

WHO should become a Seed Advocate – and HOW?

Any ASTA member who supports more pro-seed industry policies and understands the urgent need to educate and influence decision-makers should join NOW.

Visit www.amseed.org and click on “Seed Advocate.” Fill out the short application form and get started by going to “Issues/Advocacy” for legislative updates.

For questions, contact Pat Miller, Director of State Affairs, at pmiller@amseed.org or Jane DeMarchi, Vice President, Government and Regulatory Affairs jdemarchi@amseed.org

Participate when you can and how you can – every effort matters!

“Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere.”

– Teddy Roosevelt



American Seed Trade Association
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**The American Seed Trade Association
Invites You to Become a**

SEED ADVOCATE



ad•vo•cate:

1. to speak or write in favor of; 2. to support or urge by argument; 3. to recommend publicly

ASTA's "Seed Advocate" program provides representatives of the seed industry with opportunities to inspire policymakers to support sound, science-based agricultural policies and fair trade practices.

WHY are Seed Advocates Needed?

Seed industry professionals have the hands on perspective and resources to ensure that American agriculture can meet the growing demand for food, feed, fiber and fuel. In order to support this vital industry, policymakers need your input to:

- Generate positive public opinion;
- Provide insight on the impact of burdensome regulations;
- Promote international trade; and
- Provide funding resources for key seed industry research initiatives.



Becoming a Seed Advocate is easy, rewarding, and essential to the success of our industry. Join us!

WHAT does a Seed Advocate do?

There are many important ways grassroots advocates can educate and inform decision-makers:

- Communicate with and offer resources to legislators and their staffs when important measures are introduced;
- Meet with government officials about issues of concern, at their offices and yours;
- Be ASTA's "Voice in the Field" and report actions that could affect the seed industry;
- Come to Washington for ASTA "Storm the Hill" visits with Members of Congress and other key government officials.

As your partner in advocating for the seed industry, ASTA will be with you every step of the way.

Today's political environment presents significant new challenges and opportunities as a result of the multitude of communication resources available today. There has never been a more important time to tell your story about the issues that matter to you, your employees and the seed industry. ASTA staff have years of experience working with elected officials, their staffs and regulators and will provide you with the tools you need to be effective, such as:

- Updates and action alerts about relevant legislation;
- Position statements, talking points and sample letters to legislators, regulators and the media;
- Invitations to attend hearings, fundraisers and other events with key decision-makers; and
- Workshops, conference calls and webinars on advocacy and specific issues.