

# WELCOME

## ASTA IS THRILLED TO HAVE YOU HERE FOR THE 53<sup>RD</sup> VEGETABLE & FLOWER SEED CONFERENCE!

You are about to take part in a crucial networking and educational opportunity for the global seed industry. ASTA's Vegetable & Flower Seed Conference brings together nearly 800 professionals from over 25 countries, offering the chance to meet with more colleagues in one location than you could visit in an entire year. This booklet, your "Passport" to the event, provides all you need to know about the crucial educational content, the Trading Room companies participating and the special events and networking opportunities that are in store for you this week.

If you have any questions or need assistance, please stop by the registration desk and an ASTA team member will be happy to assist you.



# General Information



## THE HYATT REGENCY MONTEREY

1 Old Golf Course Road • Monterey, CA 93940  
(831) 372-1234 • [www.monterey.hyatt.com](http://www.monterey.hyatt.com)

The Hyatt Regency Monterey has meeting space in two areas. Most conference events are held inside the conference center building, which includes the Regency Ballroom on the main floor and the Spyglass, Cypress, Big Sur, Oak Tree, Windjammer, Mark Thomas Board Room and Presidio Board Rooms on the lower level. The Monterey Grand Ballroom, comprising the Pebble, Beach, Pacific and Grove meeting rooms, is located in the main lobby building at the resort. See page 60 for a resort map.

## BADGES

Badges must be displayed for admittance to all ASTA events and the trading room floor. Please wear your badges throughout the conference. All meetings are open to any registered attendee unless listed as “closed.”

# General Information

## REGISTRATION HOURS

**Saturday, January 26:**

7:00 a.m. - 5:00 p.m.

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**Sunday, January 27:**

7:00 a.m. - 5:00 p.m.

•

**Monday, January 28:**

7:30 a.m. - 5:00 p.m.

•

**Tuesday, January 29:**

7:30 a.m. - 11:00 a.m.

## FREE ASTA DOWNTOWN MONTEREY SHUTTLE SERVICE

*Monday, 1/27/14 – 5pm-11pm*

*North Entrance Regency Conference Center*

To help you make the most of your free evening during the conference, the Hyatt Regency Monterey is hosting a special ASTA-only free downtown shuttle bus, operating on a loop on Monday evening. The bus will pick-up at the North Entrance of the Conference Center and drop-off downtown at the bus stop adjoining the Monterey Convention Center, offering an easy walk to the downtown Monterey area as well as Fisherman's Wharf #1 and #2.

# Convention Essentials

## Enhance Your Conference Experience With Our FREE Mobile App

Efficiently plan your visit to ASTA's 53<sup>rd</sup> Vegetable & Flower Seed Conference while on the go with our official mobile app. Download the appropriate mobile app today:

- iPhone/iPad App is available on the iTunes App Store
- Android App on Google Play
- For all internet enabled smartphones, view the ChirpE Mobile Web App ([www.chirpe.com/vf2014](http://www.chirpe.com/vf2014)) to get access to the event information and updates.



iPhone App



Android App



ChirpE Mobile Web App



# Convention Essentials CONTINUED

## Event information at your fingertips!



View the **Exhibitor List**, search for exhibitors, mark exhibitors with “visited” tags, request meetings, add personal notes and map their booth location.



Locate your favorite booths on the **Interactive Floor Plan** and download your personalized walking map.



View the **Conference Schedule**, search for and rate sessions, add session notes and email them, as well as view handouts.



Build your **Personalized Planner**, plan your itinerary, add personal notes, tag favorite exhibitors and sessions. Sync with the website in real-time.



Tap into **Local Information** about Monterey, CA including hotels, transportation options and much more.



Read, follow and comment on **#ASTAVEGFLO** tweets from your fellow attendees and from exhibiting companies.



Tune into exclusive **Updates, Notifications and Blogs** from the VF 2014 show management.

# SEED BUSINESS 101<sup>SM</sup> HORTICULTURE

*Offered by the Seed Biotechnology Center  
of the University of California at Davis*

*Offered twice:*

*Monday – Friday, January 20 – 24, 2014 (sold out)*

*Wednesday – Sunday, 2014*

Attracting and retaining talented new employees is a critical challenge for the seed industry. The Seed Business 101 course was created, with input from industry executives, to accelerate the careers of promising new employees and young managers.

The course also offers invaluable insights and perspective to seed dealers and companies offering products and services to the seed industry, including seed treatments, crop protection, seed enhancement and technology, machinery and equipment, etc.

The courses will commence at 8:00 a.m. on the first day and end at 2:00 p.m. on the final day. For questions or additional information, please contact Sally Mohr at [sjmohr@ucdavis.edu](mailto:sjmohr@ucdavis.edu) or at 530-752-5775.

