

Better Seed Better Life

Seed improvement delivers MAJOR health benefits #Didyouknow



HEALTH & WELLNESS BENEFITS

- More nutritious produce
- Turf for sports/recreation
- Wider variety of food
- More successful home gardens

Seed improvement delivers environmental benefits #Didyouknow



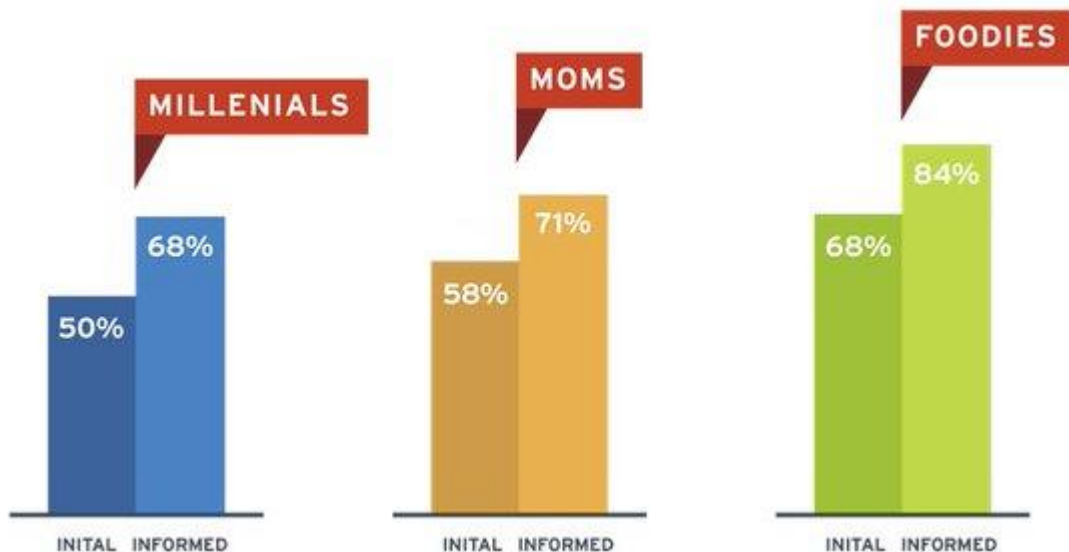
ENVIRONMENTAL BENEFITS

- More food from the same land
- Land restoration and reduced erosion
- Reduced pesticide use
- Efficient water use
- Sustainable habitats

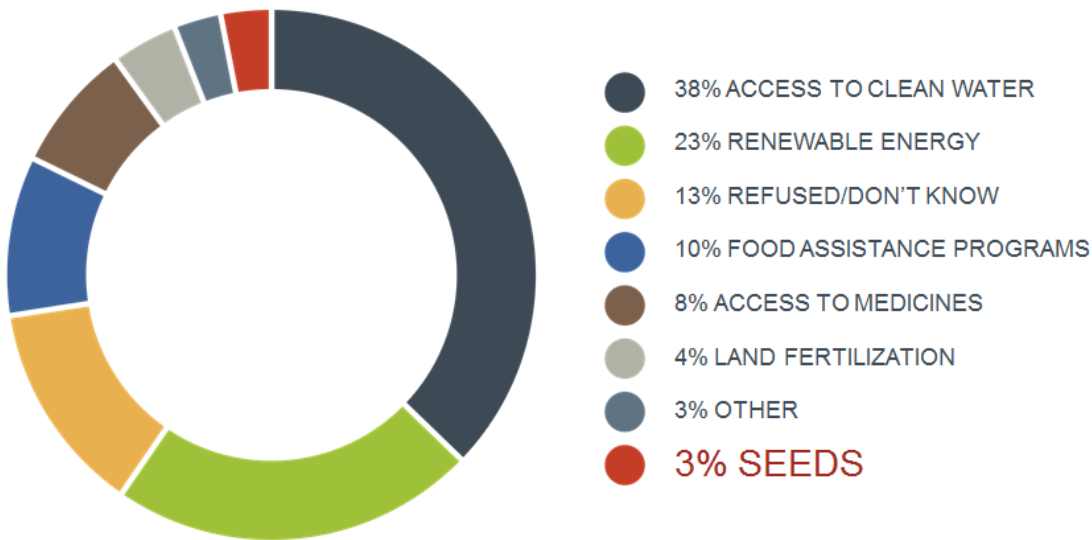
Seed improvement delivers economic benefits [#Didyouknow](#)



What happens when you begin to know the specific benefits of seed and its value to enhancing our lives [#Didyouknow](#)



#Didyouknow consumers don't put seed in the same category as other innovations that enhance our quality of life?



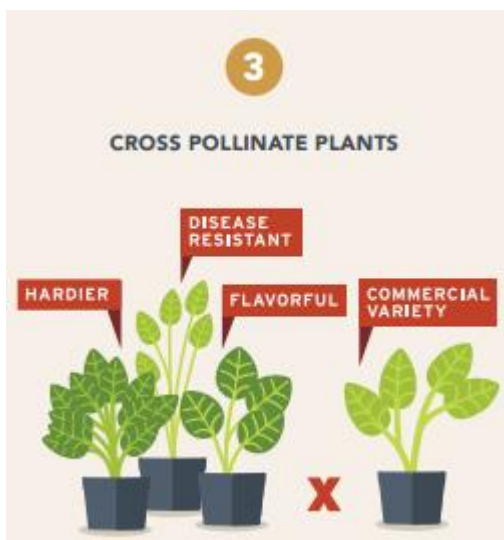
#ASTA presents Journey to Better Seed: the steps plant breeders use to improve seed



#ASTA "Journey to Better Seed": the steps plant breeders use to improve seed STEP 2



#ASTA "Journey to Better Seed": the steps plant breeders use to improve seed STEP 3



#ASTA "Journey to Better Seed": the steps plant breeders use to improve seed STEP 4



#ASTA "Journey to Better Seed": the FINAL step plant breeders use to improve seed STEP 5

