



ASTA and NAPB Launch 2nd Annual “Better Seed, Better Life” Student Video Contest

Graduate and undergraduate students pursuing agriculture disciplines are invited to participate in the second annual Better Seed, Better Life student video contest sponsored by the American Seed Trade Association (ASTA) and the National Association of Plant Breeders (NAPB).

The 2018 contest theme is: “Rumor Has It.”

Videos should help set the record straight on a common misconception or myth associated with the seed industry. This could include any aspect of the seed industry (from plant breeding, to seed treatments, gluten, organics, GMOs, big corporate, the role of seed in everyday life, etc.). Videos should incorporate “man on the street” style interviews along with your own original content.

Video submissions are due **August 31, 2018**. Videos will be judged by an expert panel, and cash prizes will be awarded for winners.

For more information, including video specifications and submission requirements, visit the contest [webpage](#).

For questions, contact [Kaity Carpenter](#).