

A stylized graphic of a plant with a blue stem, green roots, and three orange leaves. The plant is positioned on the right side of the poster, curving upwards and to the left.

asta LEADERSHIP SUMMIT

NASHVILLE, TN, JUNE 15 — 19

2024

AWARDS RECEPTION PROGRAM

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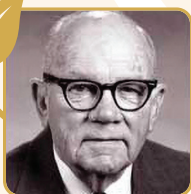
Program

- Welcome Remarks: Dave Armstrong, ASTA Chair
- Heritage Awards
- Seed Science Foundation "Excellence in Science" Award
- Lifetime Honorary Member Awards
- Distinguished Service Award



Heritage Awards

The Heritage Award was created to preserve and build history and to honor and recognize individuals who have significantly impacted ASTA and the seed industry. It seeks to inspire the next generation of leaders, and instill a sense of pride in the rich history of the seed industry and ASTA.



■ Harold Loden, 1918 – 2001

Born in Georgia, earning undergraduate and graduate degrees, Loden served in WWII. After the war, he was assigned to manage the Agriculture Experiment Stations in South Korea. Loden earned a PhD in Plant Genetics at Texas A&M in 1949. He worked first as a cotton breeder for Anderson, Clayton & Company, eventually being named General Manager. He served as President of ASTA in 1968 and was named an Honorary Life Member in 1971.

Dr. Loden served ASTA as Executive Vice President of ASTA from 1973-1983. ASTA experienced significant growth and accomplishments during his tenure. He and his staff organized and managed ASTA's 100th Anniversary June meeting in 1983 when a record attendance to that time of 1100 was recorded.

He and his staff organized and managed ASTA's 100th anniversary June meeting in 1983. With over 1,100 people in attendance, the meeting set a record for that time in ASTA history.

Retiring from ASTA, Loden formed HDL Agricultural Consultants. In 1986, he became the second American in history to receive Honorary Life Membership in the International Seed Trade Federation.

Dr. Loden's lifelong commitment to the seed industry and his contributions to ASTA qualify him for the posthumous Heritage Award.



■ John Gerard

John Gerard has been dedicated to and a leader in the seed industry most of his career. John grew up on a small livestock, grain, and dairy farm outside of Delphi, Indiana, where he met his future wife, Marta.

After graduating from Delphi, John attended Purdue University, graduating with a degree in Ag Education in 1960.

His first introduction to the seed industry occurred shortly thereafter. To supplement his career as an Ag Teacher and FFA sponsor, he inspected fields for Indiana Crop Improvement. This eventually led to him accepting the position of General Manager of Indiana Crop Improvement Association, where he led a highly successful growth curve to ICIA. John wrote his master thesis on Seed Vigor, which caught the eye of Seyler Seed of Plymouth, Indiana. Together, they started VR Seeds, one of the first independent soybean companies in the U.S. Based on Vigor and elite seed quality, John built VR Seeds into a million bag company and later sold to AgriGenetics, where he launched their licensing division.

Always the entrepreneur, he left AgriGenetics and was on the forefront of the licensing world by starting JGL, Inc., an elite soybean and licensing company, Seed Genetics, Inc, a corn licensing company, and JoMar Seeds, a wheat licensing company. John was more than a soybean, corn, and wheat guy. He was an industry guy and committed his time and resources via ASTA to grow the U.S. seed industry. This is a commitment that he passed on to his sons and now a grandson. His engagement with ASTA began in 1964 attending the CSS, 1965 at the Summer Annual Meeting, and the Western in 1970 where he participated in "trading in the pit".

His involvement includes:

PVPA: served on original committee and the subcommittees. Was part of leadership in adopting UPOV 1991.

