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## THANK YOU MEMBERS AND SPONSORS!

The 2019 annual golf tournament this summer had a great turn out by members and member companies. The annual tournament is held at the Veenker Memorial Golf Course in Ames, Iowa. This year your association added a free learning opportunity at the ISU Seed Science Center. Speakers included Dr. Kan Wang, Professor Plant Biotechnology, Co-Director

Crop Bioengineering Center and Dr. Chad Hart, Associate Professor of Agricultural and Natural Resource Economics, both of ISU.

Thank you to our 2019 sponsor companies! A special thank you to Greenleaf Genetics for sponsoring the beverage cart at the golf tournament. View more photos on Facebook.



## Thank You To Our Beverage Cart Sponsor!



**More photos online!**

**Like us on [facebook.com/iowaseedassociation](https://facebook.com/iowaseedassociation)  
and follow us at [twitter.com/iowaseed](https://twitter.com/iowaseed)**





## IOWA SEED CORN COVER CROP INITIATIVE PROGRAM PROGRESS IN 2019

The Iowa Seed Corn Cover Crop Initiative is having a healthy summer of outreach and education. The program has over 150 participants for cost-share and over 30,000 intended cover crop acres for the fall of 2019. The project covers seed corn production acres only. The Iowa Seed Association (IowaSeed) project coordinator, Shannon Moeller, is having a busy summer with new applications coming in daily.

Thursday, August 1, Moeller went to visit an Iowa grower north of the Des Moines metro on a cover crop interseeding plot to discuss the progress of his test strips. The plot includes test strips of cereal rye planted into production seed corn rows. The objective of the test is to utilize less herbicide and still achieve weed control against even herbicide-resistant weeds like waterhemp. The three sections of the test plots include an early plant, late plant, and control rows. With the utilization of cover crops in these test areas, the grower already sees a reduction in waterhemp and other broadleaf weeds within his early-interseeded rows.

Moeller wants to remind seed corn companies and producers, cost-share for seed corn acres is still available. She encourages producers who are interested in the cost-share program to contact her directly to get started on the application process.



Next up on the summer's Cover Crop Meet Up schedule is an event on August 6 in Buckinham, Iowa, hosted by Adam Nechanicky. This hands-on field day will occur in two phases. From 2-5 p.m., farmers and producers will learn about soil health principles, including strip-tillage, grazing cover crops, and interseeding in 60-inch rows. The community is invited to join in for a meal at 5 p.m. Afterwards, children and parents can visit various stations on the farm to learn about steps local farmers are taking to protect water quality and soil health. This event is held in conjunction with the Practical Farmers of Iowa, Miller Creek Water Quality Improvement Project, Benton/Tama Nutrient Reduction Project, and the Iowa Seed Corn Cover Crop Initiative. RSVP online [www.iowaseed.org/events](http://www.iowaseed.org/events).

Contact Shannon Moeller via email [shannon@agribiz.org](mailto:shannon@agribiz.org) or call 641-861-2280 to apply for cost-share. More information about the program is available online at <https://www.sustainableseedcorn.org/> and follow us on Twitter for daily updates @IowaSeed and @IowaSeedWQI.

The Iowa Seed Corn Cover Crops Initiative funded by a grant from the Iowa Department of Agriculture under their Clean Water Initiative program provides funding for the project, which began in 2016.



*For more information, please visit <https://www.sustainableseedcorn.org/>*





## IOWA SEED WQI 2019 FIELD DAY SUCCESS

*Pictured above left to right: Shawn Richmond, Agribusiness Association of Iowa, Shannon Moeller, Iowa Seed Association, Jacob Ness, Soil Health Partnership, Story County farmer Mark Kenney, Iowa Deputy Secretary Julie Kenney, and Boone County Bret Pierce.*

In July, the Iowa Seed Corn Cover Crop Initiative partnered with other industry groups to host a “Cover Crop Meet Up” in Conrad, Marshall County, Iowa. This informal round-table discussion included 40 local farmers and co-op representatives to discuss everything cover crop.

The discussion was an open format and it allowed local growers to ask questions more freely and have the platform to talk peer to peer with other growers. The discussion lasted into the dusk hours.



Shannon Moeller, IowaSeed WQI Project Coordinator, gave a presentation utilizing a rainfall demonstration kit from ISU extension. She collected samples the morning prior from the host's, Kevin Holl, operation in Marshall/Grundy County. One sample is from the land which is uses cover crops the other from non-cover crop ground.



The group covered everything from planting into pollinating rye to bin maintenance advice. Including: weed control in beans, expanding your knowledge of small grains on how it germinates and flowers, aerial seeding, and reducing herbicide usage.

Seed corn companies within projects include: AgReliant Genetics, Bayer, Beck's Hybrids, Corteva, Cornelius Seed, Gro Alliance, Remington Seeds, and Syngenta see the benefits of cover crops and promote this practice with their seed corn growers.

See more images and events on the Iowa Seed Association (IowaSeed) Facebook page and online at [www.iowaseed.org](http://www.iowaseed.org).

@IowaSeed - Twitter

@IowaSeedAssociation - Facebook





## 2019 ASC SUMMER WORKSHOP AGENDA & SPEAKERS ANNOUNCED

Coordinated by the Iowa CCA Education Committee, we invite you to 2019 Agribusiness Showcase & Conference (ASC) Summer Workshop & Field Day. Experts will join us at the Jeff & Deb Hansen Agricultural Student Learning Center in Ames, Iowa to share their experiences on the use of technology and turning all that data into impactful decisions. A full day of insights you can take straight to the field. You'll earn 7 CEUs for this hands-on experience. Sessions run 55 minutes each.

