



134<sup>TH</sup> ANNUAL CONVENTION

**asta**  
2017

**VOYAGE**  
of **BETTER SEED**

Minneapolis, MN  
June 21-24

**REGISTER TODAY!**

[betterseed.org](http://betterseed.org)

**asta** | american  
seed trade  
association

# ASTA MEMBERS & FRIENDS,



**Mark Herrmann**

AgReliant Genetics  
ASTA Chair

Welcome to the 134th annual meeting of the American Seed Trade Association. After so many years of convening our companies together from across our varied membership, there has never been a more important time for communication and collaboration on our industry's key issues.

Our Annual Convention is a fun event, to be sure, and I know you will enjoy our networking events like the Welcome Reception and Gala Banquet. But this one chance a year to bring together every sector of our industry, with companies from regional to multinational, to spend time together discussing our evolving business without the pressures of a busy appointment schedule is crucial. We bring this meeting to the Midwest, home to two-thirds of our membership, every three years for the purpose of holding these key discussions in hopes that a large portion of our membership will be able to participate.

Our industry faces many challenges, from consolidation, to the protection of emerging innovation, to communications, to domestic and international policy. Now is the time to make sure you are keeping yourself current on these issues. As we have for 134 years, we will come together this June for connection, education and collaboration to make further progress for our industry in the spirit of unity and cooperation.

Join us for our "Voyage of Better Seed," as we continue our work to create better seed for a better way of life.

A stylized graphic at the bottom of the page. On the left, there is a silhouette of a city skyline in shades of green and yellow. On the right, there is a magnifying glass with a purple handle and a white lens, positioned over the skyline. The word "WELCOME" is written in large, bold, white capital letters across the bottom, partially overlapping the skyline and magnifying glass.

# WELCOME

# CONFERENCE PROGRAM

## MONDAY JUNE 19, 2017

2:00 p.m. – 5:00 p.m. | **SIPA Program Board (Closed)**

■ Closed Sessions

■ Special Events

## TUESDAY JUNE 20, 2017

9:00 a.m. – 12:00 p.m. | **SIPA Flower & Vegetable Board (Closed)**

11:00 a.m. – 1:30 p.m. | **Optional tours: ASTA local businesses (more details to be announced – see Full Online Schedule for details)**

11:00 a.m. – 5:00 p.m. | **Registration Open**

1:00 p.m. – 5:00 p.m. | **Vegetable & Flower Emerging Issues Working Group (Closed)**

2:00 p.m. – 5:00 p.m. | **SIPA Field Crops Board (Closed)**

## WEDNESDAY JUNE 21, 2017

7:00 a.m. – 5:00 p.m. | **Registration**

7:00 a.m. – 9:00 a.m. | **Gary Arthur Memorial 5K Fun Run/Walk**

8:30 a.m. – 11:00 a.m. | **Optional tour: Syngenta Seed Care Facility**

8:00 a.m. – 5:00 p.m. | **Media Room**

9:30 a.m. – 12:30 p.m. | **Plant Breeding Innovation Working Group (Closed)**

12:00 p.m. – 1:30 p.m. | **First – the Seed Foundation Board of Directors (Closed)**

12:00 p.m. – 5:00 p.m. | **Exhibitor Marketplace open**

1:30 p.m. – 3:00 p.m. | **Opening General Session: Perspectives from Today's Major Food Companies (Panel Discussion)**