Intellectual Property Rights: Served on original committee and several subcommittees. He chaired the committee for 5 years, was rep to ISF IPR for 5 year, represented ASTA at several state, regional, national and international meetings presenting the ASTA position and the need for IPR. He also traveled extensively with Dr. Harry Collins and Dr. Stephen Smith promoting our position, including at WIPO for 2 years and getting to present at WIPO the 2nd year. John also served as an ASTA consultant to the USDA in Rome around IPR discussions and the Treaty.

White Papers: John served as Chair for two white papers. The first was around the labeling of oil and protein on seed containers. He also walked the halls of Congress promoting the ASTA position. The 2nd white paper was around the definition of "variety" as it pertained to wheat.

Soybean Division: Assisted in the launching of the soybean division and served as chair for 1 term.

Brokerage Division: Served as Chair for 1 term.

Arbitration Committee: Served as chair for two arbitrations and on a third as a member of the Arbitration Board

NCCB: Chair for 1 term

ASTA Regional VP: Served two full terms and part of another.

He also served in the Farm Seed Division and many committees and subcommittees during his career. John also assisted in the creation of the Indiana Seed Trade Association and served as chair for one term. John also participated in two trade missions for ASTA- one to Turkey and another to China.

As you can see, his dedication to the seed industry, his leadership on issues important to the seed industry and continued commitment is a testimony to his love for seed, the seed industry, and ASTA.

John married his high school sweetheart and best friend Marta on August 28, 1960. They have 4 children, 10 grandchildren, and 6 great grandchildren. He continues to serve in many ministries and loves being able to share his faith and encourage those he encounters.

Nominations are being accepted now for the 2025 Heritage Award. Please see the ASTA registration desk for information on making a nomination.

Seed Science Foundation: *Excellence in Science Award*

The Seed Science Foundation's Excellence in Science Award recognizes the outstanding achievement by a public or private researcher whose accomplishments have had an impact in the areas of Breeding Systems, Seed Quality, Seed Production and Technology, Seed Health and Pathology, Digital Agriculture, or Seed Applied Technology.



■ Ric Dunkle

Dr. Ric Dunkle began his career in 1973 with the California Department of Food and Agriculture as a field entomologist. He spent 35 years with state and federal government, including serving as the Deputy Administrator of APHIS Plant Protection and Quarantine, where he oversaw USDA's plant regulatory and trade programs related to phytosanitary issues. Prior to that role, he held positions in research, management, and executive leadership at the USDA Agricultural Research Service. He began working for the USDA in 1981, serving in the Secretary's Office of Environmental Quality as liaison to the Environmental Protection Agency and the USDA and university agricultural research.

Ric Dunkle joined the American Seed Trade Association in January 2008 and retired in December 2023. During that time, he utilized his deep experience and vast network to help move seed across borders and around the world, ensuring the seed industry could navigate the many challenges of global seed movement, including regulatory and environmental obstacles. His strong leadership in streamlining the international flow of phytosanitary seed movement, known as the "Systems Approach," earned him the nickname "PhytoMan".

For the coming year, nominations will be accepted from July - December. Please see the ASTA registration desk for information on making a nomination.

ASTA LIFETIME HONORARY

Member Award

ASTA's Lifetime Honorary Member Award is one of the highest awards bestowed by the association and is in recognition of untiring service to ASTA as well as the seed industry.



■ **Jim Radtke** | Vice President, Product Development, Cibus, Inc.

Jim is the Senior Vice President of Product Development at Cibus. Cibus is a leading technology company leveraging high throughput gene editing technology to develop and license traits to seed

