

American Seed Trade Association

Vegetable *Flower* 2013
seed conference

JANUARY 26-29 | SCOTTSDALE, AZ

PASSPORT

asta
first—the seed®



INNOVATIVE SOLUTIONS. SUPERIOR PERFORMANCE.

- ***Inoculants***
- ***Colorants***
- ***Polymers***
- ***Biologicals***

Visit us in booth T15.

BECKER 
UNDERWOOD[®]
Inventing the Future

1.800.892.2013
beckerunderwood.com

® TM Trademarks, registered or applied for,
of Becker Underwood, Inc., Ames, IA.
©2013 Becker Underwood, Inc.

Welcome!

ASTA IS THRILLED TO HAVE
YOU HERE FOR THE 52ND ANNUAL
VEGETABLE & FLOWER SEED CONFERENCE.

This year's outstanding program highlights a range of issues that seed companies face today, from doing business globally to 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 INFORMATION

The Fairmont Scottsdale Princess

7575 East Princess Drive

Scottsdale, Arizona 85255

480.585.4848

www.fairmont.com/scottsdale

Zona Hotel & Suites

7677 E. Princess Blvd.

Scottsdale, Arizona 85255

888.222.1059

www.zonascottsdale.com

REGISTRATION HOURS

Located in the Princess Ballroom Pre-Function Area

SATURDAY (JAN. 26).....7 AM – 5 PM

SUNDAY (JAN. 27).....7 AM – 5 PM

MONDAY (JAN. 28).....7 AM – 5 PM

TUESDAY (JAN. 29).....7 AM – 12 PM

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.”

TABLE OF CONTENTS

New Show Technology.....	4
Friday At-A-Glance	6
Saturday At-A-Glance	7
Sunday At-A-Glance.....	9
Monday At-A-Glance	11
Tuesday At-A-Glance	21
Exhibit Hall Floor Plan	24
Trading Room.....	26
Exhibitors by Name	27
Reserved Appointment Tables	43
Reserved Meeting Rooms	47
Officers	48
Sponsors	53

NEW SHOW TECHNOLOGY

ENHANCE YOUR NETWORKING EXPERIENCE WITH OUR FREE WEB APP!

Efficiently plan your visit to all the Trading Room companies at the Vegetable and Flower Seed Conference 2013 while on the go!

Check out our official App!

<http://chirpe.com/VF2013>



View the complete Exhibitor List, and search for exhibitors by keyword and categories.



Locate your favorite booths on the Interactive Floor Plan.



Tweet to #ASTAVEGFLO to interact with your fellow attendees, as well as from the exhibiting companies.



Tune into exclusive updates and notifications from ASTA show management.

NEW SHOW TECHNOLOGY CONTINUED

JOIN THE ASTA VEGETABLE & FLOWER SEED CONFERENCE 2013 ONLINE COMMUNITY!

ASTA has made it easier to connect than ever! Visit the online community to find recommendations for people you should meet, set appointments, and efficiently plan your exhibit hall visits. This lets you get the most out of your conference attendance – before, during and after your week in Scottsdale.

Visit our online community!
<http://vf2013.asta.pathable.com>

Access the community at: <http://vf2013.asta.pathable.com>, then “Sign In” in the green navigation bar. If you have already created your profile, you can simply enter your email and password to access the community. If you have not already created your profile, just click ‘Help/Forgot Password,’ enter your email address, and your access link will be emailed to you.

We hope you find these new tools a much easier, faster way to find exhibitors and other attendees this year, and to create your own personal itinerary of appointments and sessions!

FRIDAY AT-A-GLANCE

JAN. 25

8 am - 5 pm

National Garden Bureau/All-America
Selections Joint Board Meeting
Castile 1

SATURDAY AT-A-GLANCE

JAN. 26

7 am - 5 pm	Registration East Foyer Registration Desk
8 am - 12 pm	Trading Room Setup Princess Ballroom D-I, South Corridor
8 am - 2 pm	Golf Tournament TPC Scottsdale, Champions Course
8 am - 5 pm	National Garden Bureau/All-America Selections Board Meetings Castile 1
12 - 5 pm	Trading Room Opens Princess Ballroom D-I, South Corridor
5:30 - 7:30 pm	National Garden Bureau Members Meeting & Reception Sonoran Room

SATURDAY CONTINUED

Golf Tournament

8:15 am - 2 pm | Jan. 26

TPC Scottsdale

- 6:45 am **Meet in the lobby**
- 7 am **Bus departs for first loops to and from course**
- 8:15 am **Shotgun start**
- 1:30 pm **Return to hotel**

Grab your clubs and hit the greens of TPC Scottsdale's stunning Champions Course! Surrounded by breathtaking views of the rugged Sonoran Desert and McDowell Mountains, TPC Scottsdale is Arizona's only PGA TOUR facility, and is home to the largest-attended tournament in the world, the Waste Management Phoenix Open, being held later this week!

Not signed up? It's not too late. Just visit the registration desk before or after the tournament.

