

YOUR
PASSPORT
TO

ASTA's
51st Vegetable & Flower
Seed Conference

PROGRAM OF EVENTS

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first-the seed[®]

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WELCOME!

The ASTA team is thrilled to have you join us for the 51st Vegetable & Flower Seed Conference.

The conference planning committee has worked hard to pull together an outstanding program that highlights a range of issues that seed companies face today from food safety to phytosanitary. If you have any questions or need assistance, please stop by the registration desk and an ASTA team member will be happy to assist you.

Hotel info

Tampa Marriott Waterside Hotel & Marina
700 South Florida Avenue
Tampa, FL 33602
813-221-4900

Embassy Suites Downtown Tampa
513 South Florida Avenue
Tampa, FL 33602
813-769-8300

Westin Harbour Island
725 South Harbour Island Blvd.
Tampa, FL 33602
813-229-5000

Registration Hours

Located in the Grand Ballroom pre-function area (2nd Floor)

Saturday (Jan. 21) 7 a.m. – 5 p.m.

Welcome Hospitality 12 – 5 p.m.

Sponsored by **Germaines Seed Technology**

Sunday (Jan. 22) 7 a.m. – 5 p.m.

Monday (Jan. 23) 7 a.m. – 5 p.m.

Tuesday (Jan. 24) 7 a.m. – 3 p.m.

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All About QR Codes

How do I use a QR Code?

Scattered throughout the program and around the Seed Expo, you will find QR codes, which can be read by the camera on many mobile devices (with the right software installed).

Follow these installation instructions:

Installation on Android

1. Open the “Market” application from the Android home screen.
2. Press the search button on the Android keyboard and enter “zxing.” Press [ENTER] to search.
3. Touch the application named “Barcode Scanner.”
4. Press the Install button.
5. You will be prompted that the device requires elevated access to your device. Press the OK button to confirm.
6. Once the application is downloaded and installed, the scanner can be launched by selecting “Barcode Scanner” from the home screen.

What’s a QR Code?

A quick response code is a type of matrix or two-dimensional code. The code consists of black modules arranged in a square pattern on a white background. This code, first used by the automotive industry, became popular because of its fast readability and comparatively large storage capacity.

Installation on Blackberry

The “BlackBerry App World” application can natively scan QR codes and load any recognizable Web URLs on its browser.

Installation on iPhone and iTouch

1. Open the “App Store” application from the home screen.
2. Select “Search” at the bottom of the screen. Search for “Barcodes.”
3. Locate the application named “Barcodes” by Christian Brunschen.
4. Touch the “Free” icon at the top of the screen. It will change to an “Install” icon.
5. Touch the “Install” icon that just appeared.
6. Enter your iTunes password when prompted.
7. Once the application is downloaded and installed, the scanner can be launched by selecting “Barcodes” from the home screen.

Installation on Motorola, Nokia, Samsung and Sony Ericsson

1. Visit <http://reader.kaywa.com/>.
2. Click the icon “Download the Kaywa Reader” and follow the instructions.

All other phones

1. Visit <http://www.mobile-barcodes.com/qr-code-software/> to find the appropriate barcode scanner.

General Info

Badges must be displayed for admittance to all ASTA events and the Trading Room floor. Please wear your badges throughout the conference. All meetings are open to any registered attendees unless listed as “closed.”

Networking Lounge

For your convenience, ASTA has established a networking lounge, which consists of tables for your use. This lounge features unreserved tables for impromptu meetings. Please limit your use of the tables to no more than 30 minutes at a time.

