



ANNUAL REPORT



MAKE YOUR VOICE  
HEARD

2011  
2012



AMERICAN SEED TRADE ASSOCIATION



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# MESSAGE TO THE MEMBERSHIP

AS WE REFLECT ON THE 2011/2012 ACTIVITIES for the American Seed Trade Association (ASTA), it is clear that the seed industry took a leading role in the numerous issues and events that shaped American agriculture. Through our actions and advocacy we represented our members with a strong and credible voice at the negotiating table as policy and legislation was developed at the state, national and international levels.

ASTA member companies will be fundamental to meeting the needs for food, feed, fiber, fuel and material for over 9 billion people by 2050. For our industry to be effective in serving this cause, we must strive to create a business environment that embraces technology, advances research, respects intellectual property rights and uses science as the basis of regulation.

Our association made significant progress in building this environment for our industry during 2011/2012. Together with the Biotechnology Industry Organization (BIO), we drafted the basis of an industry Accord that creates a structure for the smooth transition of expiring biotech trait patents to a generic status. While there is still work to be done, we believe this structure will be in place by mid-2013. Using the strong ties that we have developed with essentially all of the major commodity and grower organizations in the US, we collaborated on solving multiple domestic and international issues on phytosanitary regulations, seed treatments, grain trade, coexistence of production systems, farm labor, low level presence of biotech traits and others.

We began the year by identifying our annual theme — “Make Your Voice Heard!”. We carried that theme through all our activities during the year and it became the highlight of the 129th Annual Convention in Washington, DC. ASTA members and staff brought the seed message to America’s legislators and regulators with wide acceptance by all those we visited. Through our coordinated efforts, we met with over 100 Representatives, Senators and/or their staffs and held a widely attended reception in the House Agriculture Committee room. The US Congress truly heard the American seed industry!

Going forward, the Board of Directors will review and approve a new five year ASTA Strategic Plan at the 130th Annual Convention in Nashville, TN in June, 2013. We are confident the proposed plan addresses the key issues facing our industry over the next five years and reflects the continued wishes of the membership to increase our communications and advocacy initiatives. While the Board will take the necessary steps to approve revisions to the plan, it is imperative that the membership take an active role in implementing the actions that will allow us to achieve our goals and objectives. Working together as members, with the support of the talented, professional ASTA staff, we will build upon our success from the last five year plan.

As always, ASTA is a member driven association — it’s YOUR association. Over the coming years, we hope you’ll take the time to “MAKE YOUR VOICE HEARD” on the local level, in your state Capitol, or in Washington, DC. Let’s make sure we are carrying the message for our industry and for all we do for America’s farm community. Our best to you for a successful 2012-13 growing season!



MIKE GUMINA  
DuPont Pioneer  
Chairman



*A. W. Lavigne*  
ANDREW W. LAVIGNE  
President & CEO

# STRATEGIC GOALS

ASTA'S TEN STRATEGIC GOALS are designed to help achieve its mission. Together, the goals guide the efforts put forth by members and staff to ensure that ASTA is committed to working hard for its members, agriculture industry stakeholders and consumers.

## State & Local Issues

Effectively manage the increasing number of state and local government actions impacting the seed industry.

## Domestic Policy

Provide effective leadership on domestic policy and funding issues important to the U.S. seed industry and to ASTA members in particular.

## Global Agricultural Policy

Provide effective leadership on global policy, agricultural trade and other policy issues affecting the seed industry.

## Intellectual Property

Advocate and defend the intellectual property interests of US seed companies in the domestic and international arenas.

## Membership

Achieve growth in the number of ASTA members, increase member involvement and manage the diversity of members (size, geography, crop, etc.).

## Financial Health

Continue to strengthen ASTA's financial health to achieve and maintain strong budget controls and targeted financial reserves.

## Seed Association of the Americas

Establish and support the Seed Association of the Americas to improve the effectiveness and value of seed trade among and within the countries in the Americas.

## ASTA Publics

Deal effectively with media, government, industry, customers and the public to support seed industry views to the value chain.

## Responsiveness

Increase the responsiveness of the association in identifying and resolving issues affecting ASTA members in an expedited fashion.

## ASTA staff

Keep ASTA staff current in terms of number and skill sets to accomplish the association's goals in a changing commercial and political environment.



