

NEWS BULLETIN

Registration Open for Iowa Seed Association Annual Meeting & Seed Forum at the Agribusiness Showcase & Conference

BOARD OF DIRECTORS

President

Adam Wilson
Keystone, Inc.

First Vice President

Tom Severson
Avantage FS

Second Vice President

Vacant

Past President

Steve Werning

Secretary/Treasurer

Joan O'Brien
Iowa Seed Association

Directors

Jim Anderson
Remington Seeds, Inc.

Rhonda Birchmier
Syngenta Seeds

Bryan Butler
Dupont Pioneer

Dr. Manjit Misra
ISU Seed Science

Jim Rouse
Iowa Crop Improvement Association

Randy Ramundt
Channel Bio, LLC.

Lisa Steere
Peterson Genetics, Inc.

Dana Stubbendeck
Syngenta Seedcare

Tom Tusha
*Mycogen Seeds/
Dow AgroSciences*

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

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. 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 Annual Meeting and Seed Forum will be held at the Varied Industries Building on Wednesday, February 12 from 9 a.m. until noon. The Seed Forum workshops are dedicated solely to information pertinent to the seed industry. Plus, there will be a raffle for an Ipad!

Members are encouraged to pre-register for this event. The pre-registration fee is \$75 and the on-site registration is \$100. Registration includes: educational materials, admission to the All Industry Reception on February 11, morning refreshments and lunch on February 12, and admission to the Showcase on February 11 & 12.

Full registration materials are being mailed to members; however, a mail or fax registration form is included in this newsletter. You may also register over the phone at 800-383-1628 or online at www.agribizshowcase.com.



Agenda

9:00 - 9:15 a.m.

ISA Annual Meeting & Recognition of ISA 2014 Honorary Member

9:15 - 9:45 a.m.

ASTA Update & Iowa Legislative Update

- Jane DeMarchi, VP of Government & Regulatory Affairs, ASTA

- John Latham, President, Latham Hi-Tech Seeds

- Matt McKinney, ISA Lobbyist, BrownWinick Law Firm

9:45 - 10:30 a.m.

Precision Planting

- Eric Huber, Region Manager, Precision Planting

10:45 - 11:15 a.m.

Pollinators

- Palle Pedersen, Seedcare Technology Manager, Syngenta

11:15 a.m. - Noon

Changing Face of Customers

- Ron Milby, Executive Director of Agronomy Marketing, GROWMARK

Noon

Ipad Raffle

Noon - 1:30 p.m.

Lunch and Scholarship Awards



The AgAccord®: Data Use and Compensation Agreement

The Biotechnology Industry Organization (BIO) and the American Seed Trade Association (ASTA) announced this month that the Data Use and Compensation Agreement (DUCA) is open for signature. This announcement marks the culmination of BIO and ASTA's work on the AgAccord®, a voluntary private sector mechanism to support a seamless transition to a marketplace that includes both proprietary and off-patent biotechnology events.

Creation of the AgAccord is a substantial milestone for the agricultural biotechnology and seed industry. Although the number of events coming off-patent in the next few years is expected to be small, it's likely to increase significantly after 2020. The AgAccord is in place in advance of the need and BIO and ASTA will now shift its focus to increasing awareness of the AgAccord agreements.

Andy LaVigne, President and CEO of the American Seed Trade Association added, "BIO and ASTA have worked with the agricultural value chain to create a pathway for patent expiration that meets the needs of the biotechnology and seed industry and also the needs of our value chain customers."

The AgAccord consists of two separate but equally significant agreements: the Generic Event Marketability and Access Agreement (GEMAA) and the DUCA. The GEMAA was completed in 2012 and is fully operational.

The DUCA has been approved by the leadership of both BIO and ASTA and is now open for signature.

The GEMAA and DUCA contain many shared principles and commitments. Signatories of both the GEMAA or DUCA voluntarily commit to provide access to their biotechnology events that are patented and commercialized in the United States and when these patents expire and commit to a process for maintaining export authorizations and stewardship for off-patent events. The GEMAA and DUCA offer alternative paths to address sharing and transitioning the proprietary regulatory information that support regulatory authorizations for the events. Each potential signatory will need to determine which agreement best suits their needs. Signing the GEMAA or DUCA or both will be an independent decision for technology developers, seed companies and other interested parties.