companies; targeting traits that improved yields, lower input costs, and increases the sustainability and profitability of farming. Jim has over 30 years of seed industry experience with numerous companies, including Dow AgroSciences, Mycogen, Agrigenetics, and Sungene Technology. At Agrigenetics, Jim led the effort to develop the first Bt corn product commercialized in the U.S. Jim has been involved with ASTA for over 15 years, actively contributing to ASTA policy developments by lending his expertise to several ASTA committees and working groups. Jim served as ASTA's Innovation Policy Committee Chair for several years and worked with Bernice to start the Plant Breeding Innovation subcommittee, leaning into leading the U.S. seed sector to proactively engage and advocate for rational regulation policy on genome editing both domestically in the U.S. and internationally. It would be fair to say that much of the global seed industry's advocacy initiatives, and the positive advances in regulatory policies pertaining to genome editing can be attributed to the work done by the ASTA PBI committee under Jim and Bernice's leadership. In addition, his considerable professional accomplishments and service to the seed industry, Jim is a kind and generous human being, always ready with kind words and encouragement. Furthermore, a lucky few of us also had the good fortune to benefit from his chocolatier skills. Jim is an accomplished chocolatier, making several varieties of gourmet chocolates each Christmas. One of his signature creations is Delta Medallion, inspired by the many Biscoff cookies he had flying Delta airlines. We thank Jim for his service to ASTA and the U.S. seed industry. We look forward to many more years of working together.

ASTA LIFETIME HONORARY

Member Award■ **Norm Poppe** | Applewood Seed Co.

Norm Poppe is the CEO of Applewood Seed Company in Arvada, Colorado. He has held this position since September 2019. He was promoted to this role by Applewood's founder Gene Milstein, whose leadership and dedication to quality and environmental stewardship set an exceptional standard that Norm has carried forward. Previously, he was the company's general manager from 1988 to 2019, and the vice president of sales and marketing at Veldkamp's Flowers Inc. from 1982 to 1988.

On behalf of Applewood, Norm has been an active and valuable member of ASTA, contributing on many critical seed issues over the years – from the ever-changing international landscape, where shifting policies have had significant impacts on how seed companies do business, to the integral role he has played in agricultural conservation. With Norm's leadership, Applewood has been a leader in supplying high quality conservation, pollinator, and wildflower varieties, supporting conservation efforts across the country. Norm's dedication to Applewood Seed Company and to its employees is evident and it sets the standard for leadership in the industry.

It's clear from the moment you surround yourself with the Applewood team that they are more than just colleagues, they're family, due in large part to Norm's leadership. ASTA, and the seed industry as a whole, are better thanks to Norm's thoughtful leadership and dedication to his work, which presents as more than work, but a passion.

ASTA DISTINGUISHED *Service Award*

The ASTA Distinguished Service Award recognizes those who have made significant contributions to the association and the seed industry.



■ **Stephanie Bloem** | North American Plant
Protection Organization

Dr. Stephanie Bloem has served as NAPPO's Executive Director since July 2015. Prior to that, she served as a risk analyst and training specialist for USDA APHIS focusing on conducting pest risk assessments for

import/export of various agricultural commodities plus organizing/delivering domestic and international workshops on pest risk analysis processes and procedures.

During her tenure with NAPPO, Stephanie advocated for stronger industry-government (NPPO) partnerships to develop regional standards and technical documents, and jointly develop and conduct regional workshops and other projects centered on topics of mutual concern to agricultural industry groups and the three NAPPO member NPPOs. She also promoted the need to develop stronger industry/government partnerships with other key regional plant protection organizations including COSAVE and EPPO. She was instrumental in the development of a hemispheric workshop on the implementation of the international seed standard ISPM 38 throughout the western hemisphere that was held in Costa Rica in 2019, and has continued to strongly support the development and implementation of the systems approach as an alternative to the current international system of consignment-by-consignment phytosanitary certification for the international movement of seeds.

More recently she has worked with APHIS, AMSAC, and CFIA to promote the development of proposals for at least two NAPPO government/seed industry projects on the systems approach; one of

which will be designed to evolve into a hemispheric project that will include a partnership with COSAVE. Stephanie's vision and leadership skills have significantly strengthened NAPPO during her tenure to be considered one of the most effective and proactive RPPOs globally.



Connect with us:     

betterseed.org

1701 Duke Street, Suite 275 • Alexandria, VA 22314
Phone: (703) 837-8140 • Fax: (703) 837-9365