# LEADERSHIP



## REGIONAL VICE PRESIDENTS

Northeastern Region, **Fred Mohr**, Seedway, Inc.  
Southeastern Region, **Terry Dulaney**, AgVenture, Inc.  
Central Region, **Matt Hynes**, GROWMARK, Inc.  
Southern Region, **Tracy Tally**, Justin Seed Co., Inc.  
Northwestern Region, **Risa DeMasi**, Grassland Oregon  
Western Region, **John Schoenecker**, HM. Clause  
North Central Region, **Wayne Vassar**, BCAP Seeds, LLC  
Vice President to Canada, **Jim Schweigert**, GroAlliance, LLC  
Vice President to Mexico, **Ed Aguilar**, HM. CLAUSE  
CSTA Rep., **Peter Entz**, Richardson Seeds  
AMSAC Rep., **Robert Gonzalez**, Winfield Solutions  
State/Regional Rep., **Richard Taylor**, Southern Seed Association

## DIVISION CHAIRMEN

Associates, **Karen McGuire**, Envirologix  
Brokers & Agents, **Paul Kjolhaug**, Mayer SeedLine, LLC  
Corn & Sorghum Seed, **Mark Seem**, Ag Reliant Genetics, LLC  
Farm Seed, **Rob Mitchell**, Simplot  
Lawn Seed, **Mike Baker**, Pennington Seed, Inc.  
Soybean Seed, **Jeff Shaner**, AgVenture, Inc.  
Vegetable & Flower Seed, **Matthew Johnston**, HM. Clause

## DIRECTORS AT LARGE

**Mark Herrmann**, Corn States Hybrid Service  
**Marc Cool**, Pioneer Hi-Bred, a DuPont business  
**Jack Bernens**, Syngenta Seeds, Inc.  
**Tom Wiltrout**, Dow AgroSciences, LLC



*Left to right: Craig Newman, Second Vice Chairman; Blake Curtis, First Vice Chairman; Mike Gumina, Chairman*

## OFFICERS

Chairman, **Mike Gumina**,  
DuPont Pioneer  
First Vice Chairman, **Blake Curtis**,  
Curtis & Curtis, Inc.  
Second Vice Chairman, **Craig Newman**,  
AgReliant Genetics, LLC

# INTELLECTUAL PROPERTY

## The Accord

The first commercial biotechnology events will go off-patent and become “generic” in 2015. While the expiration of patents for biotechnology events creates opportunities for growers and the seed industry, it also creates challenges that must be addressed. The most pressing challenge presented is the maintenance of global regulatory authorizations for these events, as well as associated stewardship obligations so that farmers can continue to cultivate seed varieties containing off-patent events without jeopardizing US export markets.

- Beginning in 2010, ASTA, in coordination with the Biotechnology Industry Organization (BIO) engaged key stakeholders to address the opportunities and the challenges associated with patent expiration.
- The result of this dialogue was the development of a framework called the Accord. This private-sector driven mechanism provides for the transition of regulatory and stewardship responsibilities for biotechnology events, after patent expiration.
- The Accord contains two agreements: The Generic Event Marketability and Access Agreement (GEMAA) and the Data Use and Compensation Agreement (DUCA).
- In June 2012, the ASTA and BIO leadership approved the legal text of the GEMAA.

## ISF adopts revised Intellectual Property position

After much work on the part of ASTA member companies, the International Seed Federation (ISF) Intellectual Property and Breeders Committees, the ISF View on Intellectual Property (IP) was adopted at the 2012 World Seed Congress in Rio de Janeiro, Brazil.

Positions taken by the ISF on issues such as intellectual property carry great weight among key international organizations. With divergent interests among some ISF members, ASTA's success in ensuring the US seed industry's positions on IP were appropriately represented in the adopted ISF position was absolutely critical.

# SEED ASSOCIATION OF THE AMERICAS

## SAA Drives Seed Low Level Presence (LLP) Discussion

The Seed Association of the Americas (SAA), which represents the United States, Canada, Mexico, Argentina, Brazil, Uruguay, Chile, and Paraguay, held a workshop in September 2011 that brought together industry and government representatives from the region to develop a common strategy for addressing barriers to the movement of seed because of non-transparent seed LLP Policies. Sixty million dollars of corn seed alone is produced in South America for US seed company exports around the world. Regional coordination on LLP not only keeps markets in the SAA region open for the production of US seed but maintains market growth globally for US seed exports.

The 2011 SAA Seed LLP Workshop, which was partially funded through the use of USDA Market Access Funds, resulted in government and industry representatives agreeing upon a work plan for 2011-2012. The resulting work plan included domestic initiatives to determine how existing industry standards can be incorporated into national LLP policies and regional coordination can influence international governmental venues addressing LLP.