The DUCA will become operational once six parties sign, three that hold proprietary regulatory property or have petitioned the U.S. Department of Agriculture to deregulate an event, and three parties that do not hold proprietary regulatory property, such as a seed company or national farm organization.

For more information on the AgAccord, including copies of the agreements and fact sheets and frequently asked questions please visit www.AgAccord.org.

Northey Budget Request Focuses on Water Quality

Last week, Iowa Secretary of Agriculture Bill Northey requested \$6.65 million for the Iowa water quality initiative and \$1 million to support urban conservation 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 2015 budget request.

The Department received \$2.4 million for the current fiscal year to support the initiative as well as \$20 million in one-time appropriations to support conservation and water quality improvements in Iowa.

"This level of funding would put the water quality initiative at the same level as the soil conservation cost share program we have operated for decades. And, the \$1 million for an urban conservation program would help engage Iowans living in our towns and cities in conservation efforts," Northey said.

The Water Quality Initiative funding would allow the

Department to continue and expand its work to address the quality of our streams and water resources in a scientific, reasonable and cost effective manner. Funds would prioritize cost share programs in targeted watersheds and allow flexibility to incentivize statewide practice implementation.

The urban conservation funding would support a robust effort to improve water quality through cost-sharing implementation of urban best practices and Low Impact Development (LID) strategies. The program would enhance urban education and outreach efforts by funding two Urban Conservation Coordinators through a fifteen-percent administration fee.

Northey also requested \$1.2 million to support the closure of eight additional agriculture drainage wells. Otherwise, the Department requested a status quo budget that covers required increases in personnel and benefit costs for employees.



Initial Water Quality Initiative Watershed Demonstration Projects Selected

Iowa Secretary of Agriculture Bill Northey announced two weeks ago that eight watershed demonstration projects have been selected to receive \$4.1 million in funding through the Iowa water quality initiative over the next three years. The projects will focus on adoption of practices outlined in the Iowa Nutrient Reduction Strategy. In addition to the state funds, the eight projects will provide over \$8 million in matching funds to support water quality improvement efforts.

“These watershed demonstration projects will play an extremely important role in demonstrating water quality practices and encouraging additional farmer adoption so we can continue to make water quality improvements across the state,” said Northey.

The eight projects are within the large priority watersheds prioritized by the Iowa Water Resources Coordinating Council (WRCC), which include the Floyd, Boone, South Skunk, Skunk, Middle Cedar, and Turkey.

The demonstration watersheds selected cover 605,774 acres. The projects will implement and demonstrate the effectiveness and adaptability of a host of conservation practices including, but not limited to: cover crops, nutrient management, wetlands, terraces, bioreactors,

buffer strips, no-till, strip-till, nitrogen inhibitors, extended rotations, conservation cover, drainage water management and manure management.

ISA member company, **DuPont Pioneer**, along with more than 30 partners from agriculture organizations, institutions of higher education, private industry, the local, state and federal government, and others, are working together on these projects with the Soil and Water Conservation Districts (SWCD) serving as the project leaders.

The Iowa Department of Agriculture and Land Stewardship received a total of seventeen demonstration project applications. All were reviewed by a committee including representatives from the Department, Iowa State University, Iowa Department of Natural Resources, USDA Natural Resources Conservation Service, University of Northern Iowa, and the University of Iowa. The committee made recommendations that were used by the Department in selecting the projects to be funded.

Additional rounds of funding for new watershed demonstration projects are expected next year.

La Crosse Forage & Turf Seed Rebrands, Goes Back to Its Roots

ISA member company La Crosse Forage & Turf Seed has announced a company name change to **La Crosse Seed**.

“This change represents more than just a new company name,” says Paul Curran, CEO of La Crosse Seed. “It represents a respect for our company’s roots, as La Crosse Seed was our original name when the company opened its doors in 1947. Moreover, we feel this name

better reflects the entire portfolio and wide range of products that we offer.”

Transition to the new name which includes changes to packaging and marketing materials, will be gradual and will take place over the next six months.

Learn more about La Crosse Seed at www.lacrosseseed.com

Monsanto, Novozymes Team Up to Form The BioAg Alliance

Monsanto Company and Novozymes have announced a long-term strategic alliance to transform research and commercialization of sustainable microbial products that will provide a new platform of solutions for growers around the world.