The lounge is open the same hours as the Trading Room, with the exception of:

- 5 – 7 pm, Jan. 21
- 1 – 2 pm, Jan. 22
- 8 – 9:30 am, Jan. 23
- 8 – 10:30 am, Jan. 24

Friday At-A-Glance

JAN. 20

8 am – 5 pm

National Garden Bureau Board Meeting
(closed)

Meeting Room 11

Saturday At-A-Glance

JAN. 21

- 7 am – 2 pm Golf Tournament
Westchase Golf Club
- 8 am – 5 pm All-America Selections Board Meeting
(closed)
Meeting Room 3
- 12 – 5 pm Trading Room Open with Refreshments
Grand Ballrooms A-J
- 1 – 5:30 pm ASTA Gives Back: Planting Educational
Garden
St. Peter Clever Catholic School
- 5 – 7 pm National Garden Bureau Membership
Meeting and Reception
Grand Salons C/D

Saturday *continued*

Golf Tournament

Sponsored by Condor Seed Production, Inc.

6:45 am | Meet in the lobby

7 am | Bus departs

8 am | Shotgun start

1:30 pm | Return to hotel

Golfers tee-up at Tampa's beautiful Westchase golf Club. Here, you'll enjoy a challenging game through 213 acres of lakes, woods and scenic conservation areas with tees set to accommodate different players' skill levels. Not signed up? It's not too late. Just visit the registration desk before 6:45 a.m. Saturday.

More information about the course is available online. Scan the QR code.



ASTA Gives Back: Planting Educational Garden

Sponsored by
American Takii, Inc.
Applewood Seed Company
Bejo Seeds, Inc.
HeinzSeed
Rijk Zwaan USA

1 pm | Meet in the lobby

1:15 pm | Bus departs

5 pm | Return to hotel

Volunteers will travel to St. Peter Clever Catholic School to help plant a community garden that will be used for ag education in the future. You'll be provided with the proper tools, gloves and water. Jeans, tennis shoes that can get a little dirty and a t-shirt should be the attire of choice.

In Conjunction with



*Keep Tampa Bay
Beautiful*

Saturday continued

National Garden Bureau Membership Meeting

Agenda

5 – 7 pm | Jan. 21

Grand Salons C/D



- I. Welcome
- II. Approve minutes from January 2011 Membership Meeting
- III. Treasurer's Report
- IV. Executive Director's Report
- V. President's Report
- VI. Action Summary from Board Meeting
- VII. Nominations Committee Report
- VIII. Election of New Officers
- IX. Recognition and Service Awards
- X. Announcements
 - A. AAS Summer Summit, Aug. 7-9, 2012, Marriott East Lansing, East Lansing, MI

The NGB Happy Hour will be held immediately following this meeting.

Sunday At-A-Glance

JAN. 22

- 7 am – 6 pm Trading Room Open
Grand Ballrooms A-J
- 11 am – 12 pm Food Safety Working Group
Meeting Room 2
- 11 am – 1 pm Lunch Concessions in the Trading
Room
Grand Ballrooms A-J
- 12 – 1 pm Vegetable and Flower Administrative
Committee (closed)
Meeting Room 3
- 1 – 2 pm All-America Selections Meeting
Grand Salon C
- 1 – 2 pm Vegetable & Flower Seed Research
Fund
Meeting Room 2
- 2 – 4 pm Vegetable and Flower Emerging
Issues Working Group (closed)
Florida Salon VI

Sunday At-A-Glance continued

JAN. 22

- 3:30 – 4:30 pm Associates Division
Meeting Room 2
- 4 – 5:30 pm Emerging Diseases Committee
Meeting Room 3
- 5:30 – 6:30 pm New! Across the Globe Reception
Lobby Terrace
- 6:30 – 7:30 pm Welcome Reception
Lobby Terrace

Food Safety Pathogen Working Group

Agenda

11 am – 12 pm | Jan. 22

Meeting Room 2

- I. Welcome & Introductions
 - A. Motion to Adopt Agenda
 - B. Motion to Approve Minutes
 - C. Anti-trust Compliance Policy
- II. Review of ASTA Statement on Food Safety
- III. Update on Food Safety Aspects of Seed Used in Hydroponic Production in Florida
- IV. Update on Seed Recalls Since June 2011
- V. ASTA Response to Germany Food Safety Pathogen Outbreak
- VI. Food Safety Legislation Review
- VII. Center for Produce Safety Research Update
- VIII. Other Business
- IX. Adjourn