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**\$60 MILLION OF  
CORN SEED ALONE  
IS PRODUCED IN  
SOUTH AMERICA FOR  
US SEED COMPANY  
EXPORTS AROUND  
THE WORLD.**

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# STATE & LOCAL ISSUES

The ASTA state affairs team, along with grassroots member support, made great strides in assisting state and regional seed associations with advocacy initiatives in 2011-2012. ASTA monitored more than 150,000 bills introduced at the state level to determine their impact on the seed industry as they related to:

- biotechnology
- coexistence
- state seed regulatory
- arbitration
- labeling
- liability limitations
- malicious litigation program funding

It is significant to note that 22 states considered requiring labeling of all products containing genetically engineered components. ASTA joined the Coalition Against the Costly Food Labeling Proposition to oppose the California ballot initiative.

To enable members to share their concerns about the direction of the seed industry and the association, ASTA held three Town Hall meetings in 2011-2012 in Tangent, OR, at the 2011 Atlantic Seed Association Annual Convention in Williamsburg, VA, and at the 2012 Corn Belt Seed Conference in Indianapolis, IN.

ASTA also participated in meetings to elevate awareness of and to serve as a point of reference for national seed issues, including:

- National Association of State Departments of Agriculture
- Association of American Seed Control Officials
- Commodity Classic
- American Farm Bureau Federation Annual Convention
- State Agribusiness Association Administrators Annual Conference

ASTA kept members, seed industry customers and policy makers informed about governmental affairs activities via articles submitted for distribution by the state and regional seed associations and a bi-weekly electronic newsletter.

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WHILE 439 BILLS WITH DIRECT OR POSSIBLE IMPLICATIONS FOR THE SEED INDUSTRY WERE INTRODUCED, ASTA WORKED WITH STATE AND REGIONAL SEED ASSOCIATIONS TO ENSURE THAT NOTHING DETRIMENTAL TO THE SEED INDUSTRY WAS PASSED.

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## DOMESTIC ISSUES

ASTA staff met with more than 100 Members of Congress and staff during the course of the year to discuss seed industry priorities. ASTA worked with like-minded stakeholders in the agriculture industry on issues such as intellectual property rights, research funding, farm bill reauthorization, cooperator programs, biotechnology acceptance, organic agriculture and trade.

Special ASTA delegations visited Capitol Hill to provide updates on the Germplasm Enhancement of Maize program and the need for increased funding for a robust National Plant Germplasm System. Efforts also continued to get Senate ratification of the International Treaty on Plant Genetic Resources.

ASTA's Environmental and Conservation Seed Committee held its tenth annual workshop at USDA headquarters in Washington, DC, then traveled to Capitol Hill to brief members of Congress and their staffs on critical seed programs and initiatives.

ASTA also teamed with the Society for Range Management to promote the seed industry's commitment to provide seed for reclamation, restoration, rehabilitation and related uses on the Nation's prairies and public lands.

# GLOBAL AGRICULTURAL POLICY

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IN THE US, MORE THAN \$1 BILLION WORTH OF SEED IS EXPORTED ANNUALLY, AND NEARLY THE SAME IS IMPORTED.

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ASTA WORKED TO REMOVE BARRIERS TO THE MEXICAN VEGETABLE, HERB AND SPICE MARKET, WHICH IS ESTIMATED TO EXCEED \$20 MILLION ANNUALLY.

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## US/CHINA Seed Industry Memorandum of Understanding

US seed industry representatives met with representatives from the China National Seed Trade Association, the China National Seed Association (CNSA), the Ministry of Agriculture Seed Administration Bureau, and the Center for Intellectual Property in Agriculture among many others during a May 2011 meeting in Beijing, China.

Key issues discussed during the meeting included plant variety protection, variety registration systems, intellectual property rights and phytosanitary regulations. Plans to develop a Memorandum of Understanding for cooperation and partnership between ASTA and CNSA were put in place. Tom Moore of HM. CLAUSE, Chair of the International Executive Committee, credited the meetings' success to ASTA's work building relationships with relevant Chinese agencies, departments and organizations.



*The Phytosanitary Workshop at the Asia Pacific Seed Association Meeting.*

"Through these meetings, we better understand the Chinese parameters regarding intellectual property rights and phytosanitary issues—not only on the enforcement side, but how they write their rules and regulations," said Moore. "It's obvious that progress is being made, but we still have a lot to learn."