The BioAg Alliance will allow the companies to leverage employees, technologies and commercial assets in the companies’ agricultural biologicals portfolios.

The BioAg Alliance is unique in the industry, bringing together Novozymes’ commercial BioAg operations and

capabilities within microbial discovery, development and production with Monsanto’s microbial discovery, advanced biology, field testing and commercial capabilities.

The result will be a comprehensive research, development and commercial collaboration to help farmers globally meet the challenge of producing more with less in a sustainable way.

Learn more about the BioAg Alliance at www.monsanto.com

Agriculture, Forestry, and Fishing Safety Practices Featured in New Nationwide Video Project

The best agricultural safety practices are described and demonstrated in a new series of free educational videos produced by [U.S. Agricultural Safety and Health Centers](#) across the country, including [Iowa's Center for Agricultural Safety](#) and Health also known as I-CASH.

The videos are available on a YouTube channel launched Nov. 1 at www.youtube.com/USAgCenters.

Topics include: respiratory protection, livestock safety, tractor and machinery safety, child development, emergency response, grain safety, pesticide safety, heat-illness prevention, ladder safety, and hearing protection.

New videos will be added weekly, with 60 educational videos expected on the site by year's end. Content will address how to stay safe while working in agriculture, forestry, and fishing. The videos may be accessed with mobile devices, which allows use in field settings.

Each video on the new YouTube channel has been produced and reviewed by experts on the occupational hazards in agricultural, forestry, and fishing.

For more information visit
www.youtube.com/USAgCenters

Branstad Recognized as FDI Politician of the Year

Last month, Gov. Terry Branstad was recognized by Site Selection Magazine and the Foreign Direct Investment (FDI) Association 10th Annual World Forum for Foreign Direct Investment in Shanghai, China.

Branstad was named "Foreign Direct Investment Politician of the Year." According to the FDI Association,

the governor's international award "present(s) accolades for achievement and excellence in the FDI arena in 2012/13." Gov. Branstad's success with foreign direct investment results from his administration's efforts in recruiting businesses to locate in a state or area to grow jobs and strengthen the economy.

THANK YOU TO OUR 2014 SPONSORS!

Platinum Sponsors



Silver Sponsors

Chantland - MHS Company

Peterson Genetics

Popp Engineering, Inc.

Remington Seeds

Stine Seed Company



900 Des Moines Street
Des Moines, Iowa
50309

Phone: 515-262-8323
or 800-383-1682
Fax: 515-262-8960

www.iowaseed.org

Iowa Seed Association Reminders & Upcoming Events

- Agribusiness Showcase & Conference, February 11 & 12, 2014
Varied Industries Building - Iowa State Fairgrounds
Des Moines, Iowa
- ASTA's Annual Convention, June 11 -14 2014
J.W. Marriott Indianapolis
Indianapolis, Indiana



ATTENDEE REGISTRATION

Agribusiness Showcase & Conference

February 11 & 12, 2014

**Varied Industries Building
Iowa State Fairgrounds
Des Moines, Iowa**

**Please register by
February 4, 2014.**

**More Information
Call: 800-383-1682
Fax: 515-262-8960
www.agribizshowcase.com**

A. Attendee Registration

Please copy this form for multiple registrations. Please **PRINT** the following information:

Contact Name: _____

Company: _____

Address: _____

City / State / Zip: _____

Telephone: _____

Fax: _____

Email: _____

B. Payment Information

For multiple registrations, only one form will need to indicate payment information.

- Iowa Seed Association Annual Meeting & Seed Forum:** \$ 75
Registration includes: educational materials, admission to both days of the Showcase, admission to the All Industry Reception on February 11, all break refreshments and lunch on February 12.
- Showcase Admission Only: \$ 25

C. Total Payment

\$ _____

Method of payment:

- Send Invoice
- Check Enclosed
- Credit Card

Visa
 Credit Card
 Mastercard
 Discover

Name on Card: _____

Mailing Address for Card: _____

City / State / Zip: _____

Number: _____

Expiration Date: _____ Security Code: _____

Signature: _____

Please make checks payable to the Iowa Seed Association and return form:

**Iowa Seed Association
900 Des Moines Street
Des Moines, Iowa 50309
Fax: 515-262-8960**