





- 
- The background features a honeycomb pattern where each hexagon contains a different image. The images include: a close-up of a bee's head; a pile of small red flowers; a field of purple flowers; a green plant growing from soil; a cornfield under a blue sky; a close-up of a green plant stem; a field of dark purple flowers; and a group of three people (two men and one woman) smiling outdoors. The text "Pollinator Initiatives" is at the top in orange, and "House", "the Honeybee Health Coalition", "or Partnership", and "Summit" are stacked vertically on the left in purple.
- # Pollinator Initiatives
- House  
the Honeybee Health Coalition  
or Partnership  
Summit



# Legislation

- **Neonic Ban**
- **Bee Highway Act**





# Initiative Goals

- **Phase I**

- Develop Guide to Seed Treatment Stewardship
- Introduce campaign to national level stakeholders

- **Phase II**

- Expand reach of campaign to state/local stakeholders (farmers and seed treatment applicators)





# Strategies

- Leverage national partnerships to reach state level grower and agribusiness groups
- Provide educational content for pesticide safety educators' curriculums
- Increase online presence to drive traffic to website
- Collaborate with major seed treatment companies



## Total Outreach

- **31 participating organizations**
- **20,000 total meeting attendees**
- **3,500 program participants**
- **7,700 e-newsletters recipients**
- **1,600+ social media viewers**



# Seed Treatment MATTERS





**asta**  
first-the seed®

**CropLife**  
★ AMERICA ★



**ASA**  
American Soybean  
Association®



If you believe, belong.