### Schedule | Thursday, August 15, 2019

- |                 |   |
|-----------------|---|
| <b>8:30 AM</b>  | <b>Registration opens</b>   |
| <b>9:00 AM</b>  | A Deeper Understanding of Soil Health and Nitrogen Management <ul style="list-style-type: none"> <li>- Harold van Es, Professor, Cornell University</li> </ul>  |
| <b>10:30 AM</b> | INREC Statistical Survey for Measuring Nutrient Reduction Strategy Progress <ul style="list-style-type: none"> <li>- Shawn Richmond, Environmental Services Director, Iowa Nutrient Research &amp; Education Council</li> </ul> |
| <b>11:00 AM</b> | The Fuel for Managing Field Variability and Maximizing Profitability <ul style="list-style-type: none"> <li>- Jamie Brand, AgriVision Equipment</li> </ul>  |
| <b>Noon</b>     | <b>BBQ Lunch - Sponsored by The Nature Conservancy &amp; 4R Plus</b>  |
| <b>12:30 PM</b> | Technology Overviews <ul style="list-style-type: none"> <li>- AgLeader, Precision Planting, and John Deere</li> </ul>   |
| <b>1:30 PM</b>  | Drones and Technologies in Production Agriculture <ul style="list-style-type: none"> <li>- Kevin Butt, Agriculture Professor, Ellsworth Community College</li> </ul>  |

- |                |   |
|----------------|---|
| <b>2:30 PM</b> | Using Data for Decision Making <ul style="list-style-type: none"> <li>- Andrew Knaack, Field Product Specialist, The Climate Corporation</li> </ul> |
| <b>3:30 PM</b> | Utilizing Data for Decisions on the Farm <ul style="list-style-type: none"> <li>- Farmer Panel</li> </ul>   |
| <b>4:00 PM</b> | <b>Adjourn</b>  |

### Cost & Registration

2019 Agribusiness Showcase Participant = \$50  
(\$25 discount for all attendees who attended the winter conference on Feb 12-13, 2019)

All other Attendees = \$75

### Full schedule:

<http://agribizshowcase.com/summerworkshop>

### Register online today!

<https://www.agribiz.org/events/showcase/ascssummerfieldday>

### Speaker Bios:

<https://www.agribizshowcase.com/?team-category=speaker>

### 2019 Sponsors:

**4R Plus**

**The Nature Conservancy** 



## CALLING ALL MEMBERS - JOIN THE IOWA SEED BOARD OF DIRECTORS

Do you think you have what it takes to be a great Iowa Seed Association board member? Or know a colleague who would? The Iowa Seed Association (IowaSeed) is calling on all members to send in names of individuals who would be great representatives for the seed industry.

Board members not only represent the membership, but they represent the seed industry as well. This person should have experience in the seed industry or related and be actively working for a member company.

IowaSeed fiscal year runs January through December. Any new board members and new president is active at the next annual meeting. IowaSeed is hosting the 2020 annual meeting and Seed Forum on February 12 in Des Moines. See events below for more details.

You can view all current board members: <https://iowaseed.org/board-of-directors/>. Call the Iowa Seed office today at 515-262-8323 OR email Executive Director Joan O'Brien at [joano@agribiz.org](mailto:joano@agribiz.org).

## SAVE THE DATE! NEXT SEED FORUM ON FEBRUARY 12, 2020

**SAVE THE DATE!** The next Iowa Seed Association (IowaSeed) annual meeting and Seed Forum is on Wednesday, February 12, 2020 in Des Moines, Iowa at the Iowa State Fairgrounds.

Each year your association gathers experts in the seed industry to present their expertise on a variety of topics that annually effect our members.

Also during this meeting, IowaSeed announces the annual

Honorary Member, names the next president, and recognizes the most recent Iowa State University Iowa Seed Association Scholarships recipients.

**SAVE THE DATE**  
**ANNUAL MEETING & SEED FORUM**  
**DES MOINES, IOWA | IOWA STATE FAIR**  
**WEDNESDAY, FEBRUARY 12, 2020**



*ISU Dean Daniel Robison, IowaSeed Scholarship Recipient Rachel Nordoff, and Dr. Tom Brumm during the 2019 Seed Scholarship recognition luncheon at the Agribusiness Showcase & Conference in Des Moines, Iowa.*



*(right) Dr. Manjit Mirsa, ISU, accepts the 2019 Honorary Member Award on behalf of Dr. Susana Goggi, ISU, from 2018 IowaSeed Board President Jim Webster for her dedication to the seed industry.*



## THANK YOU TO OUR SPONSORS!

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### Iowa Seed Association Reminders & Events

- **August 6** **Field Day | Buckingham, Iowa**  
RSVP on Facebook.com/IowaSeedAssociation - click on events tab
- **August 15** **ASC Summer Workshop**  
Hansen Learning Center, Ames, Iowa - sign up online [agribizshowcase.com](http://agribizshowcase.com)
- **December 9** **CSS 2019 & Seed Expo**  
Hyatt Recency Chicago, Illinois

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[www.iowaseed.org](http://www.iowaseed.org)  
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