All-America Selections Meeting

Agenda

1 - 2 pm | Jan. 22

Grand Salon C



- I. Welcome & Introductions
- II. Establish Quorum
- III. Meeting Protocol
 - A. Who can Vote?
- IV. Approve Minutes from Jan. 23, 2011 Council of Judges Meeting
- V. President's Report
- VI. Review of Biotech Policy Statement
- VII. Treasurer's Report
- VIII. Action Summary from Board Meeting
- IX. Executive Director's Report
- X. New Business
 - A. AAS Holdovers from 2011 trials
 - B. The 2011 Immediate Introduction Winners
 - C. Presentation of AAS Awards
 - D. AAS Summer Summit in Michigan
 - E. Other New Business

Associates Division

Agenda

3:30 – 4:30 pm | Jan. 22

Meeting Room 2

- I. Welcome & Introductions
 - A. Motion to Adopt Agenda
 - B. Motion to Approve Minutes
 - C. Anti-trust Compliance Policy
- II. Financial Report
- III. Old Business: CSS 2011 & Seed Expo Feedback
 - A. Format Changes
 - B. Day Pass Changes
 - C. Open Discussion
- IV. New Business
 - A. Vegetable & Flower Seed Conference Feedback
 - B. Exploring New Show Technologies
 - C. 129th Annual Convention
 - D. ASTA Database/Suppliers Guide Update
- V. Adjourn

Emerging Diseases Committee

Agenda

4 – 5:30 pm | Jan. 22

Meeting Room 3

- I. Welcome & Introductions
- II. Bacterial Fruit Blotch (BFB): Georgia Summit Recommendations and Biocontrol Seed Treatment Research
- III. Potential for Increase of Disease (ex. BFB) in Seed Priming
- IV. Treatment Technologies for Organic Seed
- V. Spinach Seed Transmitted Pathogen (esp. Verticillium) Assays and Research Update
- VI. Updates on Brazil, Kenya Phytosanitary Issues
- VII. Tomato Apical Stunt Viroid: APHIS Plans for Regulating Seed Imports
- VIII. Re-emergence of Goss's Wilt: Seed Transmission and Testing Issues
- IX. Update on Verticillium and Downy Mildew of Spinach in California
- X. Update on Bean Curtobacterium Testing and a Need for ASTA Bulletin for Bean Bacterial Disease
- XI. Adjourn

Are you interested in overseas opportunities?



Then you need to be at the:

Across the Globe Reception

5:30 – 6:30 pm | Jan. 22

Lobby Terrace

Join ASTA's international team for a short reception to learn more about the global issues they're working on and projects underway in Argentina, China, India, Mexico and Brazil. ASTA also wants to know more about the business you and your company are doing or are interested in pursuing overseas.

Sponsored by



Sunday continued



JOIN US FOR ASTA'S
Welcome Reception

Fun by the water, drinks and hors d'oeuvres,
and networking with those in the
vegetable and flower seed industry

Who? You

What? Welcome Reception

When? 6:30 – 7:30 pm | Jan. 22

Where? Lobby Terrace

Sponsored by

HM.CLAUSE

Monday At-A-Glance

JAN. 23

- 7 am – 6 pm Trading Room Open
Grand Ballrooms A-J
- 7 – 8:30 am Continental Breakfast in the Trading Room
Grand Ballrooms A-J
- 8 – 9:30 am General Session
Grand Ballrooms C/D
- 9:45 – 11:45 am Phytosanitary Committee
Meeting Room 4
- 11 am – 1 pm Lunch Concessions in the Trading Room
Grand Ballroom pre-function area
- 11:45 am – 3 pm Spouse/Guest Luncheon & Program
Roy's Hawaiian Fusion Cuisine and Tampa Museum of Art
- 1 – 3 pm Intellectual Property Rights
Meeting Room 4

