

131st Annual Convention Conference
June 11-14, 2014
Indianapolis, Indiana

Joint Division Meeting

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| 8:00-10:00am | June 13, 2014 | White River Ballroom G/H/I |

MINUTES

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| I. | Call Meeting to Order | Craig Newman | 8:00am |
| II. | Welcome/Introduction1. Adopt Agenda
2. Approve Minutes, All Divisions Dec 2013- Jan 2014
 | Craig Newman | 8:02am |
| III. | Seed Lab Uniformity | Pat Miller | 8:05am |
| IV. | Corn Molecular Marker Project | Stephen Smith | 8:20am |
| V. | Phytosanitary Re-Export Issues | Ric Dunkle | 8:30am |
| VI. | International Session | Michelle Klieger | 8:40am |
| VII. | Cover Crop Session | Risa DeMasi | 8:50am |
| VI. | ASTA Communications Strategy | Andy LaVigne/Janice Walters | 9:00am |
| VII. | Division Business1. New Staff Liaisons
2. Division Report/Elections
	1. Associate Members
	2. Brokers & Agents
	3. Corn & Sorghum Seed
	4. Farm Seed
	5. Lawn Seed
	6. Soybean Seed
	7. Vegetable & Flower Seed
3. Recognition of Leaders
 | Andy LaVigneKaren McGuirePaul KjolhaugJohn ChismPaul FreyBill MerriganCarl PetersonRick FalconerCraig Newman | 9:20am9:20 am9:25 am9:30 am9:35 am9:40 am9:45 am9:50 am9:55 am |
| VI. | Adjourn |  | 10:00 am |

1. The meeting began with welcome remarks by ASTA Chairman Craig Newman.
2. Motions to adopt the agenda and approve minutes were passed.
3. Pat Miller of ASTA staff reported on the issue of seed lab uniformity. After much discussion internally, the ASTA Board of Directors came to the conclusion that selected data reported within the lab community is not consistent and repeatable, primarily within the native grass species.  Accurate seed lab testing is a primary basis for scientifically-based rules enforcement and equitable trade. The Board charged staff with the following objectives:
	1. Stronger lab systems and processes using existing rules and procedures.
	2. Better utilization of the resources available at the Federal Seed Lab.
	3. In depth research of testing methods for possibility of adjusting rules/laws for applicability.
	4. Assurance of cooperation with ISTA rules.
	5. An analysis of other necessary legislative/regulatory options to facilitate a strong testing system.

A joint working group has been established to determine the appropriate action toward completion of these objectives.  The first meeting of the group will be in September.

1. Stephen Smith of DuPont Pioneer, ASTA reported on the Corn Molecular Marker Project. One of the most common and globally available mechanisms for protecting plant germplasm is the Plant Variety Protection (PVP) system governed by International Union for Protection of New Varieties of Plants (UPOV). Substantial investment in the creation and commercial development of new varieties can be protected by PVP, especially via the concept of ‘Essentially Derived Varieties’. An Essentially Derived Variety (EDV) is a variety that is predominantly derived from an initial variety or from a variety that is predominantly derived from the initial variety; retains the expression of the essential characteristics resulting from the initial variety genotype;  is distinguishable from the initial variety yet conforms to the initial variety in the expression of the essential characteristics resulting from the genotype of the initial variety, i.e., an EDV is deemed too similar to an existing variety having Plant Variety Protection.

In practice, determining what constitutes an essentially derived variety may depend on several inputs, and there are few established protocols for making EDV determinations.  In contrast, breeders value access to Intellectual Property processes that are simple, predictive and that will help avoid protracted legal disputes. In this context, molecular marker profiling is an ideal tool for providing evidence to help address the question of EDV. In 2010, an EDV study was jointly initiated by the American Seed Trade Association (ASTA) and the French Breeders Association (UFS) to select a set of molecular markers based on single nucleotide polymorphisms (SNPs), and to define thresholds that can help resolve challenges between breeders for EDV of maize inbreds. This collaboration resulted in the selection of a set of publically available SNPs that are well distributed throughout the genome and re-defined previously determined SSR based thresholds for help in determining putative essential derivation. This set of SNPs and thresholds are provided as tools that can be useful for maize breeders in the US and Europe to help determine EDV status. This approach also provides a model that could be considered for use on a global basis.