3:15 p.m. – 4:30 p.m. | **Environmental and Conservation Seed Committee**

3:15 p.m. – 5:15 p.m. | **IPR Emerging Issues Working Group (Closed)**

4:30 p.m. – 5:30 p.m. | **Cover Crop Working Group**

6:00 p.m. – 9:00 p.m. | **Welcome Reception**

## THURSDAY JUNE 22, 2017

7:00 a.m. – 5:00 p.m. | **Registration**

7:00 a.m. – 5:00 p.m. | **Exhibitor Marketplace open**

8:00 a.m. – 5:00 p.m. | **Media Room**

8:30 a.m. – 10:00 a.m. | **Innovation and Policy Committee**

# CONFERENCE PROGRAM *CONTINUED*

## THURSDAY CONTINUED

■ Closed Sessions

■ Special Events

- 10:15 a.m. – 11:15 a.m. | Seed Treatment Session: Biologicals (ASTA Members Only)
- 11:00 a.m. – 2:00 p.m. | **Optional Tour: Lunch Cruise of Lake Minnetonka**
- 11:15 a.m. – 12:15 p.m. | Seed Treatment & Environment Committee
- 1:00 p.m. – 2:30 p.m. | Intellectual Property Rights Committee
- 2:45 p.m. – 4:45 p.m. | Phytosanitary Committee
- 3:30 p.m. – 5:00 p.m. | Management Skills/FuSE (Future Seed Executives) Educational Session: Mastering the Interview Across Generational Lines
- 5:00 p.m. – 6:00 p.m. | ASRF/FuSE Reception

## FRIDAY JUNE 23, 2017

- 7:00 a.m. – 5:00 p.m. | Registration
- 8:00 a.m. – 4:00 p.m. | Exhibitor Marketplace open
- 8:00 a.m. – 5:00 p.m. | Media Room
- 9:00 a.m. – 11:00 a.m. | ASTA Divisions Meeting: Cross-Cutting Domestic and International Policy Issues
- 11:15 a.m. – 12:15 p.m. | Communications Committee
- 11:30 a.m. – 1:30 p.m. | **ASRF/NCCPB Board of Directors (Closed)**
- 1:00 p.m. – 2:30 p.m. | State Governmental Affairs Working Group
- 1:30 p.m. – 2:30 p.m. | ASRF/NCCPB Joint Annual Meeting
- 2:00 p.m. – 3:00 p.m. | Organic Seed Committee
- 3:00 p.m. – 5:00 p.m. | Legislative and Legal Concerns Committee
- 6:15 p.m. – 11:30 p.m. | **Reception and Gala Banquet**

## SATURDAY JUNE 24, 2017

- 8:00 a.m. – 10:00 a.m. | Registration
- 9:00 a.m. – 10:00 a.m. | **Membership Committee (Closed)**
- 10:00 a.m. – 4:00 p.m. | **ASTA Board of Directors (Closed)**

# SPECIAL PROGRAMMING



## VISIT ASTA MEMBER COMPANIES

Tuesday, June 20 • 11:00 a.m. – 2:00 p.m.

Visit El Dorado Packaging or Hamer-Fischbein for their open house/lunch tours of their packaging facilities to learn how to better plan for this process and produce more cost savings for your company!



## HAMER-FISCHBEIN PLANT TOUR – PACKAGING EQUIPMENT

Tuesday, June 20 • 2:00 p.m. – 5:00 p.m.  
Includes transportation time • Meet at ASTA registration desk

Come visit one of the fastest growing bagging and palletizing equipment suppliers to the Seed Industry. Hamer-Fischbein is offering a presentation and plant tour at their Plymouth, MN facility. Transportation and a snack will be provided. The company serves diverse end markets including agriculture, animal feed, seed, pet food, chemical, mineral, milling, food, building material, medical and pharmaceutical, lawn & garden and packaged ice.

- Are you interested in learning about the latest in Net Weigh Scale technology for fast, accurate dosing?
- Would you like to understand how Seed producers could increase bag per minute rates with automated open mouth bagging machines?
- Observe up to 4 Robotic Palletizing systems in assembly and discuss how Hamer-Fischbein can bring enhanced productivity to a plant.

Key representatives from Sales, Marketing and Engineering departments will be available to answer your questions.

## GARY ARTHUR MEMORIAL 5K FUN RUN/WALK

Wednesday, June 21 • 7:00 a.m. – 9:00 a.m. • \$25 per person

You don't have to be a track star to participate in this fun run/walk! Start your morning off right with a sunrise run with your ASTA friends and colleagues. Run begins at 7 a.m. Light snacks and beverages are included.