Registration is \$199 per person and includes green and cart fees, practice balls and use of their practice facility, bag handling gratuity, contest hole management, scoring summary, continental breakfast and post golf deli-lunch buffet on the Champions Course Grill patio.

SUNDAY AT-A-GLANCE

JAN. 27

7 am - 5 pm	Registration East Foyer Registration Desk
7 am - 6 pm	Trading Room Princess Ballroom D-I, South Corridor
9 am - 3:30 pm	US/China Advanced Seed Science and Technology Conference (RSVP required: send requests to kcrist@amseed.org) Sonoran
12 - 2 pm	American Seed Research Foundation Board of Directors (Closed) Castile 1
1 - 2 pm	All-America Selections Open Meeting Princess Ballroom A & B
2 - 5 pm	Emerging Issues Working Group (closed) Princess Ballroom C
6 - 7:30 pm	Wild West Welcome Reception Crown P Corral

SUNDAY CONTINUED

Wild West Welcome Reception

6 - 7:30 pm | Jan. 27

Crown P Corral

Sponsored by HM. CLAUSE

Grab your cowboy hat and boots for ASTA's Welcome Reception at the Crown P Corral! Join us in the wild wild west without ever having to leave the Fairmont Scottsdale grounds. This special area of the resort transports you to the set of an old western movie! Enjoy our light refreshments with a special country western flair.

ATTIRE: Western and casual wear encouraged—and layer up! The reception is outdoors. Warming areas and fire pits will be provided.



MONDAY AT-A-GLANCE

JAN. 28

7 am - 5 pm	Registration East Foyer Registration Desk
7 am - 6 pm	Trading Room Princess Ballroom D-I, South Corridor
8 - 10:30 am	Veg. & Flower Division General Session Princess Ballroom A & B
10:45 am - 12:30 pm	Phytosanitary Committee Princess Ballroom C
12 - 1:30 pm	Spouse/Guest Luncheon South Pool Upper West Deck
12:30 - 1:30 pm	Vegetable & Flower Seed Research Fund Castile 1
1:30 - 3 pm	Intellectual Property Rights Committee Princess Ballroom C
3 - 4:30 pm	Organic Seed Committee Princess Ballroom A & B
4:30 - 5:30 pm	Food Safety Pathogen Working Group Castile 1
4:30 - 5:30 pm	FuSE (Future Seed Executives) Meeting Princess Ballroom C
5:30 - 6:30 pm	FuSE Reception/Mixer Princess Ballroom C
5:30 - 7:30 pm	HGSA 2013 Winter Membership Meeting and Reception Princess Ballroom A & B

MONDAY CONTINUED

Vegetable & Flower Division General Session

8 - 10:30 am | Jan. 28

Princess Ballroom A & B

The Business of the Global Seed Business

MODERATOR: Shane Burgess, University of Arizona

Doing Business in China: Opportunities and Challenges

Kenneth Avery, Monsanto Vegetable Seeds

Global Ag Market Trends

Daniel Sumner, University of California, Davis

Feeding Families, Fighting Hunger

Katie Stagliano, Katie's Krops

Report from the Vegetable & Flower Emerging Issues Working Group

Debi Warnick, Syngenta

Overview/Highlights of Conference Committee Meetings

Bernice Slutsky, ASTA



MODERATOR: DR. SHANE BURGESS is a DVM and Ph.D. in biomedicine. He is the Dean of the University of Arizona's College of Agriculture & Life Sciences and is responsible for 1600 employees statewide, 3400 students in the college's academic programs, the Arizona Cooperative Extension System, and the Arizona Agricultural Experiment Station.

GENERAL SESSION SPEAKERS:



KENNY AVERY is presently Monsanto's Global Operations Lead for the Vegetable Business and Asia Seed and Traits. In this position Kenny is responsible for delivering on the Global Financial and operational goals of the collective businesses, strategic long term planning as well as merger integration.



DANIEL A. SUMNER is the Frank H. Buck, Jr., Professor in the Department of Agricultural and Resource Economics at the University of California, Davis and the Director of the University of California, Agricultural Issues Center. He participates in research, teaching, and directs an outreach program related to public issues facing agriculture. He has published broadly in academic journals, books, and industry outlets.



KATIE STAGLIANO is the 14 year old Founder & Chief Executive Gardener of Katie's Krops, a not-for-profit organization with the mission to start and maintain vegetable gardens of all sizes and donate the harvest to help feed people in need, as well as to assist and inspire others to do the same.

MONDAY CONTINUED

Phytosanitary Committee

10:45 am - 12:30 pm | Jan. 28

Princess Ballroom C

- Brazil Normative 36: status; prognosis for 2013
- AMSAC (Mexican Seed Trade Association) Activities
- Outcomes from US/Mexico Nogales Cross Border Workshop
- Report from APSA Pre-congress Phytosanitary Workshop
- International Standards: NAPPO, IPPC Plans for 2013

Spouse/Guest Luncheon

12 - 1:30 pm | Jan. 28

South Pool Upper West Deck

Sponsored by Nunhems USA, Inc.

Dine at the Fairmont Scottsdale Princess' beautiful south pool deck!

