



Farm and Lawn Seed Conference

In cooperation with the Western Seed
Conference

November 6-7, 2016 • Kansas City, MO

Participants must be registered for the Western Seed Association annual meeting to attend ASTA sessions

SUNDAY, NOVEMBER 6, 2016
(Liberty Room)

1:00 p.m. – 2:15 p.m.

Cover Crop Working Group Meeting

Soil Health Partnership Update
Jim Iserman, Field Manager, Soil Health Partnership

Fungal Diseases in Brassicas: Implications for Seed Producers and Customers
Lindsey du Troit, Professor/Extension Plant Pathologist, Washington State University

2:30 p.m. – 4:00 p.m.

Value Chain Panel Discussion

Industry leaders will give their opinion of the state of the industry, and address the challenges facing your day-to-day operations.

- * *Andy Watley*, Watley Seed Co.
- * *Garth Kaste*, Kaste Seed, Inc.
- * *Dustin Terrell*, Sharp Brothers Seed Co.
- * *Norm Poppe*, Applewood Seed Co.
- * *Dan Foor*, La Crosse Seed

Hosted by the ASTA Farm & Lawn Seed Divisions
Moderator: Darcy Turner, Turner Seed Co.

4:15 p.m. – 5:30 p.m.

Environmental and Conservation Seed

BLM Update
Patricia Roller, National Seed Coordinator, Bureau of Land Management

Diversity Impacts for Rangeland Seedings
Dr. Val Anderson, President, Society for Range Management

MONDAY, NOVEMBER 7, 2016
(Liberty Room)

7:30 a.m. – 9:00 a.m.

Better Seed, Better Life Breakfast sponsored by SGS

Updates from ASTA and state and regional associations

Communicating the benefits of professionally produced seed



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*Table top displays & networking lounge will be open in the Century A Ballroom from 7:00 a.m. - 6:00 p.m. on Sunday, Nov. 6 and from 7:00 a.m. to Noon on Monday, Nov.7.

E_XHIBITORS

Advanced Biological Marketing

Central Bag Company

Creative Customized Programming

EES Companies

Husker Genetics

Illinois Crop Improvement Association

Indiana Crop Improvement Association

Iowa State University Seed Science Center

Oliver Manufacturing, Inc.

SGS

SoDak Labs

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