seed Officials

In late April, a delegation of ASTA staff and members attended meetings in Beijing with the Ministry of Agriculture, the China National Seed Association (CSNA), National Development and Reform Commission, the China Vegetable Association, the U.S. Embassy, and ASTA member companies in China. The delegation's meetings with government officials shed light on the drafting and review process for the new Chinese Seed Law expected to be released later this year. ASTA also learned some of the changes expected in the new law. The meeting with CSNA focused on future activities the two associations can complete under the Memorandum of Understanding, which was signed in December 2012. The next event will be a shared booth at the International Seed Federation

World Seed Congress in Beijing this month. Later this year, CNSA expects to send two delegations to the U.S. for the Farm Progress Show in August and ASTA's CSS in December. The meetings were viewed as productive and informative.

ASTA continues to send delegations to China twice a year to promote intellectual property rights, germplasm movement in and out of China and the importance of quality seed for farmers. The next delegation will be in September for the National Seed Trade Fair, where ASTA will organize a roundtable discussion for U.S. and Chinese companies on best management practices for IPR protection.

Ambassador Kenneth M. Quinn to Receive the Iowa Award

Iowa Gov. Terry Branstad announced last week that he will present Ambassador Kenneth M. Quinn the Iowa Award on May 30, 2014, at the World Food Prize Hall of Laureates in Des Moines, Iowa. Quinn currently serves as the President of The World Food Prize.

The Iowa Award represents the state's highest citizen award. The Iowa Centennial Memorial Foundation, established in 1948 by Governor Robert D. Blue and the Iowa Legislature, created the award. The foundation wished "to encourage and recognize the outstanding service of Iowans in the fields of science, medicine, law, religion, social welfare, education, agriculture, industry, government, and other public service" and to recognize the "merit of their accomplishments in Iowa and throughout the United States."

"Ken personifies the characteristics and qualities that we Iowans strive to embody: integrity, philanthropy and

service. Whether it be his humanitarian work on behalf of refugees from Southeast Asia while serving with Governor Robert D. Ray, his passion to continue the legacy of feeding the world started by Iowan Dr. Norman Borlaug, or his diplomatic career which included negotiating for American entry into Vietnamese prisons to search for prisoners of war, Ken has consistently put his state and country above self," said Branstad.

"I was humbled beyond anything I could put into words when Governor Branstad informed me that I was to be the recipient of this singular honor," said Ambassador Quinn. "Throughout my career, whether at home or abroad, I have been guided and sustained by the core values that were instilled in me growing up in Iowa, and by our state's great agricultural and humanitarian heritage. I am so proud to be an American, and I am so proud to be an Iowan."



Hrdlicka Named Iowa Biotech Association Executive Director

In April, the Iowa Biotech Association welcomed and announced its new Executive Director, Joe Hrdlicka. Hrdlicka brings nearly 20 years of public affairs, management and marketing experience to the association.

A St. Louis native, Hrdlicka attended the University of Missouri School of Journalism and worked in various political campaigns before coming to Iowa in 1992 to work for Representative Jim Lightfoot. After his work with Lightfoot, Hrdlicka joined the marketing firm Strategic America as Director of Public Relations. Following his tenure at Strategic America, he served 13 years with the Iowa Lottery. First, he was Public Relations Manager, then was promoted to Vice President of Marketing where he served as a member

of the Lottery's senior management team. During his tenure at the Iowa Lottery, Hrdlicka managed a team of eight marketing professionals overseeing advertising, promotions, product development and major procurements.

Most recently, Hrdlicka served as Vice President of Public Affairs for the Iowa Communications Alliance, an industry organization of telecommunications providers serving Iowa's rural communities. He says working in the association world has been extremely engaging and he feels privileged to have the opportunity to head up such a vibrant industry organization. "I really enjoy working with members and moving an association to bring value and resources to their businesses," says Hrdlicka.

ISU Ranked Among Top Universities in World in Agriculture and Forestry

Iowa State University (ISU) has been ranked fifth in the world among universities in the area of agriculture and forestry by a British organization's annual university rankings.

Quacquarelli Symonds World University Rankings measures academic reputation, employer reputation and citations per scientific journal papers to determine the rankings. Its survey results of teaching and research activities is provided for educational and career information at topuniversities.com/subject-rankings. Last year, ISU ranked tenth among universities in agriculture and forestry.

This year's top 10 of Quacquarelli Symonds World University Rankings in agricultural and forestry are:

1. University of California, Davis
2. Wageningen University, Netherlands
3. Cornell University
4. University of Wisconsin, Madison
5. **Iowa State University**
6. University of California, Berkeley
7. Oregon State University
8. Purdue University
9. Texas A&M University
10. Ohio State University

Still Time to Register for the ASTA Annual Convention

There is still time to register for the ASTA 131st Annual Convention, being held June 11 - 14 in Indianapolis, Ind. programming, highlighting key themes from Purdue's 2013 Large Commercial Producer Survey;

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

- 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.

Register at
amseed.org/events/asta-annual-convention

Golf at the Iowa Seed Association Annual Golf Tournament



The Iowa Seed Association will be teeing off at our Annual Golf Tournament on Tuesday, June 24, 2014 at the Tournament Club of Iowa in Polk City. This event benefits the ISA scholarship fund. ISA provides undergrad and graduate scholarships for students interested in pursuing a career in agriculture.

Even if you are not a great golfer, please come to enjoy the experience and camaraderie of your fellow members. The format will again be a four-person "best ball" which usually means low scores and a lot of fun. For the tournament we are encouraging golfers to create their own foursome team. If you are not in a

foursome, you will be placed into a foursome.

The registration fee of the golf tournament is \$90 per player and needs to be received by **Tuesday, June 17, 2014**. Registration fee includes lunch, green fees for 18 holes, $\frac{1}{2}$ of a golf cart, drink tickets and prizes.

Golfer check-in begins at 11:00 a.m. with lunch being served at 11:30 a.m. Golfing begins with a shotgun start at 12:00 p.m. Awards ceremony and light snacks will follow immediately after the completion of golf.

For your convenience, a registration for the Annual Golf Tournament is attached with the June ISA News Bulletin. Please fill out the registration form and return it to the ISA office. Call the ISA office at 515-262-8323 or 800-383-1682 with questions or to register over the phone.

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Iowa Seed Association Reminders & Upcoming Events

- AgGateway's 2014 Mid-Year Meeting, June 9 - 12, 2014
Prairie Meadows, Altoona, IA
- ASTA's Annual Convention, June 11 -14, 2014
J.W. Marriott Indianapolis, Indianapolis, IN
- ISA Annual Golf Tournament, June 24, 2014
Tournament Club of Iowa, Polk City, IA
- ISA Annual Meeting at the Agribusiness Showcase & Conference, February 11, 2015
Varied Industries Building - Iowa State Fairgrounds, Des Moines, IA