Meet at the South Pool at 12:00 noon for lunch and camaraderie with other convention spouses, plus a sneak preview of what's to come for our 130th Annual Convention in Nashville this summer!



MONDAY CONTINUED

Vegetable & Flower Seed Research Fund

12:30 - 1:30 pm | Jan. 28

Castile 1

Verticillium dahliae/Spinach Seed Research Report

Lindsey du Toit, Washington State University

- Assessment of significance of seed borne vs soil borne inoculum in the development of verticillium wilt
- Evaluation of efficacy of seed treatments in reducing incidence of verticillium wilt
- Evaluation of seed health testing methods in an effort to develop a standardized seed test assay

Intellectual Property Rights Committee

1:30 - 3 pm | Jan. 28

Princess Ballroom C

- ASTA IPR Education & Outreach Program
Andy LaVigne, ASTA
- Update from the U.S. PVP Office
Ruihong Guo & Paul Zankowski, USDA/AMS
- Patent Expiration: The Accord
Bernice Slutsky, ASTA

MONDAY CONTINUED

Organic Seed Committee

3 - 4:30 pm | Jan. 28

Princess Ballroom A & B

- Report on Organic Seed Finder Database
- Report and Update on ASTA/AMSAC Border Workshop
- USDA-National Organic Program and National Organic Standards Board Meeting Report and Discussion
 - A. NOP Draft Guidance
 - B. GMO Ad hoc Subcommittee Discussion
Document GMOs and Seed Purity

Food Safety Pathogen Working Group

4:30 - 5:30 pm | Jan. 28

Castile 1

- Update on Seed Recalls and Outbreaks of Food Safety Pathogens
- Research Update
- Impacts of FDA's Food Modernization Act on the Seed Industry
- Should the ASTA Statement Include a Position on Hydroponics/Greenhouse Production Systems?

MONDAY CONTINUED

FuSE (Future Seed Executives)

4:30 - 5:30 pm | Jan. 28

Princess Ballroom C

Where to Find and How to Develop Future Seed Executives in my Organization

MODERATOR:

Gary Whiteaker, Ph.D., Director, Verdant Partners LLC

GUEST SPEAKERS:

Matthew Johnston, CEO, HMCLAUSE

Anthony Padgett, CEO, VoloAgri

SUB TOPICS:

- Internationalization of the Vegetable Seed Industry
- Willingness to, and impact of, overseas assignments on professional goals and career path
- The impact of technology on recruiting – what methods are out there and how successful are they?
- Hiring today for the next 5-10 years: What qualities do you look for in a candidate?
- Non-traditional view of resumes: Hiring managers looking for adaptability, broad set of skills – variety of roles
- Understanding your people: STAY interviews vs. EXIT interviews – conversations/development plans
- How to prepare yourself to be “promotable”

TUESDAY AT-A-GLANCE

JAN. 29

7 am - 12 pm	Registration East Foyer Registration Desk
7 am - 12 pm	Trading Room Princess Ballroom D-I, South Corridor
8 am - 9:30 am	Emerging Diseases Committee Princess Ballroom C
9:45 - 10:45 am	Legislative and Legal Concerns Committees Princess Ballroom C
10:45 - 11:45 am	Membership Committee (closed) Castile 1
12 - 5 pm	ASTA Board of Directors (closed) Princess Ballroom A & B

TUESDAY CONTINUED

Emerging Diseases Committee

8 - 9:30 am | Jan. 29

Princess Ballroom C

- Spinach Seed/Phomopsis: Update, Next Steps, Research Plans
- Verticillium Dahlia Update
- PCR as a Testing Tool: Should ASTA Develop a Policy?
- Curtobacterium Floccumfaciens/Bean Seed Research Update

Legislative and Legal Concerns Committee

9:45 - 10:45 am | Jan. 29

Princess Ballroom C

- Welcome & Introductions
Chairman David Pearl
- Legal Developments Update
Gary Kushner
- State Issues Update
Pat Miller
- Federal Issues Update
Andy LaVigne
- Critical Issues Update
Andy LaVigne / Pat Miller
- Grassroots Activity & SEEDLOT Update
Pat Miller
- 2013 Advocacy Matters IV (Fly-in)
Pat Miller
- Resolutions
David Pearl