## Phytosanitary Report

Phytosanitary issues represent a major barrier to the international movement of seed and a cause of significant uncertainty for ASTA members in international markets. Of the \$12 billion worth of seed that is moved internationally annually, about \$1 billion is imported into the US and over \$1 billion is exported from the US to other countries. ASTA serves its members by influencing the development of regional and international phytosanitary standards, sponsoring and conducting phytosanitary workshops and other events, and working with and through government entities in the US and other countries to identify and resolve phytosanitary issues that impede market access.



*Several International Executive Committee (IEC) members gather for a photo on the steps of the United States Department of Agriculture (USDA).*

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PERSUADING BRAZIL  
TO POSTPONE THIS  
NORMATIVE ALONE  
SAVED AN ESTIMATED  
\$19 MILLION IN SEED  
SALES TO BRAZIL IN 2011.

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- At the global level, ASTA, working with the ISF, SAA, and the Asia and Pacific Seed Association, provided input to the International Plant Protection Commission that resulted in the revision of two key international standards for phytosanitary certification (ISPMs 7 and 12) that have helped resolve seed re-export problems and other phytosanitary certification issues for the seed industry. In addition, due to the efforts of ASTA, ISF, and others, the IPPC made the decision to work on the development of a separate seed phytosanitary standard that will address the unique needs of the seed industry.
- At the regional level, ASTA continued working with the North American Plant Protection Organization (NAPPO) to develop a regional seed standard. As the US industry representative on the NAPPO seed panel, ASTA provided valuable input on the design of this standard, which is expected to be completed and adopted by NAPPO in early 2013.
- ASTA made significant progress in resolving phytosanitary issues with key trading partners, such as Mexico and China. For example, in October 2011, ASTA organized a Mexico workshop on importation of seed for organic agriculture using MAP funding that brought together regulatory and industry representatives from both Mexico and the US to identify and discuss phytosanitary impediments to the movement of seed to meet the certification requirements of the US National Organic Program. The organic seed market in Mexico exceeds \$20M annually and is growing at more than 20% per year. Regarding China, ASTA helped to maintain a \$500K to \$1M sunflower seed market by working with APHIS, FAS, the California Seed Association, and regulatory authorities in California to resolve a major phytosanitary issue with China that would have prohibited all exports of US sunflower seed to China.
- In January 2011, Brazil published new phytosanitary import requirements (Brazil Normative 36) for commercial seed, which if implemented, would have virtually shut down all exports of US commercial seed to Brazil. Working with APHIS and FAS, and by building coalitions with other seed associations (ISF, SAA, ABRASEM-Brazilian Seed Trade Association), ASTA helped convince Brazil to postpone implementation of this normative for a year to allow time to develop a replacement normative that would not disrupt seed trade. Persuading Brazil to postpone this normative alone saved an estimated \$19M in seed sales to Brazil in 2011.
- ASTA continued efforts to assist members with market access issues, held or rejected shipments, additional unjustified phytosanitary requirements attached to import permits, and changes in country phytosanitary requirements. ASTA worked intensively with APHIS, USDA's Foreign Agricultural Service (FAS), SAA, ISF and many others to:
  - Address Vietnam's decision to develop new PRAs for all seed imports (56 different seed species are exported to Vietnam by ASTA members)
  - Explore more feasible alternatives for Australia's DNA-based testing requirements for tomato and pepper seed viroids
  - Provide assistance to companies that have had shipments held or rejected in countries including Peru, Korea, Panama, Costa Rica, Mexico, and others.

# INDUSTRY BUILDING & RECOGNITION



Grow Career Kit

## First-the Seed Foundation

Developing a compelling curriculum, an engaged community and effective collateral were the hallmarks of 2011-2012 for the First the Seed Foundation. Members created a three-year strategic plan upon which the curriculum was based, and authorized expanded support for the Ambassadors Program. Presentation materials, a poster and other take-home collateral pieces were developed for the Ambassadors, as well as a special website section.

The Grow Career Kit continued to be very popular generating over 1,900 requests received from school counselors and advisors and reaching over half a million students across the nation. To supplement the kit, a video was produced and posted on Facebook.

## ASTA Management Academy

The ASTA-Purdue Management Academy, held on the Purdue campus, focuses on the practical application of general management concepts that are vital to the long-term success of seed companies. The core curriculum is designed to broaden general management abilities. With issue seminars scheduled throughout the program for an in-depth look at current issues critical to the seed industry. Case studies and group activities create ample opportunity for intensive interaction and discussion with faculty, speakers and other seed industry managers. The 2011-2012 Academy hosted 46 participants from 12 states and three countries.