1. Michelle Klieger, ASTA Director of International Programs, staff reported on latest efforts in the association’s international programming. During the annual convention, ASTA hosted its first international session. This session provided a chance for the membership to learn more about ASTA’s international programs and for the international staff to adjust our priorities to better meet the needs of our members. At the session the international staff were introduced and active members discussed how they are involved and how the program has benefited their companies.
2. Ric Dunkle, ASTA Senior Director of Seed Health and Trade, reported on phytosanitary re-export issues. Re-export continues to pose numerous problems, in particular involving the European Union and Mexico.  In general, in order for USDA-APHIS to issue a re-export certificate, the phytosanitary import requirements of the country of destination must be met in the country of origin.  For those pests not addressed on the original phytosanitary certificate, a re-export certificate can still be issued if the country of final destination will accept seed test results or treatments for these pests that can be performed by the re-exporting country. A major issue arises when the seed produced in the country of origin is prohibited by the country of final destination due to absence of a pest risk assessment; in this case a re-export certificate cannot be issued.  APHIS recently received a commitment from the EU to accept the additional declaration language on the original phyto rather than insisting it be exactly in accordance with EU directives.  This new development resolves many re-export problems with the EU.
3. ASTA’s Second Vice Chair Risa DeMasi reported on the launch of an ASTA  cover crop working group to help the seed industry capitalize on this growing market. Dave Pearl of CISCO will chair the working group.  The goal of the working group is to advocate for policies and programs that will be most effective in bringing about an increase in cover crop adoption. At the kick-off for the cover crop working group we heard from a local farmer, the NRCS in Indiana, Sustainable Ag Research and Education Program, the Conservation Technology Information Canter and seed companies.

Action items for the working group will include communicating the value of cover crops and buying high quality seed and working with NGO’s and NRCS to get this information out to farmers. There will also be further discussion around regulatory issues including those for mixes. All ASTA divisions have an opportunity to come together within this new working group to discuss the many different applications of the new “old” tool of cover crops.

1. Janice Walters, ASTA Director of Communications, provided a report on the new communications strategy project that ASTA is beginning using consulting firm Global Prairie. The project is aimed to help provide the voice of the seed industry on modern ag issues. The project will take a total of three years and will include a re-branding of ASTA itself, including a new logo for the association.
2. Individual division chairs provided an update on division activities in their respective areas.
	1. Associate Members Division chair Karen McGuire reported as follows: The ASTA Associate Members Division last met in December, 2013 at the CSS 2013 & Seed Expo. It was a joint meeting with the exhibitors of the Seed Expo. In the meeting, we reviewed the Seed Expo experience for the exhibitors and talked about timing and service both from ASTA and Freeman who is the service contractor for the show. It was discussed by many that they would like to see more focused hours for the expo and that the mornings are particularly slow times. ASTA has since taken that guidance and adjusted the Seed Expo hours beginning this December in Chicago. Another topic of discussion was the recent increase in solicitation messages to exhibitors by uninvited third party “poacher” companies who found exhibitor information online and sent sales messages, sometimes fraudulent message, without ASTA’s permission. This is a problem plaguing many conventions in many industries across the country. ASTA was seeking guidance from this group, since exhibitors were repeatedly the ones targeted, to see if they would prefer to have their information behind a required login versus being posted online for ASTA members to easily access. Ultimately, the group consensus appeared to be that they understand there are opportunistic sales forces out there who may try to reach them periodically but they would rather still keep their information easily accessible to the membership in order to promote their booth at the show. It was further discussed whether the Hyatt Regency Chicago should still be the host venue for the event, which the group was largely in favor of after hearing the logistical reasons why it is repeatedly used each year, and the possibility of future floor plan changes coming soon was previewed for them by the ASTA Meetings Director.

Other than exhibit-related issues, the Associate Members Division used to have an online “Supplier’s Guide” presence on the ASTA website before the new site was debuted at this conference last year. We are hopeful that this can be revived at some point within the framework of the new site sometime soon, as it is a benefit to all Associate Members, not just exhibitors. In addition, as ASTA has recently increased its staff and activities related to communications and marketing, we hope to be able to develop more targeted messaging and information specifically for seed industry suppliers in order to enhance member benefits and business opportunities for this division. ASTA staff will be working on this in the future.

With that, I am pleased to announce that we do have some new officers that our Nominating Committee identified to come into the new roles as we rotate at this annual meeting. New officers will be:

Mark Massoudi, Ag-Biotech, Inc. – Chairman

Jon Moreland, Oliver Manufacturing, Inc. – Vice Chairman

Craig Nelson, BioDiagnostics, Inc. – Secretary

A motion for election of these officers was requested by Karen McGuire and the motion carried by a vote of present attendees.

* 1. Subsequent reports by remaining divisions of ASTA as shown above were provided and officers elected. The new slate of ASTA Division Officers for the 2014-2015 fiscal year are as follows:

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| **Division Name** | **Chair** | **Vice Chair** | **Secretary** |
| Associate Members Division | Mark Massoudi | Jon Moreland | Craig Nelson |
| Brokers & Agents Division | Paul Kjolhaug | Aaron Reichhardt |   |
| Corn & Sorghum Division | Charles Miller | Christopher Boomsma | Eric Bandy |
| Farm Seed Division | Jeff Koscelny | Maurice Miller |   |
| Lawn Seed Division | Bill Merrigan | Scott Novak | Rob Vanscoy |
| Soybean Division | Jim Shearl | Carl Scholting | Scott Hart |
| Vegetable & Flower Division  | Stacy Woodruff | Paul Chambers |   |

1. Craig Newman offered a recognition award to outgoing division chairs.
2. The meeting adjourned at 10:00 a.m.