

BOARD OF DIRECTORS

President

Dana Stubbendeck
Syngenta Seedcare

First Vice President

Jim Webster
Pioneer Hi-Bred
International

Second Vice President

Chuck Cornelius
Cornelius Seed
Company

Past President

Tom Tusha
Mycogen Seeds/
Dow AgroSciences

Secretary/Treasurer

Joan O'Brien
Iowa Seed
Association

Directors

Jim Anderson
Remington Seeds, LLC

Jeremiah Andorf
Bayer CropScience

Chris Latham
Latham Hi-Tech Seeds

Dr. Manjit Misra
ISU Seed Science

Tom Powers
Asgrow/Dekalb

Randy Ramundt
Channel/Monsanto

Jim Rouse
Iowa Crop Improvement
Association

Tom Severson
Agvantage FS

SAVE THE DATE! ISA Annual Meeting & Seed Forum

ISA Annual Meeting & Seed Forum February 14, 2018

9:00 AM - 12:00 PM

Varied Industries Bldg.
Iowa State Fairgrounds | Des Moines IA

The Seed Forum workshops are dedicated solely to information pertinent to the seed industry. The ISA annual meeting includes recognition of a honorary member and legislative updates affecting the seed industry.

Pre-registration begins Oct 1, 2017. Register early and receive discounted pricing. Early bird pricing is \$75 per person, after the cut off date -

Jan. 16, 2018, registration will be increased to \$100 per person.

Registration includes educational materials, 2 Day Admission to the Showcase Floor (Tuesday 4 pm - 7 pm and Wednesday 8 am - 3 pm), admission to the All Industry Reception on Tuesday, and lunch on Wednesday.

Pre-Registration \$75 Oct 1—Jan 16
Full Registration \$100 Jan 16—Feb 14

Visit conference website for more details:

<http://www.agribizshowcase.com/>

2018 ISA Dues

Recently you have been mailed your 2018 dues packet. Inside you will find everything you need to renew your Iowa Seed Association dues for the 2018 dues year.

Please contact the office 515-262-8323 if you have not received your dues invoice in the mail. Dues invoices are always mailed to the primary member contact on file.

If any of your contact information has changed (i.e. email, address, etc.) please contact the above phone number or email Joan O'Brien joano@agribiz.org to keep your record up to date.

*Thank For Your
Continued Support!*

Get Your Name Out There: 2018 Sponsorship Opps

The Iowa Seed Association is as good as our members. Annually we ask our members for contributions to help the Association meet our goals. Your company's annual contribution will support all ISA events throughout 2018:

- Iowa Seed Association Seed Forum
- ISA Scholarship Fund
- Annual Golf Tournament

Your company will also be recognized as a supporter of the Iowa Seed Association in printed materials and online.

Please consider supporting the Iowa Seed Association, we have three different contribution levels and easy payment options. View our [2018 Sponsorship form](#) today and help out the association! Thank you.



A Cure for Misinformation?

Mark Twain supposedly said, "Get your facts first; then you can distort them as you please." We can only imagine what Twain would have to say about social media and journalism in the digital age, but he would no doubt agree that science-based facts are essential if we want to pursue truth over truthiness.

The world of agriculture deals with truth bending from many sides, and it is crucial that policymakers and the public have access to credible information. As Ohio veterinarian Gabe Middleton (see article on p. 2) says, "Misinformation can do a lot of damage in a hurry. Farmers don't always have the time or resources to speak to the masses."

Many individuals, societies, organizations, and companies try to communicate solid information, including these two: (1) U.S. Farmers & Ranchers Alliance creates a [dialogue between the public and farmers](#)—and in turn, it teaches consumers about how food is grown and raised. (2) The Animal Ag Engage group points out that scientists, dietitians, and agriculture advocates are [speaking out about a](#) film that "cherry-picks scientific studies and makes questionable claims about agriculture and food production."

Ag quickCASTS: A popular way to access credible information about agriculture, these one-page summaries capture the essence of CAST's peer-reviewed publications.

GMO Answers New Website

The revamped GMO Answers website continues to add new articles, videos, and studies. You can easily find information, facts, press resources, infographics and downloadables.

Get the basics on GMOs and meet over 300 of the industry's experts that answer questions. You can look up GMO myths vs. facts, livestock, and grocery store topics. Including where GMOs are grown to current crops.

All of it is easily sharable—visit <https://gmoanswers.com>



CSS 2017 & Seed Expo - Chicago

A series of valuable [educational sessions](#) has now been published on the CSS 2017 & Seed Expo website, outlining this year's program for America's largest seed industry convention. Don't miss the latest information on seed treatment, plant breeding innovation, the agricultural economy forecast for 2018, emerging global disease threats and much more in this essential annual event.