## Future Seed Executives (FuSE)



FuSE conducted well-attended Roundtable Discussions in 2011-2012 and also organized two Education Units. The first Ed Unit focused on cereal grains and was executed in conjunction with the Canadian Seed Trade Association. The joint event was hosted by the Canadian International Grains Institute in March 2012 at its office in Winnipeg, Manitoba. The second Ed Unit focused on the flow of seed from the field to the bag, including seed quality testing and the physical movement and packaging

of seed in a conditioning plant. Pioneer, with contributions from Bratney Companies and Iowa State University Seed Laboratory, hosted the event in Johnston, IA at the Pioneer facility.

Six students were selected for the 2012 Campus Connections class which interacted with leaders of the seed industry and elected officials on Capitol Hill. This was one of the many ways FuSE programming directly contributed to the future of the seed industry by identifying talented young people, exposing them to the various aspects of the industry, and working to ensure they will become future seed industry representatives.



Members of FuSE at the Ed Unit in Winnipeg, Manitoba.



## Distinguished Service Awards

Mark Seem of LC Seeds/AgReliant Genetics, LLC received the 2012 Distinguished Service Award for the significant contributions he has made to ASTA and to the seed industry. In addition to a professional career in corn breeding, corn and soybean production and product advancement, agronomy and seed sales, Mark also served as chairman of ASTA's Corn Division and was an active member of the planning committee for the annual Corn, Sorghum and Soybean Seed Research Conferences since 1988.

Dave M. White, Chief of the USDA Natural Resources Conservation Service (NRCS), was also a 2012 award recipient. Chief White has been a long and steadfast supporter of the US seed industry. As Chief, he and his team worked hard to implement programs that ensured our public lands were conserved, restored and more resilient to environmental challenges. NRCS partners with landowners and members of the seed industry to maintain a strong focus on stewardship and effective conservation practices. Seventy percent of land in the U.S. is privately owned and quality seeds from the U.S. seed industry help reduce soil erosion, increase wildlife habitat and reduce damages caused by floods and other natural disasters. ASTA and NRCS currently work together formally through a memorandum of understanding.



Mark Seem (left) receives the 2012 Distinguished Service Award from Mike Gumina, 2011-2012 ASTA Chairman.



Mike Gumina, 2011-2012 ASTA Chairman, (left) presents Chief Dave M. White with the 2012 Distinguished Service Award.



Lawrence "Sonny" Beck (left) receives the 2012 Honorary Member Award from Mike Gumina, 2011-2012 ASTA Chairman.

## Honorary Member

This year's Honorary Member Award, presented in recognition of untiring service to both ASTA and the seed industry, went to Lawrence "Sonny" Beck of Beck's Superior Hybrids of Atlanta, IN. In addition to having served in many leadership roles at ASTA – Soybean Division Chairman, Central Regional Vice President, President of ASTA and member of the Board of the First-the Seed Foundation – Sonny has devoted many years of service to the agricultural community in Indiana and to his alma mater, Purdue University.

A champion of practical farm research studies and a pioneer in long term no-till studies on corn and soybeans, Sonny has built Beck's Hybrids into the largest family-owned retail seed business in the United States.

## Future Giants of the Seed Industry Award

Cassie Misch was presented the 2012 Future Giants of the Seed Industry Award by ASTA and Issues Ink. The award recognizes leadership, innovation and commitment to the industry. Passionate and ambitious, at 27, Misch was already heavily involved in various industry associations. She served on the board of directors for the Indiana Seed Trade Association and on the education committee for the Independent Professional Seed Association, while also juggling a chair position for the Future Seed Executives Committee's (FuSE) Campus Connections program FuSE vice chair.



Paige Collette, Issues Ink, (left) presents Cassie Misch with the Future Giants of the Seed Industry award.

# CONVENTIONS & MEETINGS

## 2011 Farm and Lawn Seed Conference

ASTA's 57th Farm and Lawn Seed Conference, held in conjunction with the Western Seed Association's Annual Meeting, brought more than 700 seed industry representatives to Kansas City, MO. On the program were meetings of the Farm Seed and Lawn Seed Divisions, Invasive Species Working Group, and the Environmental and Conservation Seed Committee.

## CSS 2011 & Seed Expo

The Corn, Sorghum and Soybean Seed Research Conference had more than 2,600 registrants and a record number of exhibitor companies—114. Attendees conducted business, networked, shared research findings, and participated in ASTA committee activities. Attendees were informed of the latest developments in corn, sorghum and soybean trade, including biotechnology, management and production, breeding and genetics, and pest management.