**National  
Cotton  
Council**  
OF AMERICA





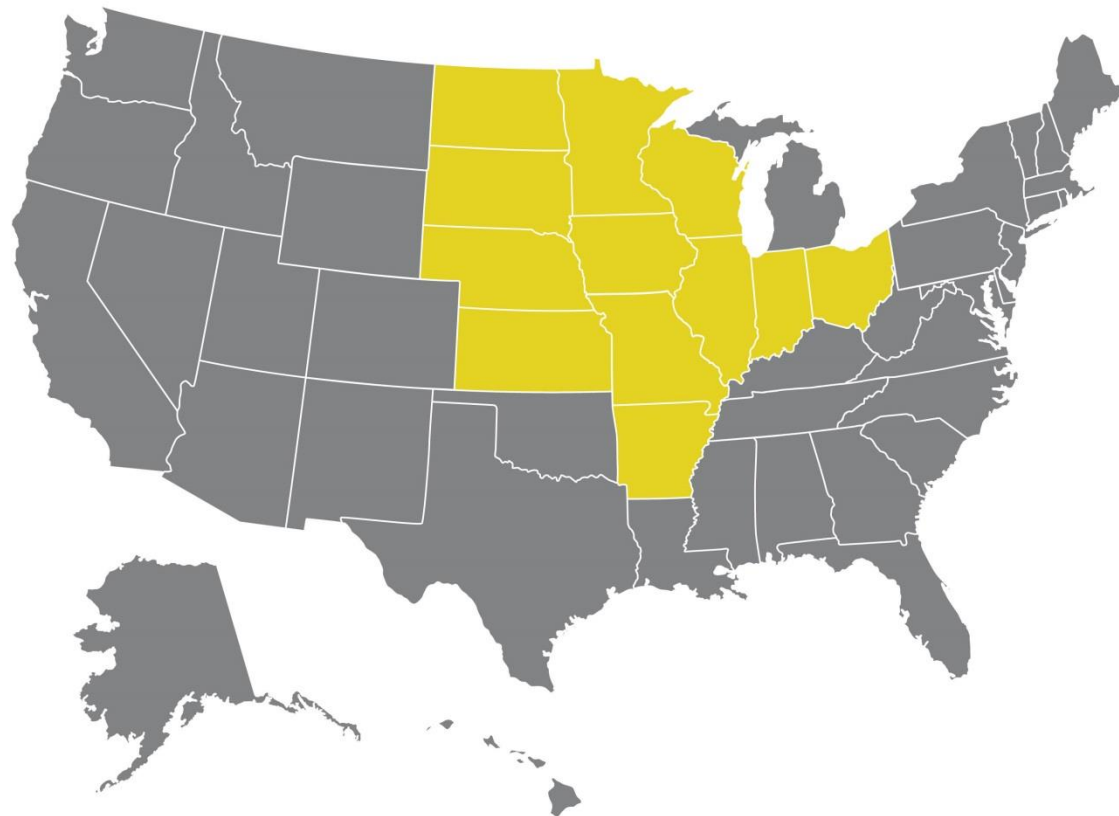


## **National Trade Show Participation**

- **Commodity Classic (2 press events and booth)**
- **National Assn. of Farm Broadcasting (booth)**
- **Amer. Farm Bureau Fed. (booth)**
- **Beltwide Cotton Conference**
- **CSS & Seed Expo 2013**



# Seed Treatment Stewardship Presentations





## Videos

- General website video
- Principles for Applicators video
- Principles for Farmers video
- AAPSE video with disposal module



