



Farm and Lawn Seed Conference

In cooperation with the Western Seed
Conference

November 6-7, 2016 • Kansas City, MO

Participants must be registered for the Western Seed Association annual meeting to attend ASTA sessions

SUNDAY, NOVEMBER 6, 2016

1:00 p.m. – 2:15 p.m.

Cover Crop Working Group Meeting

- Cover crop species research
- Soil Health Partnership update

2:30 p.m. – 4:00 p.m.

Value Chain Panel Discussion

- Industry leaders will give their opinion of the state of the industry in general, and address the challenges facing your day-to-day operations specifically. Questions will be gathered prior to the meeting, as well as fielded from the audience. Have you ever wondered how other companies might deal with the complexities of the seed business? This is the session for you.

*Hosted by the ASTA Farm & Lawn Seed Divisions
Moderator: Darcy Turner, Turner Seed Co.*

4:15 p.m. – 5:15 p.m.

Cover Crop Working Group Meeting

- Lab uniformity
- Planning for 2017
- Department of the Interior/Bureau of Land Management Activity Update

MONDAY, NOVEMBER 7, 2016

7:30 a.m. – 9:00 a.m.

Better Seed, Better Life Breakfast

- Updates from ASTA and state and regional associations
- Communicating the benefits of professionally produced seed

***Table top displays & networking lounge will be open in the Century A Ballroom from 7:00 a.m. - 6:00 p.m. on Sunday, Nov. 6 and from 7:00 a.m. to Noon on Monday, Nov. 7. For Sponsorship and Exhibit information please contact**

Jennifer Crouse at jcrouse@amseed.org