## 2012 Vegetable & Flower Seed Conference

More than 700 vegetable and flower seed industry representatives from across the globe gathered for the 51st Vegetable & Flower Seed Conference in Tampa, FL. A record was set for both attendees and exhibitors. The conference showcased more than 30 exhibitors ranging from seed packaging services to seed testing laboratories and from equipment providers to software solutions. Issues discussed included creating standards for phytosanitary requirements, making the movement of seed more efficient, understanding the atmosphere surrounding patenting of native traits, and determining how the seed industry can help facilitate coexistence at the national level.

## 2012 Annual Convention

The 129th Annual Convention in Washington, DC brought together attendees from all sectors of the seed industry to discuss a wide range of seed policies and to hear Secretary of Agriculture, Tom Vilsack's, address to the convention. The "Storm the Hill Day" resulted in 103 participants, 99 appointments, and 7 briefings on Capitol Hill for the seed industry. Special events, such as the welcome reception, opening breakfast and gala banquet provided wonderful opportunities to network with fellow attendees.



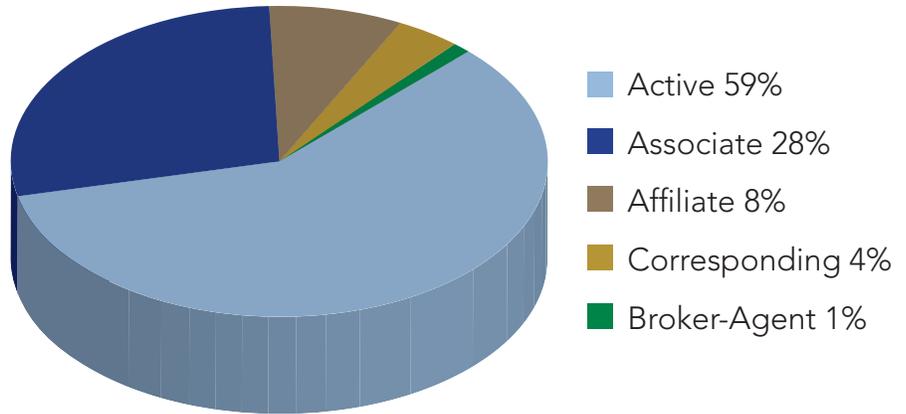
THE 2011 CORN, SORGHUM AND SOYBEAN SEED RESEARCH CONFERENCE HAD MORE THAN 2,600 REGISTRANTS AND A RECORD NUMBER OF EXHIBITOR COMPANIES.