# State Level Outreach

## Corn Grower Assns. and Farm Bureaus (7)

Iowa CGA

Kansas Grain

Kansas Seed

Minnesota CGA

Nebraska CGA

Ohio Corn & Wheat

South Dakota CGA

Missouri FB





# State Level Outreach

## Soybean Grower Assns. (7)

Illinois Soybean

Indiana Soy Alliance

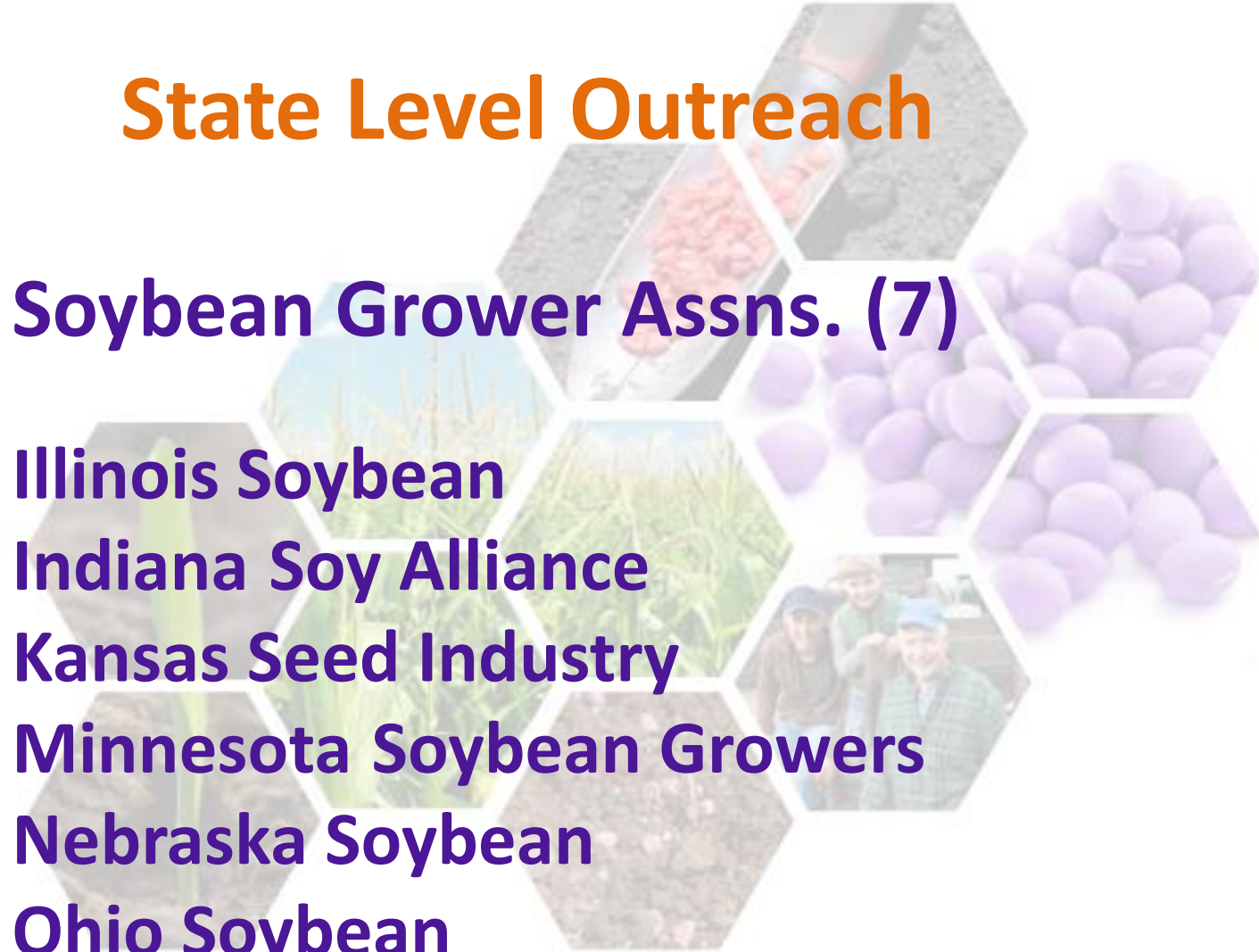
Kansas Seed Industry

Minnesota Soybean Growers

Nebraska Soybean

Ohio Soybean

South Dakota Soybean





# State Level Outreach

## Agribusiness Assns. (13)

Agribusiness Council of IN

AK Seed Dealers

IL Fertilizer & Chemical

IA Seed Association

KS Ag Retailers

MN Crop Protection

MO Agribusiness

MO Crop Improvement

MO Seedmen's

ND Crop Improvement

OH Agribusiness

SD Agribusiness

WI Agribusiness



# Outreach to Educational Organizations

**American Association of Pesticide Safety Educators (AAPSE):**

- 303 educators
- 300 commercial pesticide applicators from 100 counties in Iowa

**National Assn. Of State Departments of Agriculture (NASDA)**

**30 Washington State University field agents**





# [www.seed-treatment-guide.com](http://www.seed-treatment-guide.com)

The Guide to Seed Treatment Stewardship

An all-in-one guide for handling and managing treated seed effectively.

The Guide Disclaimer

American Seed Trade Association (ASTA)

Seed Treatment Stewardship

Search

asta first-the seed® CropLife AMERICA

R&B NCGA

ASA American Soybean Association If you believe, belong.

Agricultural Retailers Association

National Cotton Council OF AMERICA





# Pre-planting 2014 Communications

- **PSA's through NAFB**

- Over 150 stations and affiliates in 15 states have downloaded and broadcast PSAs

- **States covered in first three weeks:**

AL

FL

IL

MN

SD

CA

GA

KS

MI

TX

CO

IA

MI

NE

WY



## Phase III

- **Revise and update Guide**
  - Include more crops – vegetables
  - Update disposal guidelines
- **Disposal PSAs and Press Release**
- **Outreach Winter 2014**







## Newsletter articles and press releases

***IMPORTANT PRE-PLANTING REMINDER: Please review safe practices for planting, handling, management and storage of treated seed in order to minimize potential risks to the environment and non-target organisms. For more information visit [www.seed-treatment-guide.com](http://www.seed-treatment-guide.com)***





# Sponsors' Outreach

**Syngenta: “Thrive” magazine articles (80,000 circulation.)**

**DuPont Pioneer: Stewardship Guideline (13,000 distribution); Stewardship Training Program (1,455 completions)**

**Bayer: Bee Ambassadors, Bee Team, Seed Treatment Staff (outreach to 48,000)**



# CropLife America International Outreach

- Winter Board Meeting (60-75)
- Japan Crop Protection Assn. (50)
- FMC Corporation (50)
- CropLife Asia (30)
- New Zealand edition - AGCARM



## Next Steps

- **Revise the Guide**
- **Update the website**
- **Spanish language version**