Sponsored by **AOSCA and ICIA**



## SPECIAL PROGRAMMING *CONTINUED*



### TOUR OF SYNGENTA SEED CARE

Wednesday, June 21 • 8:30 a.m. – 11:00 a.m. • Complimentary

You might be involved in working with seed treatment, but have you seen what really goes into the process of treating the seeds? Join us for an eye-opening tour experience showcasing the operations at Syngenta Seedcare, to learn more about what the treatment of seed truly entails at their 38,000 square foot, state-of-the-art research and training facility. The Syngenta Seedcare Institute gives visitors the opportunity to see and experience the latest innovations in seed treatment technology. Within the new structure is a large-scale commercial application and performance area. Experts can tailor seed-treatment recipes for individual customers and their specific geographic needs, and then scale up the recipes from the lab to commercial-size treaters. They can also simulate various climate conditions at the time of treatment and adjust recipes for different crops and seed-treating equipment. These tailor-made recipes often translate into more efficient treatments with more effective performance. An integral part of the new design is space for modern classroom facilities and a customer interaction center, which features multimedia demonstrations about Seedcare products and services.



### OPENING GENERAL SESSION

Wednesday, June 21 • 1:30 p.m. – 3:00 p.m.

Don't miss an essential general session for you and your business. The Annual Convention kicks off with a thought-provoking and in-depth discussion amongst panelists from some of the most prominent food companies in America: General Mills, Cargill and Land O'Lakes. Get a better understanding of what consumer challenges and opportunities are top-of-mind for these companies and what this means for the seed industry. Join this interactive discussion to better understand your role in the value chain and what you should be planning for today to better address the needs of tomorrow. This special session also comprises the first half of ASTA's official Annual Meeting and concludes with the election of new officers for the coming year.

## SPECIAL PROGRAMMING *CONTINUED*



### "VOYAGER" WELCOME RECEPTION

Wednesday, June 21 • 6:00 p.m. – 9:00 p.m.  
Minneapolis Marriott City Center

Don't miss our "Voyager" Welcome Reception through a series of specialty theme areas and a variety of gourmet cuisine, as you catch up with ASTA friends and colleagues for this casual and relaxed networking event.

Sponsored by **syngenta**<sup>®</sup>



### LUNCH CRUISE ON LAKE MINNETONKA

Thursday, June 22 • 11:00 a.m. – 2:00 p.m. • \$65 per person

Join ASTA friends and colleagues on a breathtaking "voyage" on Lake Minnetonka for a scenic cruise and delectable lunch cuisine.



### CROSS-CUTTING DOMESTIC AND INTERNATIONAL POLICY ISSUES/ASTA DIVISIONS MEETING

Friday, June 23 • 9:00 a.m. – 11:00 a.m.

What does the Trump administration mean for the seed industry? Issues like trade, regulations and the federal budget are making headlines. What could this mean for your business? What does this mean domestically and globally? Come to this crosscutting session to learn more about how ASTA is positioning our priorities for 2017 and beyond. In between domestic and international policy discussions, the leaders of each ASTA Division will present their brief updates and elect their new officers for the coming year. Don't miss it!

## SPECIAL PROGRAMMING *CONTINUED*



### GALA BANQUET

Friday, June 23 • Reception: 6:15 p.m. – 7:15 p.m.  
Banquet: 7:30 p.m. – 11:30 p.m.

Get ready to celebrate as we commemorate ASTA's leadership and successes over the last year. The associations will also install the 2017/18 officers and honor individuals who have made significant contributions to the seed industry. This festive evening will include a gourmet dinner and dancing.



### DIRECTORY OF THINGS TO DO

Itineraries, events and a complete visitors guide while experiencing Minneapolis.



### MILL CITY MUSEUM

Tour through what was once the world's largest flour mill!



### MINNEAPOLIS SCULPTURE GARDEN

Celebrate the re-opening of of the Minneapolis Sculpture Garden this June



### PAISLEY PARK TOUR PRINCE'S ESTATE

Experience the all new tour of Prince's Estate!