Monday At-A-Glance continued

JAN. 23

3:30 – 4:30 pm FuSE (Future Seed Executives)
Meeting Room 8

3:30 – 5 pm Organic Seed
Meeting Room 4

5 – 6 pm FuSE Reception
Splitsville (see pg 28)

5 – 6:30 pm Home Garden Seed Association
Meeting & Reception
Florida Salons I-IV

General Session

8 – 9:30 am | Jan. 23

Grand Ballrooms C/D

- I. Welcome and Introductions by Matthew Johnston
- II. Welcome Comments/Challenges and Opportunities Facing State Departments of Agriculture by Commissioner Adam Putnam
- III. Challenges Driving Producer Choices by Ted Campbell, Florida Strawberry Growers Association executive director
- IV. Produce Market Dynamics and Consumer Attitude by Elizabeth Pivonka, Produce for Better Health Foundation president
- V. Panel Q&A

General Session Featured Speakers:

Adam Putnam, *Commissioner, Florida Department of Agriculture and Consumer Services*

- 5-term Congressman, Florida's 12th Congressional District, U.S. House of Representatives
- Republican Policy Chairman, 109th Congress
- Chairman, House Republican Conference, 110th Congress

Ted Campbell, *executive director, Florida Strawberry Growers Association*

- Corporate director, SUPERVALU, Minneapolis, MN
- V.P., sales and marketing, largest U.S. orchid grower
- President, Board of Directors, Produce Marketing Association

Elizabeth Pivonka, *president, Produce for Better Health Foundation*

- Co-chair, National Fruit and Vegetable Alliance's Steering Committee
- Co-author, *5 A Day: The Better Health Cookbook*
- 2007 "Top Women in Grocery," *Progressive Grocer*

Phytosanitary Committee

Agenda

9:45 – 11:45 am | Jan. 23

Meeting Room 4

- I. Welcome & Introductions
 - A. Motion to Adopt Agenda
 - B. Motion to Approve Minutes
 - C. Anti-trust Compliance Policy
- II. Brazil Normative 36: Status, prognosis for 2012
- III. Veg Tech Subcommittee Update
- IV. Pest Listing Efforts: Status, Goals
- V. APHIS Approach to Regulation of Seed Imports
- VI. Apical Stunt Viroid of Tomato: How Should Tomato Seed Imports be Regulated?
- VII. NSHS: Update Since Audit; Plans for Methods Development; Auditors
- VIII. PEdX Update/Training Issues
- IX. ASTA Plans for China, Argentina in 2012
- X. Adjourn

Monday continued

Spouse/Guest Luncheon

Roy's Tampa and Tampa Museum of Art

11:30 am | Meet in the lobby

11:45 am | Bus departs

3 pm | Return to hotel

Spouses and guests of ASTA registrants will be taken to Roy's Hawaiian Fusion Cuisine restaurant where they'll experience unique culinary flavors, textures and colors. Roy's combines the freshest local ingredients with European sauces and bold Asian spices, leaving you with the feeling that you've just found paradise.

Following lunch, enjoy a visit to the Tampa Museum of Art where you'll see Greek and Roman antiquities, paintings, photography, sculpture and works on paper. Most recently the Museum was the recipient of the prestigious American Architecture Award. The Museum is the only building in Florida to win this award and only one of two in the entire Southeast.



Roy's



Tampa Museum
of Art

Intellectual Property Rights

Agenda

1 – 3 pm | Jan. 23

Meeting Room 4

- I. Welcome & Introductions
 - A. Motion to Adopt Agenda
 - B. Motion to Approve Minutes
 - C. Anti-trust Compliance Policy
- II. Report from ISF IP Committee
- III. ASTA International IPR Activities – Focus on China
 - A. PVP Reviewer Exchange: USPVPO
 - B. PVP Reviewer Exchange: ASTA
 - C. China Working Group and 2012 Activities
- IV. Patent Expiration Working Group
 - A. The Accord Agreement
 - B. PVP Seed Dispositions
- V. Adjourn