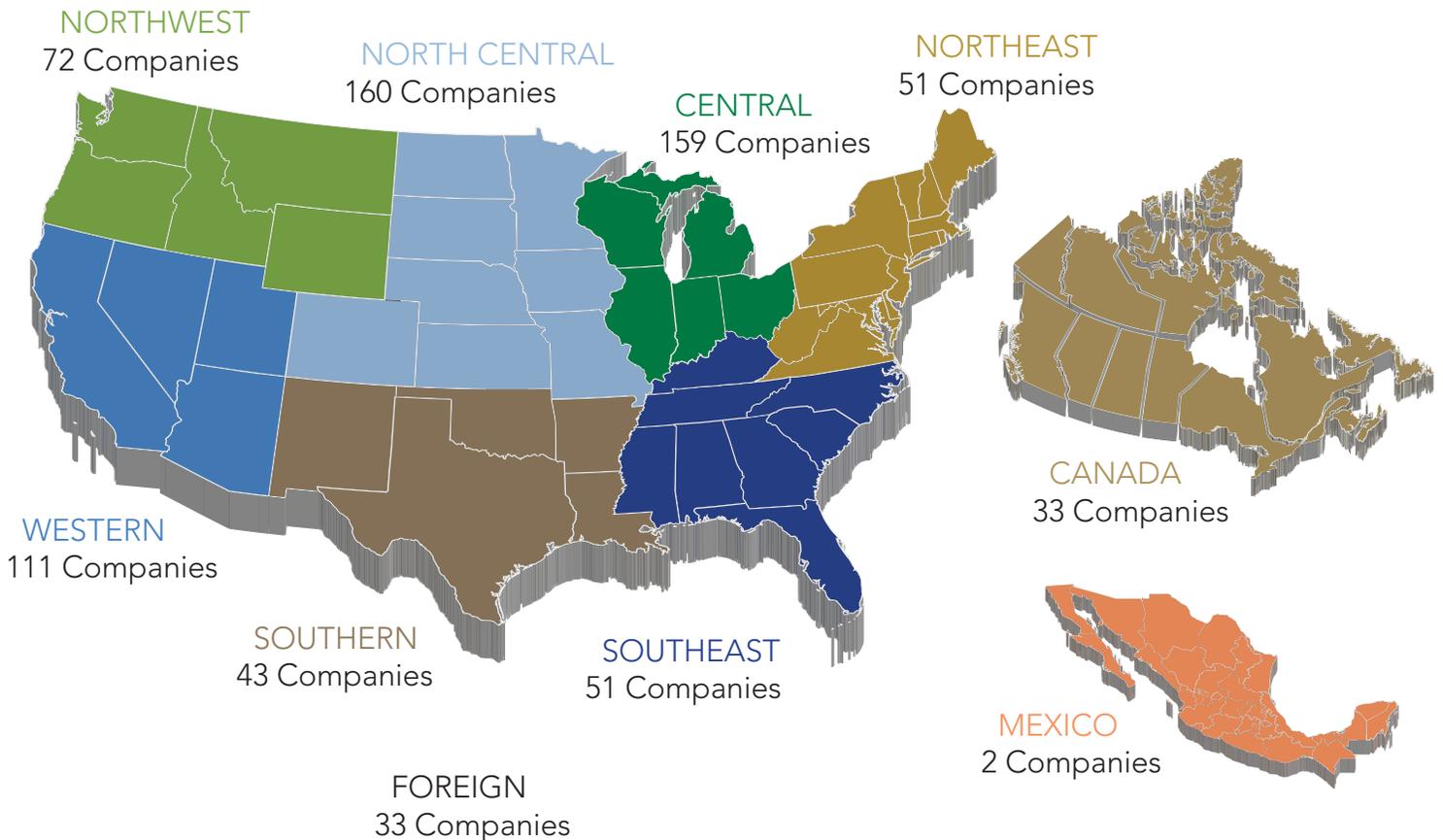
# MEMBERSHIP

ASTA remains committed to retaining and growing membership and finished FY 2011-12 with **715 members**. ASTA had a **92 percent member retention rate** and **102 percent in retained revenues**.

## MEMBERSHIP BY PARTICIPATION Total ASTA Members 715



## COMPANIES BY REGION



# FINANCIAL HEALTH

ASTA's budget is based on input from ASTA leadership, strategic plan priorities, and divisions, committees and staff. ASTA strives to maintain transparency with membership about the association's budget and financial status. The Board of Directors approves and regularly reviews the association's financial status and strategy, which allows ASTA to maintain its targeted financial reserve. The annual ASTA audit was conducted by Stanfield & Phillips, LLC, in accordance with auditing standards generally accepted in the US. The 2011-2012 audit confirmed the financial health of the association. ASTA began its fiscal year with unrestricted net assets of \$4,364,206 and ended with \$4,344,780.

## Investment Policy and Reserve Policy

The Board of Directors established guidelines for the investment and reserve accounts, striving to maintain a balance of 1.5-2 times the operating budget. Of that balance, 10 percent will be maintained in an operating reserve, and expenditures are subject to approval of the Executive Committee or the Board of Directors. In addition, 20 percent of the balance will be maintained in a mid-term reserve and 70 percent in a long-term reserve. Expenditures from those reserves are vetted through the Finance Committee and approved by the Board of Directors. When authorizing expenditures from the long-term reserves, the Board will also approve a plan to replenish the amount expended.

## ASTA Revenue Sources

Dues	\$2,445,412
Meetings	\$1,218,756
Exhibits	\$312,316
Assessment	\$31,989
Government Reimbursements	\$350,191
Miscellaneous	\$12,684
Administrative Service Fees	\$25,000
Net Investment (Losses) Gains	\$1,051
<b>TOTAL REVENUE</b>	<b>\$4,395,297</b>

## ASTA Expenses

CSS	\$214,335
Farm/Lawn	\$6,504
Vegetable & Flower Seed	\$131,059
Export Market Development	\$16,239
Foreign Agricultural Services	\$350,191
Convention	\$287,030
Future Seed Executives (FuSE)	\$17,420
Other Programs	\$7,700
General and Administrative	\$3,384,236
(Includes, but not limited to: rent, utilities, insurance, salaries, taxes, office equipment and maintenance, dues and subscriptions, legal fees, etc.)	
<b>TOTAL EXPENSES</b>	<b>\$4,414,723</b>