### 52 MUST SEES IN MINNEAPOLIS

From Guthrie Theater to uptown, you will be sure to find something to do while visiting Minneapolis.



# HOTEL

## MARRIOTT MINNEAPOLIS CITY CENTER

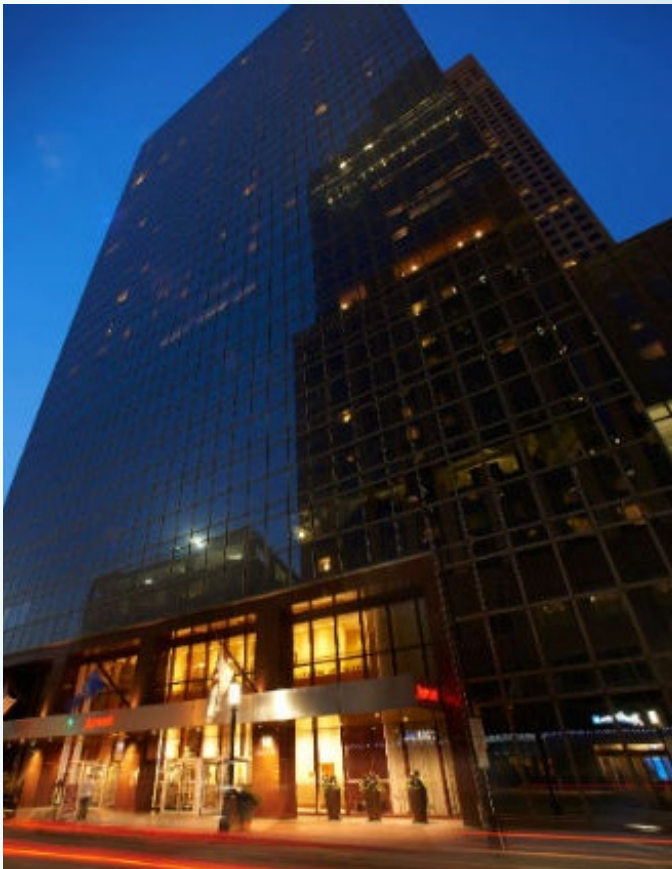
30 South 7th Street  
Minneapolis, MN 55402  
(612) 349-4000  
[www.marriot.com](http://www.marriot.com)

The host hotel for ASTA's 134th Annual Convention. Located in the heart of Minneapolis, the Marriott City Center is situated at the crossroads of the world famous Skyway System and connected to the best of the city's shopping, dining, and nightlife.

**Cut-off date: May 29**

**ASTA Group Rate: \$175 per night (includes wi-fi)**

Click here to  
book your room.



# REGISTRATION FORM



**Return this form with payment to:**

American Seed Trade Association  
1701 Duke Street, Suite 275  
Alexandria, VA 22314

(E): [jcrouse@amseed.org](mailto:jcrouse@amseed.org)

(F): (703) 837-9365 - Attn: Jennifer Crouse

*(Please print clearly and make sure the information is correct, as it will be used in the attendee roster and final mailings.)*

## COMPANY INFORMATION

Company \_\_\_\_\_

Street \_\_\_\_\_ City, State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Person completing form \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

## DELEGATE REGISTRATIONS

Name \_\_\_\_\_ Title \_\_\_\_\_

Address (if different from above) \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Please also register my: Spouse/Family Guest\* \_\_\_\_\_ (personal guests only)  
(see fees on next page) Youth(s) \_\_\_\_\_ / \_\_\_\_\_ Age (3-13 only) \_\_\_\_\_ / \_\_\_\_\_

Omit Email From Distribution  Omit All Contact Information From Distribution  Check here if you want to remove the above guest or youth names from the attendee roster.

\*A "Guest" is defined as an accompanying person who is not employed in or professionally involved in the seed industry.

