



March 2009

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Message from the Iowa Seed Association President

Members of the Iowa Seed Association (ISA) elected Dean Hamer as their president for the 2008-2009 year term at the 106th Annual Iowa Seed Association Convention held November 18 -19, 2008 in Ames, Iowa. Dean is the Office Manager for Sansgaard Seed Farms at Story City, Iowa and has served on the ISA Board of Directors for the past four years.

President Hamer's Message:

First, I would like to thank everyone for their support of the Iowa Seed Association. I would also like to thank my fellow board members and staff for their hard work to keep the ISA a viable and important organization. Many of our efforts are behind the scenes trying to keep legislative events that may negatively impact your businesses from getting passed. We send E-mails to our members to report important news in the industry. Never has the industry had such a huge investment in Research and Development as there is right now. There is a lot at stake and we have to always be vigilant to keep the vocal minority from passing restrictive legislation that hurts ag business growth.

We have a website www.iowaseed.org that has a schedule of events, news and more. We include some helpful links for your convenience.

The ISA awards over ten scholarships to ISU undergraduate and graduate students each year. With your support, we will be able to continue this very worthy cause.

We have started to plan our next annual meeting for late fall and we would love to have your input on how to increase our value to you. Last November we included 4.5 hours of CEU credits for Certified Crop Advisers who attended the meeting. We plan on trying to increase the number of credits offered at our next annual meeting and would welcome any suggestions on specific credits we can help you and your sales force acquire.

We are working on a program that will allow you to add your sales force and key staff to our list to receive our newsletters, an invitation to our Annual Golf Tournament to raise money for the ISU Scholarships, and an invitation to join us at our Annual Meeting and fulfill some of their CEU credit requirements.

We are a member driven organization that is always looking for new members and ideas. There is an important place waiting for you on one of our committees. Please give Joan O'Brien a call at 515.262.8323 and join one (or more) of our committees. This is a great opportunity to "network" with other seed professionals.

We appreciate your support and we will work hard to support you. Thank you!



ISA Participating in Ag Day

The Iowa Seed Association will once again be participating in Ag Day at the Iowa State Capitol on March 18th from 11:00 am - 1:00 pm.

Ag Day brings together ag related associations and industries to showcase agriculture for Iowa's elected leaders and citizens through table top displays, Iowa products and food. The goal of Ag Day is to encourage every Iowan to recognize and celebrate the contributions of agriculture in our everyday lives.

All ISA members are encouraged to stop by the statehouse on Ag Day to support the ISA booth and visit with your legislators. For more information please contact the ISA office at 515.262.8323.



ISA's booth at the 2008 Ag Day event. ISA will once again set up an information display in the rotunda during Ag Day at the Capitol, on Wednesday, March 18th. ISA board members Tim Barry and David Treinen are seen here informing a visitor about the Iowa Seed Association.

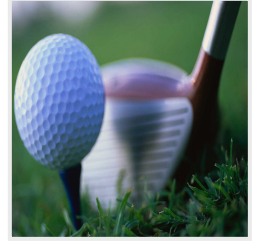
Seed Board Hosts Iowa Legislators for Lunch

Iowa Seed Association board members hosted a luncheon for the Iowa Senate and House Leadership and the House and Senate Agriculture Committees on Thursday, February 26, 2009.

During the luncheon members of the House and Senate were informed about the Iowa Seed Association and Iowa's seed industry. All legislators in attendance had an opportunity to discuss with the ISA board current legislative issues of agricultural interest.

Get Ready to Tee off this Summer with the Iowa Seed Association!

The Iowa Seed Association Golf Tournament will be held on Thursday, June 25, 2009 at Coldwater Golf Links in Ames, Iowa. The ISA Golf Tournament is a fundraising event for the ISA/ISU Endowed Scholarship Fund.



The 2009 Golf Tournament will have an even larger pool of prizes and more money to win! Due to inclement weather during last year's tournament there are still a few prizes to hand-out, meaning more chances for you to win!

More information and registration will be in your mailbox soon.

Iowa Seed Association Contributing \$10,000 to First-the Seed Foundation

The Iowa Seed Association (ISA) board of directors has voted to contribute \$10,000 to First-the Seed Foundation, an initiative by the American Seed Trade Association (ASTA). Part of the Iowa Seed Association's purpose is to cooperate in the development of a sound and effective seed program for the advancement of agriculture. The \$10,000 contribution from ISA to First-the Seed Foundation will do that by planting the seeds for the next generation to enhance agriculture and the seed industry.



First-the Seed Foundation's mission is to conduct education, outreach and communication on the value of crops and food produced from seeds. Through the development of public education, media tools, and economic research First-the Seed Foundation will educate the general public and attract the best and brightest minds to agricultural fields of study.

