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## 2015 Seed Forum Agenda & Annual Meeting

**P**artnering with the Agribusiness Showcase & Conference will allow ISA to once again expand the education and networking opportunities available at our Seed Forum and Annual Meeting.

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. More than 1,000 ag professionals attended the 2014 Conference and its 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 Iowa Seed Association Annual Meeting and Seed Forum will be held at the Varied Industries Building on Wednesday, February 11 9 am to Noon.**

The Seed Forum workshops are dedicated solely to information pertinent to the seed industry. Please pre-register before Jan 31, 2015 for a discounted price \$75. After the 31st it will be \$100. Registration includes educational materials, 2 Day Admission to the Showcase Floor, admission to the All Industry Reception on Tuesday, and lunch on Wednesday.

**E**ach year at the Agribusiness Showcase & Conference, the Iowa Seed Association recognizes the Iowa State University students who received the Seed association scholarships for the academic year. This year's recipients will be recognized at the All Industry Luncheon, Wednesday, February 11, 2015.

The Showcase's signature event will be hosted at the Varied Industries building on the Iowa State

9:00 AM

**ISA Annual Meeting  
Recognition of ISA 2015  
Honorary Member**

9:15 AM

**ASTA Update & Iowa  
Legislative Update** - John Latham, President, Latham Hi-Tech Seeds & Matt McKinney, ISA Lobbyist, BrownWinick Law Firm

9:45 AM

**Stewardship around "Enlist" & "Roundup Xtend"** - Dr. Bob Hartzler, Professor, Iowa State University

10:30 AM

**Health Perspectives of  
Genetically Modified Food** - Dr. Ruth MacDonald, Professor & Chair, Iowa State University

11:15 AM

**Big Data** - Brandon Everett, GROWMARK

Noon  
- 1:30 PM

**iPad Raffle  
Luncheon and ISU Scholarship  
Awards on Showcase Floor**

Fairgrounds in Des Moines, Iowa, held on the Showcase Stage at 12 pm.

Iowa Agriculture Secretary, Bill Northey, will discuss important topics in Iowa agriculture as the keynote speaker during the All Industry Luncheon. The Showcase and Conference is a two day event, Feb 10 - 11, 2015. **Pre-register by Jan 31, 2015 for only \$75.** Visit [AgribizShowcase.com](http://AgribizShowcase.com) for more details including agendas, speaker information, and exhibitor layout maps.

## All Industry Luncheon's Keynote Speaker and ISU Scholarships



## 2015 Agribusiness Showcase & Conference Registration

**R**egistration is now open for the 2015 Agribusiness Showcase and Conference. Pre-registration prices end Jan 31, 2015! Send in your registration form below or visit us at [AgribizShowcase.com](http://AgribizShowcase.com).

All attendee registration materials can be found at the Showcase website: [www.agribizshowcase.com](http://www.agribizshowcase.com)

Lists of speakers, exhibitors, and agendas can be viewed or downloaded. Peak through this years exhibitor floor layout and don't forget about the All Industry Reception Tues at 4 pm on the Showcase Floor! All attendees names will be added to the iPad Raffle, must be present to win.

There are many different experiences at the 2015 Showcase & Conference. Return the below form to Pre-Register today!

### Attendee Information:

Please **PRINT** the following information:

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

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

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### Registration Information:

*Only one form is needed for multiple registrations please indicate below with payment information.*

- |   |              |
|---|--------------|
| <input type="checkbox"/> Ag Industry & Crop Management Conference:          | <b>\$200</b> |
| <input type="checkbox"/> Agribusiness Leadership Forum:                     | <b>\$250</b> |
| <input type="checkbox"/> Iowa Seed Association Annual Meeting & Seed Forum: | <b>\$ 75</b> |
| <input type="checkbox"/> Commercial Pesticide Applicator Recertification:   | <b>\$ 35</b> |
| <input type="checkbox"/> Showcase Floor Admission (Both Days):              | <b>\$ 25</b> |

### Payment Method:

- Send Invoice
- Mail Check
- Credit Card  
*(please submit information online)*

**Total Payment Amount:**

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

**\*\*See Attendee Registration Book for more information\*\***

*Please make checks payable to the AAI Events, LLC and return completed form to the AAI Events, LLC 900 Des Moines St, Des Moines, IA 50309.*  
**Downloadable Attendee Book and Registration is also available online at [www.agribizshowcase.com](http://www.agribizshowcase.com).**

THANK YOU!



## Northey Request \$7.5 Million for Water Quality

Iowa Secretary of Agriculture Bill Northey today requested \$7.5 million for the Iowa Water Quality Initiative in a public meeting with Iowa Gov. Terry Branstad and Lt. Gov. Kim Reynolds as part of the Iowa Department of Agriculture and Land Stewardship's fiscal 2016 and fiscal 2017 budget requests.

This request puts funding at the level of support sought for the soil conservation cost share program, or Iowa Financial Incentives Program (IFIP), over the next two years. "... This request is designed to allow us to continue to build on the initiative. Funding water quality and soil conservation efforts at equal levels will allow us to continue the exciting work taking place in both of these critically important programs," Northey said.

The Department received \$4.4 million for the current fiscal year

for the Water Quality Initiative. The \$7.5 million per year requested would allow the Department to continue offering cost share statewide to farmers trying new water quality practices, expand work in targeted watersheds to achieve measurable water quality improvements, and develop new programs to help engage all Iowans in water quality efforts.