Name \_\_\_\_\_ Title \_\_\_\_\_

Address (if different from above) \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Please also register my: Spouse/Family Guest\* \_\_\_\_\_ (personal guests only)  
(see fees on next page) Youth(s) \_\_\_\_\_ / \_\_\_\_\_ Age (3-13 only) \_\_\_\_\_ / \_\_\_\_\_

Omit Email From Distribution  Omit All Contact Information From Distribution  Check here if you want to remove the above guest or youth names from the attendee roster.

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Address (if different from above) \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Please also register my: Spouse/Family Guest\* \_\_\_\_\_ (personal guests only)  
(see fees on next page) Youth(s) \_\_\_\_\_ / \_\_\_\_\_ Age (3-13 only) \_\_\_\_\_ / \_\_\_\_\_

Omit Email From Distribution  Omit All Contact Information From Distribution  Check here if you want to remove the above guest or youth names from the attendee roster.

\*A "Guest" is defined as an accompanying person who is not employed in or professionally involved in the seed industry.

## SPORTING EVENTS

**Gary Arthur Memorial 5K Fun Run/Walk, \$25: Wednesday, June 21, 2017, 7:00 a.m. – 9:00 a.m.**

Name \_\_\_\_\_

Name \_\_\_\_\_

# REGISTRATION FORM *CONTINUED*

## FEE SUMMARY

The member rate applies to all members of the American Seed Trade Association and members of state and regional seed associations.

REGISTRATION TIERS	EARLY MAY 26 OR PRIOR	REGULAR MAY 27 – JUNE 24	FEE	# OF REGISTRANTS X RATE	TOTAL
Member/Public Sector	\$449	\$549	Member/Public Sector	_____ X _____	_____
Member Spouse/Family Guest	\$259	\$299	Member Spouse/Family Guest	_____ X _____	_____
Member Youth*	\$129	\$179	Member Youth*	_____ X _____	_____
“Set Sail” Two-Day Registration: Member	\$250	\$250	“Set Sail” Two-Day Registration: Member	_____ X _____	_____
Non-Member	\$649	\$749	Non-Member	_____ X _____	_____
Non-Member Spouse/Family Guest	\$459	\$499	Non-Member Spouse/Family Guest	_____ X _____	_____
Non-Member Youth*	\$329	\$379	Non-Member Youth*	_____ X _____	_____
“Set Sail” Two-Day Registration: Non-Member	\$350	\$350	“Set Sail” Two-Day Registration: Non-Member	_____ X _____	_____
5K Fun Run/Walk	\$25	\$25	5K Fun Run/Walk	_____ X \$25	_____
Lunch Cruise on Lake Minnetonka	\$65	\$65	Lunch Cruise on Lake Minnetonka	_____ X \$65	_____
			<b>TOTAL</b>	_____	_____

\* Youth: Ages 13 and under. “Youth” registration types noted above (one each for member and non-member in each grid)

Special Arrangements (ADA): Please describe any special needs, allergies or dietary restrictions for which you or your attending family members will require special attention.

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Emergency Contact: \_\_\_\_\_

## CANCELLATION POLICY

Cancellations must be in writing and received in the ASTA office by May 26, 2017, for a refund (less a \$75 administrative fee for member delegates or a \$25 fee for member guests, \$100 for non-member delegates and \$50 for non-member guests).

## METHOD OF PAYMENT

Check Enclosed (made payable to ASTA in U.S. funds only) Credit Card:  Visa  Mastercard  American Express

CC Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_ CVC Code \_\_\_\_\_ Signature \_\_\_\_\_

See the top front of this form for submission instructions.  
Individual ticket sales will be available on-site for the 5K Fun Run, the “Voyager” Welcome Reception, tours and the Gala Banquet.

# THANK YOU SPONSORS!

## STRATEGIC PARTNERS



Dow AgroSciences

MONSANTO



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## ALLIED PARTNERS



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## CONVENTION SPONSORS

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Connect with us:



[betterseed.org](http://betterseed.org)