The Foundation considers the education of today's youth one of its highest priorities; therefore, it strives to:

- Teach the students, communities and consumers of the United States and abroad the impact that seed-derived products have on their daily lives.
- Provide improved economic research to illustrate the value and importance of the seed industry to its consumers and the agricultural community.
- Increase the awareness among American consumers and students of the science that the seed industry is evolving and the changing needs in agricultural education programs today in plant breeding, genetics and seed science must be met if we are to keep pace with the new global demands
- Create new avenues to enable the seed industry to bring meaningful economic and philanthropic impacts to both the developed and developing world through improved agriculture production from improved seed.

For more information about First-the Seed Foundation go to: <http://www.amseed.com>.

Aerial Application Workshop

Iowa Seed Association members are invited to an Aerial Application workshop hosted by the Agribusiness Association of Iowa on Thursday, March 26, 2009 from 10:00 am - 2:45 pm at the Courtyard by Marriott (2405 SE Creekview, Ankeny, Iowa).

The Aerial Application workshop will discuss and update attendees on Iowa's new rules and regulations for aerial applicators and consultants. Information on new technology, equipment and insurance will also be presented.

Attendance fee is \$50 per participant; this includes lunch and all educational materials. A registration can be found on the ISA website at www.iowaseed.org. Please call the ISA office at 515.262.8323 or 800.383.1682 with any questions.



Supplier Spotlight

Becker Underwood

In order to bring more value to the *ISA News Bulletin* we will be highlighting an ISA member in the *Supplier Spotlight*. If you would like to be featured or have a suggestion of a company ISA should reach out to please contact the office at 515.262.8323 or 800.383.1682.

Meet Iowa Seed Association member Becker Underwood:

Becker Underwood is a global specialty agriculture company that was founded in 1982 by Jeff Becker and Roger Underwood. Becker Underwood serves the agriculture industry in many different ways. Their Horticulture Specialties division creates and produces a variety of horticulture, turf, and aquatic products. They are also a leader of biocontrol technology, producing insect-control agents that foster plant vigor.



Colorbiotics, a Becker Underwood company, focuses on the research development, sales and support of landscape coating products which include the concentrated colorants for mulch, aggregate and sand. Seedbiotics, also a Becker Underwood company, is a coating facility that coats forage and turf grasses. These coatings ensure that every seed has the opportunity to achieve its full genetic potential. Becker Underwood also sells rhizobium inoculant into the agriculture industry. They are at the forefront of Rhizobium inoculant science, production, and marketing. By improving a plant's ability to use nitrogen, their advanced inoculant products offer higher yields and provide benefits to the environments. Some of their inoculants include Vault LVL, Vault NP and Rhizo-Stick.

In the Seed Enhancements division, they specialize in improving the appearance and performance of seeds. Their unique colorants offer a variety of hues that can make a seed company's product stand out from the competition. Colorants include the Color Coat and Custom Color lines. In addition, their highly effective polymers advance seed handling by improving plantability, dust control, seed flow, and seed buildup. Their Flo Rite polymers include Flo Rite 1085, Flo Rite 1197, and Flo Rite 1127 Concentrate. These polymers improve plantability and seed flow while controlling dust off. CF Clear, CF Neutral, and Secure are polymers in our product line-up that help control dust and hold actives onto the seed.

Becker Underwood is a diversified company with a proven record of being an innovator in all of the industries that they are involved with. Becker Underwood looks forward to developing creative solutions for agriculture for many more years to come.

Voice Your Opinion and Volunteer for a Committee

The Iowa Seed Association is seeking energetic professionals to volunteer for ISA committees. Working on an ISA committee is your chance to voice your opinion about the direction of your Association on everything from legislative issues to convention planning.

ISA has six committees:

- Convention/Education Committee
- Scholarship Committee
- Nominating Committee
- Membership Committee
- Golf Committee
- Legislative Committee

If you would like to volunteer for a committee or for more information please contact the ISA office at 515.262.8323 or 800.383.1682.



900 Des Moines Street
Des Moines, IA 50309

"A Place to Grow"

Iowa Seed Association "A Place to Grow"

IOWA SEED ASSOCIATION REMINDERS & UP-COMING EVENTS

Find us on the
web at:

www.iowaseed.org



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- March 18, 2009: Ag Day, Iowa State Capitol Rotunda
- March 26, 2009: Aerial Application Workshop, Courtyard by Marriott, Ankeny, Iowa
- June 20-24, 2009: 126th Annual American Seed Trade Association Convention, Scottsdale, Arizona
- **June 25, 2009: Iowa Seed Association Golf Tournament, Coldwater Golf Links, Ames, Iowa**
- **November 10-11, 2009: Iowa Seed Association Convention & Annual Meeting, Holiday Inn, Ames, Iowa**
- The ISU Seed Science Center is holding several workshops throughout 2009. For a complete list of workshops being offered and registration forms go to: <http://www.seeds.iastate.edu/seedtest/training/>.