Success Story Template

Calendar Year *(year activity is completed; if not completed, enter latest active year)*
2015
Cooperator
ASTA
Non-cooperator organization *(if you are not a cooperator, but you use FAS programs like EMP, TASC, or GSM)*
Organization type: private or public *(public means government)*
Private
FAS program(s) used/funding sources *(e.g. MAP, MAP/GBI, EMP, etc)*
FMD
Commodity *(if applicable, include if product is fresh, dried, concentrate, etc, like Fresh Sweet Cherries)*
Planting Seeds
Country/region *(to which you are exporting)*
Europe, Australia, Japan, Asia, China
HQ State *(state where headquarters of cooperator or non-cooperator organization is located)*
Virginia
Producing/exporting state(s) *(attempt to determine exporting state; if number of states is greater than 5, enter top 5)*
CA, NM, AZ, OR
Export dollars/projected sales *(provide the dollar value/projected sales in the current program year and comparable data from previous program year)*
$82 million in vegetable seed, 2014 - $1.67B, 2013 - $1.62B, 2012 - $1.52B – total seeds
Congressional district(s) *(Example: CA-04; TX-11. Attempt to determine congressional districts of producing/exporting areas; enter n/a if unknown; if number of districts is greater than 5, enter top 5)*
Story type *(focus of story: small company, cooperator, FAS/post, program, trade show)*
For branded, company name, if applicable
Success Story most recently updated on:

Write your story here (see next page for guidance):

Guidance for FAS Success Stories

Goal: Using FMD funding ASTA was able to send a public researcher to the International Seed Federation's International Seed Heath Initiative for vegetable crops meeting. The outbreak of Cucumber Green Mottle Mosaic Virus has halted the movement of melon seeds. In order to resume US exports, a seed test is needed to prove that the seed is free from the virus. UC Davis researchers are willing to design seed tests, based on the information gained at this meeting.

Key Highlights:

How did FAS help achieve this success? By using FMD funding ASTA was able to send Tera Pitman from UC Davis to the International Seed Federation meeting. Her participation in this meeting will allow UC Davis to develop a seed testing method for Cucumber Green Mottle Mosaic Virus which will remove a phytosanitary trade barrier, thus increasing the amount of high value melon seed exported by US producers.

Specifically, who and how did U.S. agriculture benefit? This seed test will help vegetable seed companies, mostly located in California, Arizona, New Mexico, and Maine. Companies that sell melon seed include: Johnny Select Seeds, HM.Clause, Monsanto Company, Syngenta, Rijk Zwaan, and Keithly-Williams Seeds. ASTA partners in this effort include APHIS, California Seed Association, UC Davis, Iowa State University, and the National Watermelon Association.

Highlight the USDA or FAS program that was used. ASTA used $1,853.80 of FMD funds to send Tera Pitman to this International Seed Federation meeting. The virus is a quarantined pest in the US. This seed test will allow producers to certify that their seed is free from Cucumber Green Mottle Mosaic Virus. Over $82 million of melon seed were exported in 2014. This test keeps that market open.

Market Access. ASTA has worked with APHIS and seed associations to understand this virus and develop a seed test to keep seed moving globally. Over $82 million of melon seed could be affected by phytosanitary measures preventing the import of melon seeds from the US. This market increased by 25% between 2013 and 2014, keeping this market open is critical to vegetable seed companies.

Budget Impact and Return on Investment. The test UC Davis is developing will keep an $82 million market open for US exporters. To date, ASTA has used under $2,000 of FMD funds to achieve this goal. The in-kind support offered by companies to address this concern is more than 500% of the public funds used.

Economic Impact of Exports. In 2012, $72 million or 46% of the US vegetable seed was sold by California companies. Seed sales in California were worth $480 million. Most of the production takes place in North Central California. The top five producing counties are Imperial, Yolo, Colusa, Fresno, and Sutter.

Time frame. Our 2014-15 FMD-funded activities will keep open melon seed exports for the US seed industry. Exports were valued at $67 million in 2013 and $82 million in 2014. The seed test will be developed this year.