EXHIBIT HALL FLOOR PLAN

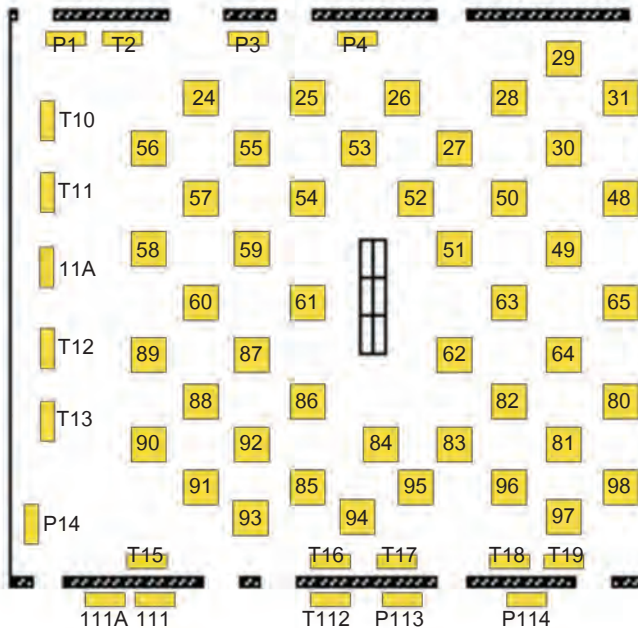
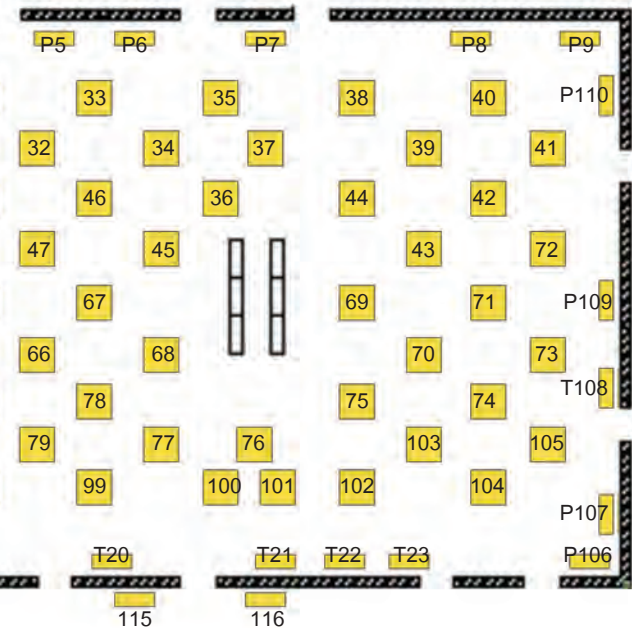


EXHIBIT HALL FLOOR PLAN



TRADING ROOM

WELCOME TO ASTA'S LARGEST-EVER TRADING ROOM!

Visit our 116 participating companies! Additional open tables will be available throughout the Princess Ballroom foyer for additional needs. Visit the ASTA registration desk if you require any assistance in finding a meeting.

Visit <http://chirpe.com/VF2013> for online access to the floorplan, exhibitor directory, and ASTA community of attendees.

HOURS:

SATURDAY, JAN. 26

12 – 5 pm..... Trading Room Open with Refreshments

SUNDAY, JAN. 27

7 am – 6 pm..... Trading Room Open

11 am – 1 pm..... Lunch Concessions

MONDAY, JAN. 28

7 am – 6 pm..... Trading Room Open

7 – 8:30 am..... Continental Breakfast

11 am – 1 pm..... Lunch Concessions

TUESDAY, JAN. 29

7 am – 12 pm..... Trading Room Open

7 – 8:30 am..... Continental Breakfast

EXHIBITORS BY NAME

Advanced Biological Marketing T2

Brad Custis

375 Bonnewitz Ave

Van Wert, OH 45891

Phone: 419-232-2461

www.abm1st.com

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.

Ag Biotech Inc. T21

Mark Massoudi

PO Box 1325 2191

San Juan Hollister Rd.

San Juan Bautista, CA 95045

Phone: 831-635-0206

www.agbiotech.net

Ag Biotech is your comprehensive plant molecular genetics laboratory. Our Services include PCR-Based Markers (SNP, SSR, SCAR, CAPS, SRAP, ...), 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. Ag-Biotech has a wide-range of DNA markers for molecular breeding. Please visit our web site or contact us for more information.

EXHIBITORS BY NAME CONTINUED

Agdia.....P107

Francisco Assis Filho
30380 CR 6
Elkhart, IN 46514
Phone: 800-622-4342
www.agdia.com

Agdia, Inc. provides testing solutions for plant pathogens, hormones, and transgenic traits. We offer a comprehensive line of ELISA, ImmunoStrip, and nucleic acid based test kits that are economical, easy-to-use, and are trusted worldwide. Agdia also operates a Testing Services Laboratory that provides reliable test results quickly and confidentially.

Agro Business Solutions.....P109

Ineke Leidelmeijer
Het Voert 9
1613 KL Grootebroek
Netherlands
Phone: 31-228-522-809
www.agrosolutions.nl

For over 15 years, ABS has created efficient and intelligent ERP software solutions for seed companies. We have developed a customizable software program that learns from the past, manages the present, and helps you plan for the future. We intelligently integrate Quality, Production, Processing, Sales and Distribution, with Planning at the core. We are proud to serve customers like Rijk Zwaan, Enza and East West Seeds. Is your company the next to profit from our knowledge of the seed business?

AMVT LLC P8

David Liang
16203 Park Row #175
Houston, TX 77084
Phone: 281-506-2430
www.amvt.net

AMVT offers the most efficient and cost-effective optical sorter including vegetable seeds, crop seeds, lawn seeds, etc. The full color RGB with NIR technology makes it the most powerful optical sorter in the industry. Wide range of selection from monochromatic, bi-chromatic NIR, full color RGB to 4-wavelength RGB+NIR sorter depending on your sorting requirements. For more info, visit us at booth P8.