Registration is now open for participants, reserved appointment tables, affiliated events and a few remaining sponsorships and exhibit opportunities.

[Register Online](#)
[Print Registration Form](#)

COVER CROPS BOOST YIELD AND WEED CONTROL, SURVEY SAYS

Following the use of [cover crops](#), farmers reported increased yields of corn, soybeans and wheat, and improvement in the control of herbicide-resistant weeds, according to a nationwide survey. In addition, the survey of 2,012 farmers showed acreage planted in cover crops has nearly doubled over the past five years.

Survey participants—88% of whom use cover crops—reported that after cover crops:

- Corn yields increased an average of 2.3 bushels per acre, or 1.3 percent;
- Soybean yields increased 2.1 bushels per acre, or 3.8 percent;
- Wheat yields increased 1.9 bushels per acre, or 2.8

This marks the fifth consecutive year in which the survey reported yield increases in corn and soybeans following cover crops. It is the first year the survey team was able to calculate the impact of cover crops on wheat yields. The poll was conducted by the Conservation Technology Information Center (CTIC) with help from Purdue University and funding support from USDA's Sustainable Agriculture Research and Education (SARE) program and the American Seed Trade Association (ASTA).

2017 COVER CROP SURVEY BY THE NUMBERS:

- 2,012 farmers completed the survey
- 47 states were represented
- 400: average number of cover crop acres per cover crop user responding to the survey
- 691,164 acres of cover crops planted by survey participants
- 289,068 acres of cereal rye cover crop planted by respondents: the #1 cover crop species in the survey

- 3 bushels per acre: average yield increase in corn following cover crops
- 1 bushels per acre: average yield increase in soybeans after cover crops
- 9 bushels per acre: average yield increase in wheat after cover crops
- 86 percent of respondents said improved soil health is a key benefit of cover crops
- 69 percent of participants said a cereal rye cover crop was sometimes or always followed by better control of herbicide-resistant weeds
- 50 percent of cover crop users planted mixes in 2016 and intend to do so in 2017
- Two out of three farmers who planted cover crop species mix designed their own blend
- 39 percent of cover crop users say they have “planted green” into cover crops before terminating them
- 27 percent of cover crop users have tried inter-seeding cover crops into standing cash crops at side- dress timing or later
- 61 percent of farmers who planted green into cover crops say their weed control improved
- 48 percent of cover crop users always ask for a seed tag when buying cover crop seed; 28 percent say they sometimes do

BUSINESS OPPORTUNITIES

The last USDA Census of Agriculture found that farmers planted more than 10 million acres of cover crops in 2012. The new agricultural census, which will begin this fall, is likely to find several million additional acres of cover crops planted in 2017.

Source:

The above story is based on materials obtained from betterseed.org news article. Note: Materials may be edited for content and length.

WOTUS Rulemaking — Outreach Meetings

The Environmental Protection Agency (EPA) and the U.S. Department of the Army (the agencies) will hold [ten teleconferences](#) to hear from stakeholders their recommendations to revise the definition of “Waters of the United States” under the Clean Water Act (CWA). Nine of the teleconferences will be tailored to a specific sector, i.e., agriculture (row crop, livestock, silviculture); conservation (hunters and anglers); small entities (small businesses, small organizations, small jurisdictions); construction and transportation; environment and public advocacy (including health and environmental justice); mining; industry (energy, chemical, oil/gas); scientific organizations and academia; and

stormwater, wastewater management, and drinking water agencies. One of the teleconferences will be open to the general public at large.

- [Read the press release](#)
- [Read the Federal Register notice - "Definition of 'Waters of the United States' - Schedule of Public Meetings"](#)

Agriculture (row crop, livestock, silviculture)

Tuesday, October 17, 2017 - 1:00-3:00 pm Eastern

[Register here](#) - Registration closes on Tuesday, October 10, 2017

THANK YOU TO OUR SPONSORS!!

Platinum Sponsors



Dow AgroSciences



Silver Sponsors

- Remington Seeds
- EES Companies
- Popp Engineering
- Chantland - MHS Company
- Bratney Companies
- Peterson Genetics, Inc.

Iowa Seed Association Reminders & Events

- December 4-8 ASTA—[CSS 2017 Seed Expo](#), Hyatt Regency, Chicago, IL
- February 14, 2018 ISA Annual Meeting & Seed Forum, Des Moines, IA

900 Des Moines Street Des Moines, Iowa 50309
Phone: 515-262-8323 or 800-383-1682 Fax: 515-262-8960
www.iowaseed.org