Northey also requested \$7.5 million for conservation cost share for each of the next two fiscal years. For over four decades, Iowa's soil conservation cost share program has encouraged the adoption of conservation structures and practices to protect and preserve our state's natural resources. In the meeting with Branstad, Northey also requested \$1.92 million in both fiscal 2016 and 2017.

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**Story Source:**

The above story is based on materials obtained from [Clean Water Iowa](#). Note: Materials may be edited for content and length.

## Researchers: Prairie Strips Can Reduce Nutrient Loss

The first year that prairie strips were strategically planted in corn and soybean fields near the Neal Smith National Wildlife Refuge, they worked to reduce loss of nutrients that can impair water quality, says Matt Helmers, an agricultural and biosystems engineer at Iowa State University.

"Things like plant diversity – the diversity of the prairie – have changed over time, evolved and enhanced," Helmers said. "But water quality, we saw real benefits right from the beginning. It was surprising. We weren't sure we'd see dramatic benefits."

Those dramatic benefits Helmers and other researchers discovered: Converting just 10 percent of a crop field into prairie could reduce by 95 percent the soil and sediment leaving the field. Phosphorus loss decreased by 90 percent, and nitrogen loss by 85 percent. And the prairie created a habitat for pollinators, birds and animals.

Researchers are looking at four different row crop and prairie

configurations in 12 sloping fields. One treatment is all corn or soybeans, another is 10 percent prairie at the foot of the slope, another adds a few prairie strips to the field with prairie at the foot, totaling 10 percent prairie, and the last adds strips to the foot slope, totaling 20 percent prairie.

About a dozen state and federal conservation and agricultural agencies are participating in the project, including the Leopold Center for Sustainable Agriculture. With Iowa under pressure to reduce the amount of nitrogen and phosphorus that enters the state's waterways and eventually contributes to the Gulf of Mexico's dead zone, Helmers talked about how the research program – officially called Science-based Trials of Row-crops Integrated with Prairie Strips – fits into the state's plan to reduce water pollution.

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**Story Source:**

The above story is based on materials obtained from the [Des Moines Register](#) by [Donelle Eller](#). Note: Materials may be edited for content and length.



## FSA Administrator Says New Programs are Worth Looking Over

**T**he new farm bill ushered in a new safety net, and beginning this past Monday, producers and landowners have the chance to formally select which of two new risk management programs they want to their operation. Producers can consider the Agricultural Risk Coverage program (ARC), or the Price Loss Coverage program (PLC) until March 31st of next year.

Farm Service Agency Administrator Val Dolcini says there's a few steps along the way, "It started with letters we sent to producers in the summertime, saying that you have to come in and reallocate your base acres; the second decision will be to elect which program, and the third part of that will be to sign up for those programs, and then we'll make payments in the fall of 2015."

Dolcini says there are a lot of online tools, as well as universities like Iowa State doing workshops and seminars around Iowa to help educate farmers about the programs and what they mean.

He says the decision is worth thinking over, "As harvest ends in Iowa and parts of the Midwest, I think farmers need to look at the letters the FSA sent them in the summer time. Get into their county offices, and get into that process of reallocating base acres. And updating their yields. Then in conversation with their business advisors and friends, and family, and colleagues..."

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**Story Source:**

The above story is based on materials obtained from [WHO-TV](#). Note: Materials may be edited for content and length.

## ASTA Unveils New Research

**O**n December 10, 2014, the American Seed Trade Association unveiled the results of a new survey that focused on consumer perception around seed and seed improvement.

"The agriculture industry recognizes the significance of seed innovations and that many things which improve the quality of our lives can be traced back to the seed," said Andy LaVigne, ASTA president and CEO. "But when we reach beyond the agricultural community, we realize we have work to do in educating people about the value of seed and seed improvements. Our research results revealed that the work of the seed industry is generally undervalued among educated consumers. Yet, those same consumers believe that the role of technology in agriculture is important and vital."

LaVigne explained that when time was spent with the consumers surveyed and additional information shared regarding the specific benefits seed improvements, consumers began to show increased appreciation in understanding the impact of seed improvements and innovation.

As part of the survey process, consumers were told that seed improvements can do some of the following:

- They can allow farmers to grow a wider variety of foods, giving consumers more choices and more convenience, etc.

The survey targeted millennials, moms and foodies. Among those groups, positive impressions increased by 18 percent, 13 percent and 16 percent, respectively.

"These are all extremely encouraging results as we move forward with our messaging," LaVigne said. To build upon the survey results, LaVigne announced that ASTA will undertake a three-year communications effort to reach consumers about the importance of seed improvement. "Our hope is to increase awareness among consumers about the diversity of the seed industry..." LaVigne commented.

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**Story Source:**

The above story is based on materials obtained from [Seed World by Julie Deering](#). Note: Materials may be edited for content and length.

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### Iowa Seed Association Reminders & Events



- December 8 - 12, 2014: ASTA's CSS 2014 & Seed Expo
- February 11, 2015: ISA Annual Meeting & Seed Forum at the Agribusiness Showcase & Conference hosted at the Varied Industries Building - Iowa State Fairgrounds, Des Moines, IA  
*Pre-Registration is OPEN through January 31, 2015*

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