Arrowcorp Inc. T16

Rick Gergatz
61 Airport Road
Winnipeg, MB R3H 0V5
Canada
Phone: 204-632-1000
www.arrowcorp-grain-cleaning.com

ArrowCorp Inc. is a manufacturer of seed and grain processing equipment with facilities in Winnipeg, Canada and New Brighton, Minnesota. Emphasis at the ASTA show this year is the new Patented Mercury Length Grader. Originally designed by a Seedsman, this unique machine allows operators to quickly clean out their Indented Cylinder machine between seed lots or change cylinder indent sizes in less than 3 minutes. Come see Rick at ArrowCorp Booth T16.

EXHIBITORS BY NAME CONTINUED

Becker Underwood..... T15

Tom Peterson

801 Dayton Avenue

Ames, IA 50010

Phone: 515-232-5907

www.beckerunderwood.com

Becker Underwood develops and manufacturers 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™.

BioDiagnostics, Inc. P114

Craig Nelson

507 Highland Drive

River Falls, WI 54022

Phone: 715-426-0246

www.biodiagnostics.net

BioDiagnostics, Inc., a recognized leader in seed testing and molecular breeding services, offers quality assurance testing services to the seed industry in the areas of germination, vigor, and physical purity; trait purity; genetic purity; event identity, zygosity, adventitious presence, chemical analysis, and molecular breeding & genomic technology services. BioDiagnostics is ISO/IEC 17025:2005 accredited and is a USDA Accredited Seed Laboratory.

Bratney Companies.....P115

Robert Halsey
3400 109th Street
Des Moines, IA 50322
Phone: 515-270-2417
www.bratney.com

BRATNEY COMPANIES is a leading equipment, design, and engineering supplier to the seed industry. Through experience and proven results, we provide customers the very best in cleaning/sizing, product handling, dust control, weighing and packaging. We offer innovative, custom-design facility engineering and construction; and fast responsive field services. Visit us at Booth #115.

Buhler Sortex Inc.....P5

Aidin Milani
2385 Arch-Airport Rd. Suite 300
Stockton, CA 95206
Phone: 209-481-9772
www.buhlergroup.com/optical-sorting

The high resolution SORTEX Z+ is the most efficient sorter for all types of agricultural seeds; including field crops, vegetable 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 such as discolored, broken, split, spot defects and mud-stained product, bird excreta, glass, stones and other seeds.

EXHIBITORS BY NAME CONTINUED

CSP Labs.....P14 and Table 91

Parm Randhawa
3556 Sankey Road
Pleasant Grove, CA 95668
Phone: 916-655-1581
www.csplabs.com

CSP Labs provides high quality pathological and genetic testing to the vegetable seed, fruit tree, grapevine, and strawberry industries by approved or in-house improved methods at competitive prices. We take pride in providing excellent customer service that includes quick turn-around time, confidentiality and real-time status reporting of pending orders via secured web sessions.

DATA Detection Technologies.....P3

Chad McBride
14 Hartom St. (RAD bld) Har Hotzuim
Jerusalem 97775
Israel
Phone: +972732204488
www.data-technologies.com

DATA Detection Technologies develops, manufactures & markets hi-tech counting & packaging systems. DATA's innovative, real-time image processing technology provides unparalleled accuracy & speed. Thus far, DATA's proprietary technology has been applied to the diamond, seed, & pharmaceutical industries. DATA's seed counting machines offer value to customers in several aspects such as savings originating from precise packaging, high levels of flexibility & time reduction between order to shipment.

Doriane T10

Tristan Duminil
31 Avenue Jean Medecin
Nice 06000
France
Phone: 334-924-7844-4
www.doriane.com

Doriane created LABKEY™ software for the management for experiments in biotechnology and agronomy and supplies services. LABKEY™ has been used for over 10 years by breeding companies with research departments ranging from 20 to 250 people. LABKEY™ is made to handle in real time the information of research teams spread across research centers.

Eckhart Seed Company T108

Dominic DiGrazia
PO Box 7176
Spreckels, CA 93962
Phone: 831-758-0925
www.eckhartseed.com

Eckhart Seeds has been producing seed in the Salinas Valley of California since 1940. Specializing and milling for large seeds in conventional and organic production we also produce small isolations. Current seed productions include beans, peas, corn, lettuce, brassicas, cucurbits and flowers. Within the Salinas and San Joaquin valleys of California we achieve maximum yields with the upmost quality and shelf life.

EXHIBITORS BY NAME CONTINUED

EnviroLogix Inc.....P9 and Table 43

Karen McGuire

500 Riverside Indl. Pkwy.

Portland, ME 04103

Phone: 207-797-0300

www.envirologix.com

EnviroLogix develops & manufactures immunoassay (ELISA) and DNA-based (DNABLE™) field and lab-based test kits for a variety of applications worldwide. We are the global leader of test strips to detect and quantify GMOs in leaf, seed and grains, also offering multiple mycotoxins/toxins/contaminants and plant pathogen test kits. We specialize in custom assay development using ELISA and DNABLE technologies.