Monday *continued*

FuSE (Future Seed Executives)

Agenda

3:30 – 4:30 pm | Jan. 23

Meeting Room 8

- I. Welcome & Introductions
 - A. Motion to Adopt Agenda
 - B. Motion to Approve Minutes
 - C. Anti-trust Compliance Policy
- II. ASTA Management Academy Update
- III. Intro to Ed Units
- IV. Intro to Round Table Discussion Groups
- V. Intro to Campus Connections
- VI. FuSE Communications
- VII. Sponsorship Opportunities
- VIII. Audience Q&A: How can FuSE Better Serve the Vegetable and Flower Seed Division?
- IX. Announce the Raffle Winner
- X. Adjourn

Organic Seed

Agenda

3:30 – 5 pm | Jan. 23

Meeting Room 4

- I. Welcome & Introductions
 - A. Motion to Adopt Agenda
 - B. Motion to Approve Minutes
 - C. Anti-trust Compliance Policy
- II. ASTA Comments to NOP Guidance
- III. Organic Seed Availability Database
 - A. Progress Update
 - i. AOSCA
 - ii. Working Group
 - B. Funding Request
- IV. Mexico-Organic Seed Update
- V. Organic Trade Association 2012 Survey
- VI. Discussion
 - A. New Topics/Issues
 - B. Committee Meetings 2012
- VII. Adjourn

Monday continued

FuSE Reception

Splitsville Bowling Alley
615 Channelside Drive, Ste. 120, Tampa, FL

4:45 pm | Meet in the lobby

4:50 pm | Walk to Splitsville Bowling Alley

5 pm | Reception

6:10 pm | Return to hotel

Calling all Future Seed Executives:

Join others with similar interests for some fun bowling, networking and beverages at the Splitsville luxury lanes and dinner lounge. Here, you'll meet up with old friends and make some new ones. Don't miss out!

What is FuSE?

FuSE focuses on educating and supporting future seed executives, namely those with fewer than seven years of experience.



**Home Garden Seed Association Winter
Membership Meeting & Reception**

Agenda

5 – 6:30 pm | Jan. 23

Florida Salons I-IV



- I. Call to Order & Welcome
- II. Recap of Summer Membership Meeting
- III. 2011 Activities Review and Slide Show
- IV. EZ from Seed 2012 PR Report and Preview
- V. Website Report
- VI. Treasurer's Report
- VII. 2011 Final and 2012 Estimated Budgets
- VIII. Election of New Officers and Directors
- IX. European HGSA Meeting Report
- X. Membership Comments and Suggestions
- XI. Announcement of 2012 Summer Meeting
- XII. Presentation of President Plaque
- XIII. Adjourn
- XIV. Closing Reception

Tuesday At-A-Glance

JAN. 24

- | | |
|------------------|---|
| 7 am – 3 pm | Trading Room Open
<i>Grand Ballrooms A-J</i> |
| 7 – 8:30 am | Continental Breakfast in the Trading Room
<i>Grand Ballrooms A-J</i> |
| 8 – 10:30 am | Vegetable & Flower Seed Division
<i>Grand Ballrooms C/D</i> |
| 10:45 – 11:45 am | Legislative and Legal Concerns
<i>Meeting Room 8</i> |
| 12 – 2 pm | American Seed Research Foundation (ASRF) Board of Directors (closed)
<i>Meeting Room 3</i> |
| 2 – 3 pm | Membership Committee (closed)
<i>Meeting Room 13</i> |

Vegetable & Flower Seed Division

Agenda

8 - 10:30 am | Jan. 24

Grand Ballrooms C/D

- I. Welcome & Introductions
- II. Financial Report
- III. Consumer-Assisted Selection of Flowers and Vegetables that Appeal to Human Senses by David Clark
- IV. Vegetable and Flower Emerging Issues Working Group
 - A. Structure and Scope
 - B. Table of Priorities
- V. Anti-Infringement Bureau
- VI. Focus on Mexico
 - A. View from USDA Foreign Agricultural Services/Mexico City by Dan Berman
 - B. Report from AMSAC
 - C. ASTA Activities: Mexico Working Group
 - D. Seed Treatments and Organic Seed Export & General Phytosanitary Considerations
- VII. Adjourn