# ASTA STAFF & ORGANIZATIONAL CHART

## EXECUTIVE OFFICE

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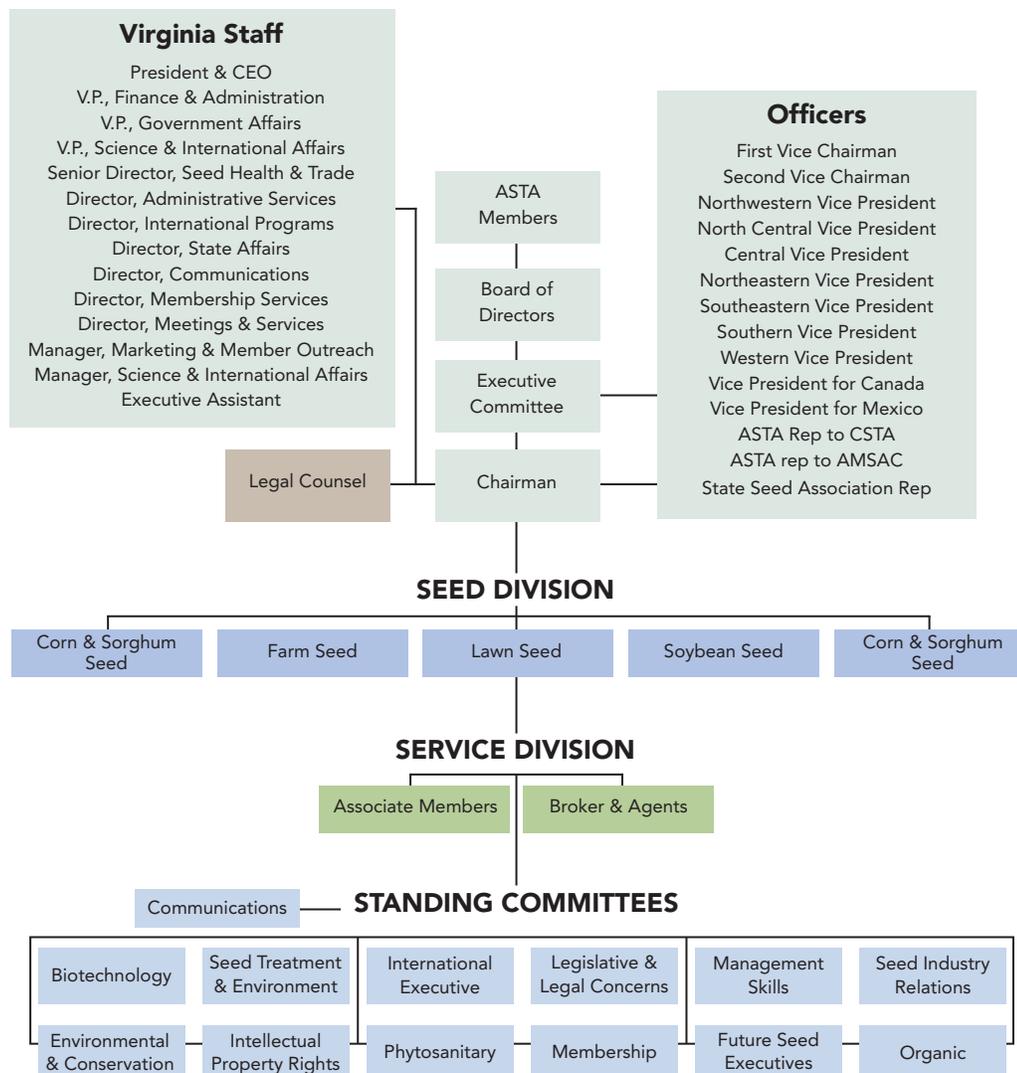
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## COMMUNICATIONS

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"Every blade of grass is a study; and to produce two, where there was but one, is both a profit and a pleasure. And not grass alone; but soils, seeds, and seasons- hedges, ditches, and fences, draining, droughts, and irrigation - plowing, hoeing, and harrowing - reaping, mowing, and threshing - saving crops, pests of crops, diseases of crops, and what will prevent or cure them - implements, utensils, and machines, their relative merits and how to improve them - hogs, horses, and cattle - sheep, goats, and poultry - trees, shrubs, fruits, plants, and flowers - the thousand things of which these are specimens - each a world of study within itself."

— Abraham Lincoln



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first—the seed®

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