Eurofins STA LaboratoriesP7 and Table 35

John Mizicko

7240 Holsclaw Rd.

Gilroy, CA 95020

Phone: 408-846-9964

www.eurofins.com/stalabs

Eurofins STA Laboratories is a technology-based diagnostic services laboratory for the seed and plant industries. To help our clients' success, we provide seed health, seed quality, hybrid purity, DNA (molecular) and plant health services. We help our clients make objective product decisions that manage risk, ensure quality, and improve genetics.

Hollar Seeds.....P1

Andy Medina

PO Box 106

Rocky Ford, CO 81067

Phone: 719-254-7411

www.hollarseeds.com

Hollar Seeds is a family owned vegetable seed company that has specialized in the breeding and development of cucurbits since 1950. Our exclusive global distributor network receives the professional and modern varieties you expect from a large company, with the personal customer service you receive from a small company.

Illinois Crop Improvement Assoc. Inc.P110

Steve Beals

3105 Research Road, PO Box 9013

Champaign, IL 61826

Phone: 217-359-4053

www.ilcrop.com

The Illinois Crop Improvement Association solves problems and provides services to the seed, grain, food and bio-fuels industries. Production and quality control managers utilize inspection, laboratory and consulting services to improve products and productivity. Plant breeders and researchers utilize the Winter Farm and laboratory services to rapidly evaluate and advance new products. Illinois Crop Improvement has provided laboratory, winter farm or consulting services to organizations from North America, South America, Europe, Asia, Africa and Australia.

EXHIBITORS BY NAME CONTINUED

Indiana Crop Improvement Association (ICIA)T13 and Table 90

Liz Pestow

7700 Stockwell Road

Lafayette, IN 47909

Phone: 765-523-2535

www.indianacrop.org

ICIA is an independent, non-profit, non-governmental organization. We are not a publicly traded company and therefore will never be purchased by another 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.

International Marketing & DesignP113

Bob Decker

13802 Lookout Road, Suite 200

San Antonio, TX 78233

Phone: 210-655-7171

www.seedcounters.com

IMD is exhibiting their advanced line of seed counters for all types of seed from corn to cottonseed to switchgrass. Also being demonstrated will be the seed weight sorter, an automatic weigh/count system, the seed SECCAP, and a newly released automatic packeting machine.

Iowa State University Seed Lab T11

Alan Gaul

105 Seed Science Center

Ames, IA 50011

Phone: 515-294-6826

www.seeds.iastate.edu/seedtest

Traditional seed analysis (purity, viability, vigor, TZ), trait/low level presence and phytosanitary testing - the ISU Seed Lab does it all! Excellence in testing over 300 species of seed extends to customer service - we meet testing and reporting needs. AOSA and SCST accredited analysts. ISO 9001 : 2008 and National Seed Health System certified.

Obex Packaging..... T20

Steve Patin

38 Taft Court

Novaro, CT 94947

Phone: 415-898-5412

Obex Packaging designs and manufactures high-barrier flexible foil pouches for the seed industry. The Obex production facility has been 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.

EXHIBITORS BY NAME CONTINUED

Oliver Manufacturing Co., Inc..... T22

Brian Burney

P.O. Box 512

Rocky Ford, CO 81067

Phone: 719-254-7813

www.olivermanufacturing.com

Oliver Manufacturing is the leading US-based provider of reliable, durable and effective equipment for processing and refining flowing solids of all kinds. Oliver Destoners quickly remove heavy contaminants from granular flowables. Precision sizers grade material by size within thousandths of an inch. Gravity table separators sort by density within a few percentage points. And fluidized bed dryers provide gentle, uniform tack-free drying after costly coatings and treatments.

Oregon State University Seed Laboratory 116

Jodi Keeling

3291 SW Campus Way

Corvallis, OR 97331

Phone: 541-737-4464

<http://seedlab.oregonstate.edu>

The Oregon State University Seed Laboratory is an official member of the AOSA and an ISTA accredited laboratory. It is the official lab of the state of Oregon, continuously operating since 1909. They perform a wide variety of testing on many species, including vegetables, flowers, grasses, forbs, and natives.

Pacifica Research..... P4

Dennis Cady
202 E Street
Brawley, CA 92227
Phone: 760-344-1639
www.pacificaresearch.com

Pacifica Research offers the seed industry high-performance Windows-based inventory management and financial software. Addressing all the facets of producing, purchasing, selling and costing seeds, Pacifica allows detailed control by species, sub-species, variety, lot and sub-lot, as well as sales contacts, order entry invoicing and shipping. It handles production and grower accounting, warehouse control with bar coding, complete reporting and much more. So stop by our booth and find out how Pacifica can help you regain control of your inventory!

Produce for Better Health Foundation T112

Renee Bullion
7465 Lancaster Pike, Suite J, 2nd Floor
Hockessin, DE 19707
Phone: 302-235-2329
www.FruitsAndVeggiesMoreMatters.org

Produce for Better Health Foundation (PBH) is a nonprofit organization whose mission is to achieve increased daily consumption of fruits and vegetables for better health by leveraging private industry and public sector resources, motivating key consumer influencers, and promoting fruits and vegetables directly to consumers.