Division Featured Speakers:

David Clark, *professor, Floriculture Biotechnology, University of Florida*

- Established the Floriculture Biotechnology and Genetics laboratory, Environmental Horticulture Department, UF
- Developed the Plant Innovation Program, UF
- Responsible for producing the first genetically-engineered plants with flowers that last twice as long as normal flowers

Dan Berman, *Minister-Counselor for Agricultural Affairs in Mexico, representing Foreign Agriculture Service, USDA*

- USDA Team Leader for development of Afghanistan, Pakistan, Iraq and Haiti
- Assistant Deputy Administrator, Office of Scientific and Technical Affairs
- Minister-Counselor for Agricultural Affairs, U.S. Embassy, Tokyo

Legislative and Legal Concerns

Agenda

10:45 – 11:45 am | Jan. 24

Meeting Room 8

- I. Welcome & Introductions
 - A. Motion to Adopt Agenda
 - B. Motion to Approve Minutes
 - C. Anti-Trust Compliance Policy
- II. Legal Developments Update
- III. State Issues Update
- IV. Federal Issues Update
- V. Resolutions
- VI. Open Discussion
- VII. Adjourn

Trading Room

Check out the Trading Room and All it Offers!

Exhibitors • Reserved Tables • Wi-Fi • Food
Sponsored by Eurofins STA Laboratories, Inc.

Hours:

Saturday, Jan. 21

12 – 5 pm Trading Room Open with
Refreshments

Sunday, Jan. 22

7 am – 6 pm Trading Room Open
11 am – 1 pm Lunch Concessions

Monday, Jan. 23

7 am – 6 pm Trading Room Open
7 – 8:30 am Continental Breakfast
11 am – 1 pm Lunch Concessions

Tuesday, Jan. 24

7 am – 3 pm Trading Room Open
7 – 8:30 am Continental Breakfast

Exhibitors by Name

Advanced Biological MarketingC-1

Advanced Biological Marketing (ABM) provides solutions for commercial agriculture, businesses and consumers by identifying, developing, manufacturing and marketing biological products globally for crop, vegetable and flower production. ABM emphasizes education, innovative research and strong marketing expertise in these emerging markets.

Ag Biotech, Inc. P-2

Ag Biotech provides comprehensive plant molecular genetics and seed testing for crop improvement and market quality based on genomic DNA tests. Services include: PCR-Based Molecular Breeding Marker Systems, Marker-Assisted Selection (MAS), DNA Marker-Assisted Backcrossing (MAB), DNA Fingerprinting and Intellectual Rights Protection, Custom DNA Marker Development (DMD), Hybrid and Trait-Purity Analysis and Genetic Map Construction.

Agdia, IncK-1

For 30 years, Agdia has provided testing solutions for diagnosis and management of plant diseases. Agdia offers a comprehensive line of easy-to-use, economical and reliable diagnostic options to help all sizes of operations grow healthy and profitable crops. Agdia Testing Services is also available for fast and confidential results.

Exhibitors by Name *continued*

Agri Information PartnersT-13

Agri Information Partners provides IT services for seed companies. We provide breeding software to better support the development of new genetics. Please join the software demonstration Jan. 24 at 2 p.m.

AOSA/SCSTA-1

We provide a forum for collaboration between technologists and researchers from state, federal, seed company, independent, university, and seed certification laboratories. Our goals: establish uniform, standardized seed testing methods; education and accredit individuals; assist in the development of appropriate seed legislation; serve the seed industry by providing accurate and reliable analysis.