EXHIBITORS BY NAME CONTINUED

Profile Industries Inc. P6

Steve DeJong

13251 George Weber Dr. PO Box 370

Rogers, MN 55374

Phone: 763-428-5858

www.profile-ind.com

Profile Industries is the primary worldwide manufacturer of both standard and customized models of spiral separators, which are designed exclusively to separate round product from cracked, broken or non-round material.

Pure Line Seeds, Inc. T17 and Table 95

Penny Veitenheimer

PO Box 106

Lodi, WI 53555

Phone: 608-592-5910

www.purelineseed.com

We are an independently owned seed company, established in 1948, producing the highest quality English peas, sugar snaps, snow peas and green/wax beans for the worldwide fresh market and processing industry. In 2012, we added the diversity of new product lines to our catalog, now offering our customers a wide variety of vegetable crop seed. We currently operate in 38 countries on five continents. As a privately held company, we are responsive to the ever changing needs of our customers.

Q-SAGE, Inc. T12

Tim Throop

P.O. Box 749

Mt. Pleasant, MI 48804

Phone: 989-775-2424

www.q-sage.com

Q-SAGE, Inc. manufactures high quality equipment for the seed industry. Each machine is engineered to the specific needs of the customer, resulting in an investment that is thoroughly utilized. Products include Air Screen Cleaners from 8 to 500 sq. ft., Vibratory Conveyors, Edible Bean Polishers, Sifting Vibratory Conveyors, & Soybean Spherical Sorters.

SGS T18

Brett Roberts

236 32nd Ave.

Brookings, SD 57006

Phone: 877-692-7611

www.sgs.com/us-seed

SGS Brookings is a full service seed testing laboratory, testing over 500 species including: flowers, vegetables, corn, soybeans, cereals, and native grasses. We work with over 1,500 seed companies in the U.S. and around the world. Our laboratory is ISTA accredited and ISO 9001:2000 certified.

EXHIBITORS BY NAME CONTINUED

SRES.....T19

Lisa Krumwide
210 E. 10th Ave.
South Hutchinson, KS 67505
Phone: 620-728-1280
www.sresweb.com

SRES is the only research planter manufacturer that concentrates totally on research plot planting. We continue to develop new technology with the introduction of the new Step 4 Precision Planter and the Global Plot Management system. It has totally revolutionized Field Mapping and Plot Planting.

Westrup Inc.....P106

Geoff Rudesill
700 East Park Blvd, Suite 210
Plano, TX 75074
Phone: 972-881-8557
www.westrup.com

About Westrup "The technology of tomorrow" Westrup is known as one of the leading manufacturers of reliable key machinery for seed conditioning and installations to customers within the seed and grain processing industry all over the world. Westrup was founded in 1958 and has ever since specialized in the design and manufacture of high-quality machinery and equipment for specific customer needs within a large variety of different seeds and products.

RESERVED APPOINTMENT TABLES

A.P. Whaley LLC.....	37
Abbott & Cobb, Inc.....	29
Aginnovation LLC.....	68
Agricultural Company AiLita.....	92
Agristar do Brasil Ltda.....	88
Agro-TIP.....	40
All-America Selections.....	27
American Takii, Inc.	78
Anseme SPA.....	83
Apollo Seeds USA, Inc.....	70
Applewood Seed Co.	72
Asia Seed Company	81
Bakker Brothers	79
Brotherton Seed Co., Inc.	74
Champion Seed	89
Condor Seed Production, Inc.....	80
Coop Uniforce	53
CSP Labs.....	91
Curimapu	30
Dorsing Seeds, Inc.....	60

RESERVED APPOINTMENT TABLES CONTINUED

DP Seeds, LLC	105
Dutch Seed Group Int B.V.	87
East-West Interseed	71
Emerald Seed Company	94
EnviroLogix Inc.	43
Enza Zaden.....	93
Eurofins STA Laboratories.....	35
Forbes Seed & Grain, Inc.	75
Genesis Seeds Ltd.....	76
Germaines Seed Technology	65
Golden Valley Seed	46
Gowan Seed	51
H.E.D. Seed Productions	38
HeinzSeed	57
HM. Clause	33 & 34
Holaday Seed Company	86
Horticeres Sementes Ltda.	63
Hygrotech International Inc.	11A
Imperial Vegetable Seeds	100
Indiana Crop Improvement Association (ICIA).....	90

RESERVED APPOINTMENT TABLES CONTINUED

Johnny's Selected Seeds.....	58
Jondle & Associates.....	36
Keithly-Williams Seeds	61
Kimberly Seeds International.....	97
Klein Karoo Seed Production.....	62
Mainfreight USA.....	101
Nirit Seeds Ltd.	96
North Pacific Seeds, Inc.....	85
Omega Seed.....	103
Origene Seeds	50
Paramount Seeds, Inc.	73
Plantgene Seeds Pvt. Ltd.	69
Pure Line Seeds, Inc.....	95
Rupp Seeds, Inc.	54
Ruro Inc.	52
S&S LLC dba Environmental Seed Producers	31
S.A.I.S. SPA.....	64
Sakata Seed America	25 & 26
Seed Savers Exchange	24
Seeds by Design Inc.	99

RESERVED APPOINTMENT TABLES CONTINUED

Seminis	56
Seminova	104
Seneca Vegetable Research Inc.	77
Shamrock Seed Company	66
Siegers Seed Company	45
Starke Ayres (Pty) Ltd.....	41
Suba Seeds Co. S.R.L.....	59
The Seed Den.....	67
Tokita Seed America LLC	55
Tozer Seeds America, LLC.....	102
Trinidad Benham Corp.....	82
UC Davis: Seed Biotechnology Center	47
United Genetics Seeds Company	28
US Agriseeds	48
Verdant Partners.....	39
Vilmorin Inc.	49
Westar Seeds International.....	98
Wild West Seed	84
Zeraim Mexico S.A. de C.V.....	44
Zhang Ye Ruizhen Seeds Co.,Ltd	32

RESERVED MEETING ROOMS

AgriCapital Corporation.....	Bourbon 11
Enza Zaden.....	Castile 3
Stokes Seeds.....	Bourbon 10
Syngenta Seeds.....	Bourbon 8 & 9
U.S. Agriseeds	Castile 5
Vilmorin	Castile 6

OFFICERS

VEGETABLE AND FLOWER SEED DIVISION:

CHAIR:

Kent Croon, Monsanto

VICE CHAIR-ELECT:

Debi Warnick, Syngenta

ASTA OFFICERS:

CHAIRMAN:

Blake Curtis, Curtis & Curtis, Inc.

FIRST VICE CHAIRMAN:

Craig Newman, AgReliant Genetics, LLC

SECOND VICE CHAIRMAN:

John Schoenecker, HM.CLAUSE

REGIONAL VICE PRESIDENTS:

NORTHWESTERN: **Risa DeMasi**, Grassland Oregon

WESTERN: **Mervyn Selvidge**, Z & S Seed Services, Inc.

SOUTHERN: **Tracy Tally**, Justin Seed Co., Inc.

SOUTHEASTERN: **Terry Dulaney**, AgVenture, Inc.

CENTRAL: **Matt Hynes**, GROWMARK, Inc.

NORTH CENTRAL: **John Latham**, Latham Hi-Tech Seeds, Inc.

NORTHEASTERN: **Fred Mohr**, Seedway LLC

CSTA REP.: **Peter Entz**, Richardson International

MEXICO: **Jerry Monk**, Warner Seeds, Inc. (interim)

CANADA: **Jim Schweigert**, Gro Alliance, LLC

ANTITRUST COMPLIANCE POLICY

It is the policy of the American Seed Trade Association to comply strictly with the Federal and State antitrust laws. ASTA's policy and guidelines, to ensure compliance with both the letter and spirit of the laws, are set forth in ASTA's bylaws.

The antitrust laws prohibit combinations or conspiracies in restraint of trade. This means that competitors may not legally agree to conduct that inhibits competition. Anticompetitive agreements may be inferred from discussions about sensitive topics. Because trade associations like ASTA bring competitors together to address industry concerns, we must be especially careful not to agree to actions that might be interpreted as anticompetitive.

It is ASTA policy to have written agendas for all meetings, to have legal counsel present where sensitive issues might be discussed, and to prepare minutes of all meetings. This applies to all meetings held during a conference hosted by ASTA. If you have any questions about the proper scope of any ASTA meeting, or the Association's antitrust compliance policy, please raise it with the meeting chairperson or member of ASTA staff.

NOTES

THANK YOU TO ALL OF OUR SPONSORS!

STRATEGIC PARTNERS



Bayer CropScience



Dow AgroSciences

syngenta®

ALLIED PARTNERS

BASF
The Chemical Company

MONSANTO



RiceTec

CONFERENCE SPONSORS

ABBOTT & COBB, INC.

AGBIOTECH, INC.

BECKER UNDERWOOD

BEJO SEEDS, INC.

CENTRAL OREGON SEEDS, INC.

EUROFINS STA LABORATORIES, INC.

HM. CLAUSE

HEINZSEED

INCOTEC, INTEGRATED COATING AND SEED TECHNOLOGY, INC.

ILLINOIS FOUNDATION SEEDS, INC.

INDIANA CROP IMPROVEMENT ASSOCIATION

JUDKINS, SIMPSON & HIGH

LOGAN-ZENNER SEEDS INC.

NUNHEMS USA, INC.

PETERSON GENETICS, INC.

SKAGIT SEED SERVICES, INC.

WARNER SEEDS

See you next year!

asta
first-the seed

Vegetable and Flower 2014

SEED CONFERENCE

JANUARY 25-29 | MONTEREY, CA

ASTA THANKS OUR STRATEGIC PARTNERS



Bayer CropScience



Dow AgroSciences

syngenta

PROGRAM OF EVENTS MADE POSSIBLE BY

BECKER
UNDERWOOD

asta
first-the seed®