Becker Underwood T-10

Becker Underwood develops and manufactures seed enhancement products for all types of seed. Some of our colorants, polymers and plantability polymers include Color Coat™, Flo Rite® 1197, Flo Rite 1127 Concentrate, Secure™ and Sepiret®. Becker Underwood is the leading global producer of inoculants including VAULT® HP, VAULT NP, and RhizoStick™.

Exhibitors by Name continued

BioDiagnostics, Inc..... J-1

BioDiagnostics, Inc., a recognized leader in seed testing, offers laboratory services to the seed industry in the areas of germination, vigor and physical purity; trait purity; genetic purity; event identity, zygoty, adventitious presence, molecular breeding, and chemical analysis. BioDiagnostics is accredited by ISO and USDA as an Accredited Seed Laboratory.

BioDiagnostics West, LLC.....H-1

BioDiagnostics West provides germination, physical purity, moisture testing, TZ, soil, and vigor testing on all species using AOSA, ISTA, or Canadian M&P methods. Our 100 years of experience, 2 Registered Seed Technologists, and Canadian Senior Analysts will meet your testing needs without waiting. We are your “Partners in Quality Assurance.”

Buhler Sortex P-8

The high resolution SORTEX Z+ is the most efficient sorter for all types of agricultural seeds; including field crops, vegetable & flower seeds, lawn seeds and many others. Its camera power, combined with PROfile shape recognition, delivers outstanding performance in the removal of defective product and foreign material. To learn more please visit booth P-8.

Exhibitors by Name *continued*

California Seed and Plant Lab..... P-9

Our laboratory provides seed health testing, hybrid purity and genetic identity of varieties. Many of our tests are accredited by National Seed Health System and can be used for your phytosanitary testing needs. We provide a quick turn around and our prices are highly competitive.

DATA Detection Technologies, Ltd T-6, P-1

DATA Detection Technologies develops, manufactures, and markets high-tech counting & packaging systems. DATA's innovative real-time image processing technology provides unparalleled accuracy and speed. DATA's industrial counting machines are capable of packaging over 40 bags of 1,000 tomato seeds per minute, thus offering sustainable counting solution for large-scale industrial seed packaging.

Doriane P-4-A

DORIANE - Research Software and Consulting, provides turnkey IT solutions for biology research. LABKEY™ is used by agrofood industries, technical institutes and seed companies, in Americas and Europe, to handle in real time the information of research teams spread across research centers. LABKEY-Mobile is designed for agronomists who need to collect data quickly and safely.

Exhibitors by Name continued

EnviroLogix Inc T-7

EnviroLogix provides rapid test kits to detect plant pathogens via multiple immunoassay platforms, and is now introducing molecular detection platforms using DNable™. Signature diagnostics include: two-hour ELISA results; complete pre-assembled test kits; common extraction buffers within diagnostic “families”; the first commercially available isothermal DNA detection test kit for Cmm.

Eurofins STA Laboratories, IncP-83

Eurofins STA Laboratories is a technology-based diagnostic services laboratory for agriculture focusing on the inputs of seed and vegetatively propagated material. We are the only independent agricultural product testing lab that offers seed quality, genomics, plant health services, and diagnostic products to the seed and plant industry.

Germain's Seed TechnologyP-4

Germain's Seed Technology, founded in 1871, is the industry leader in seed technologies, specializing in priming, pelleting, filmcoating and health. Spread across three continents, Germain's focuses on developing innovative technologies that offer real value to the grower. We maximize nature's potential.

Exhibitors by Name continued

Hume Global Enterprises.....B-1

Hume Global Enterprises is the proud maker of the Hume Seed Finder, an indispensable tool for row crop farmers, seed companies, and those who market and sell to them. At Hume Global Enterprises we are committed to helping our customers sow seeds of success.

ICIA T-5

ICIA is an independent, non-profit, non-governmental organization. We are an unbiased third party source for agriculture quality assurance. For over 100 years, we have built a strong foundation by providing a sound scientific approach to testing. From innovative genetics to the latest in molecular technology, we have an uncompromising commitment to method validation and statistical integrity.

Iowa State University Seed LaboratoryT-11

Offering traditional seed analysis on more than 300 seed species and phytosanitary testing for more than 350 pathogens along with biotech trait/LLP testing. Our certified analysts provide excellent customer service – making sure we meet the mark for your testing and reporting needs. National Seed Health System and ISO 9001:2008 certified.

Exhibitors by Name continued

Obex Packaging.....T-12

Obex Packaging designs and manufactures high-barrier flexible foil pouches for the seed industry. The Obex production facility is designed to deliver the highest quality and lowest overall cost to our customers. Obex supplies the world's leading seed companies, as well as innovative small and emerging market players, both in the US and worldwide.

Oliver Manufacturing Co.....P-85-A

Oliver Manufacturing is the leading US-based provider of reliable, durable and effective equipment for separating dry materials by weight. We serve industries all over the world with a full product line of the most refined gravity separators, destoners, precision sizers, and bed dryers available. We offer the first fully automated and programmable power adjustable gravity separators and make retro-fit enhancements for older Oliver machines.

Pacifica Research.....E-1

For over 30 years, Pacifica Research has designed the most productive inventory control and financial software for your seed business – serious tools to increase your bottom line. With our Pilot software, it's easier than ever before to give your customers, salespeople, vendors and accountants the accurate information they need, in real time.

Exhibitors by Name continued

Produce for Better Health Foundation..... T-4-A

At PBH, our goal is to encourage people to include fruits and vegetables at every eating occasion. We are a non-profit 501(c)(3) consumer education foundation whose purpose is to motivate people to eat more fruits and vegetables to improve public health. PBH achieves success through industry and government collaboration, and by offering a wealth of nutrition education through our catalog and award-winning websites.

Pure Line Seeds..... T-14

Pure Line Seeds, Inc. of Moscos, Idaho, was founded in 1948 as a producer of high quality green peas and snap beans for the processing industry. New owners Bill and Sue Pfeil have enlarged the company vision by taking our varieties to the fresh market customers. We are proud of our past and confident in our future.

Seed Technology Services..... F-1 (division of Ball Horticultural)

Visit Table F-1 to learn about a new seed counting machine. This machine uses the latest in technology to provide exceptional speed - up to 2,000 seeds per second and accuracy, including difficult shapes such as long, narrow seeds.

Exhibitors by Name continued

Seed World.....D-1

Since 1915, Seed World has been a critical resource for seed professionals looking for insight and analysis on the \$12 billion American seed industry. Seed World delivers critical business content in print, web and video formats to over 8,000 readers, including seed companies, brokers, distributors, plant breeders, retailers, academic institutions and government.

SGS..... P-3

SGS is the leading seed testing laboratory for providing ISTA Orange and Blue Certificates to seed companies exporting seeds. SGS is a global company with agriculture affiliates in major port cities allowing inspection of arriving seed cargo as the need arises. SGS also provides seed sampler training workshops and informative seed biology and seed agronomy webinars.

Reserved Appointment Tables

Abbott & Cobb, Inc.....	R16
Agdia, Inc.....	R86
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Reserved Meeting Rooms

AgriCapital	Meeting Room 9
Germaines Seed Technology	Meeting Room 11
Seminis.....	Meeting Room 10 & Greco Board Room
Stokes Seeds.....	Meeting Room 13
Syngenta.....	Meeting Room 12

Please visit the ASTA registration desk for additional listings.

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Program Planning Committee

Thanks for your service!

Thanks to all the members who volunteered their time and energy into putting together a fantastic panel of speakers and targeting topics that make a difference in the vegetable and flower seed industry. If you see them around the conference, please thank them for their service.

Ken Ludwig, Seedway LLC

Brad Kortsen, INCOTEC

Kent Croon, Monsanto Company

Matthew Johnston, HM. Clause

Rick Falconer, American Takii, Inc.

Ron Amarel, Nunhems USA, Inc.

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