# Friday At-A-Glance

**FRIDAY, JANUARY 24**

*8:00 a.m. - 5:00 p.m. | Mark Thomas Boardroom*

National Garden Bureau Board and Committee Meetings

# Saturday At-A-Glance

## SATURDAY, JANUARY 25

7:00 a.m. - 5:00 p.m. | *Regency Foyer Alcove*  
Registration

8:00 a.m. - 12:00 p.m. | *Regency Ballroom*  
Trading Room Setup

8:00 a.m. - 2:00 p.m. | *Del Monte Golf Course*  
Golf Tournament

8:00 a.m. - 5:00 p.m. | *Mark Thomas Boardroom*  
All-America Selections Board and Committee Meetings

12:00 p.m. - 5:00 p.m. | *Regency Ballroom*  
Trading Room Open

1:00 p.m. - 5:00 p.m. | *Pebble (Monterey Grand Ballroom)*  
Genetic Tools for Breeding Programs, sponsored by  
BioDiagnostics, Inc

1:00 p.m. - 5:00 p.m. | *Big Sur 1-2*  
Emerging Issues Working Group (Closed)

4:00 p.m. - 5:00 p.m. | *Cypress 1*  
CSTA Garden Seed Committee

5:00 p.m. - 7:00 p.m. | *Spyglass*  
NGB Membership Meeting



## GOLF TOURNAMENT

8:00 a.m. – 2:00 p.m. | January 25 | Del Monte Golf Course  
\$199 per person



Grab your clubs and hit the greens of the oldest continuously operating golf course west of the Mississippi, the beautiful Del Monte Golf Course! Designed by golf and polo enthusiast Charles Maud, this inland course boasts a meandering layout that has challenged golfers for more than a century. It was the original host of the California State Amateur and continues to serve as one of three courses on which the Callaway Golf Pebble Beach Invitational is played.

Del Monte Golf Course features wide fairways lined with oak, pine and cypress trees and the back nine includes a treacherous par-5, 512-yard 13th hole.

The tournament will begin promptly at 8:00 am with a shotgun start. Continental breakfast and lunch buffet included. Players can walk to the clubhouse or ask at the main lobby concierge desk if you would like to be shuttled over.

## VEGETABLE & FLOWER EMERGING ISSUES WORKING GROUP

1:00 pm – 5:00 pm | January 25 | Big Sur 1-2

- I. Call Meeting to Order
  - a. Anti-Trust Statement
  - b. Approve Agenda
  - c. Action Items from 10/23/13 Webinar
- II. Food Safety Modernization Act—ASTA Comments
- III. Collaboration for Plant Pathogen Strain Identification (CPPSI)
- IV. US-EU Transatlantic Trade & Investment Partnership (TTIP)—Update
- V. Phytosanitary Issues
  - a. Brazil Normative 36—Update
  - b. Cucumber Green Mosaic Virus
  - c. International Seed Standard—Update
- VI. Letters Requesting GAP—Recommended Next Steps

## VEGETABLE & FLOWER EMERGING ISSUES WORKING GROUP CONTINUED

1:00 pm – 5:00 pm | January 25 | Big Sur 1-2

### VII. New Breeding Techniques

- a. ASTA Biotech Committee—proposed scope change
- b. ASTA position on New Breeding Techniques
- c. Information from Europe
- d. OECD Workshop

### VIII. Vegetable & Flower Basic Research Committee information

#### VIII. Mexico

- a. ASTA Activities & Coordination with AMSAC
- b. Phytosanitary Issues
- c. IPR Issues

### IX. CSA Update

### X. Overview 2014 Vegetable & Flower Seed Conference

### XI. Next Webinar & July In-Person Meeting

### XI. Adjourn

# Saturday CONTINUED

## GENOMIC TOOLS FOR BREEDING PROGRAMS

*Sponsored by BioDiagnostics, Inc.*

*1:00 pm – 5:00 pm | January 25 | Pebble (Monterey Grand Ballroom)*

*1:00-1:45 PM*

### **Improving Breeding Programs Using Genomic Tools**

Dr. Farhad Ghavami (BioDiagnostics Inc., River Falls, WI)

*1:45-2:30 PM*

### **SoICAP in Potato Breeding: How to Integrate Genomics Tools in Breeding Programs**

Dr. David Douches (Michigan State University, Lansing, MI)

*2:30-3:15 PM*

### **Using Genomics Techniques in Tomato Breeding**

Dr. Dina St. Clair (UC-Davis, Davis, CA)

*3:15-3:30 PM*

Coffee Break

*3:30-4:15 PM*

### **Marker-aided Selection for High-value Traits in Onion**

Dr. Michael Havey (USDA-ARS and University of Wisconsin, Madison, WI)

*4:15: 5:00 PM*

### **QTL Mapping, Association Mapping and Marker Assisted Breeding in Lettuce**

Dr. Ivan Simko (USDA-ARS, Salinas, CA)

# Sunday At-A-Glance

## SUNDAY, JANUARY 26

7:00 a.m. - 5:00 p.m. | *Regency Foyer Alcove*  
Registration

7:00 a.m. - 6:00 p.m. | *Regency Ballroom*  
Trading Room Open

12:00 p.m. - 2:00 p.m. | *Cypress 1*  
ASRF Board of Directors (Closed)

1:00 p.m. - 2:00 p.m. | *Big Sur 1-2*  
All-America Selections Annual Meeting

1:00 p.m. - 2:00 p.m. | *Spyglass 2*  
Seed Treatment and Environment Discussion

2:00 p.m. - 3:00 p.m. | *Spyglass 1*  
Biotechnology Committee

3:00 p.m. - 4:30 p.m. | *Big Sur 1-2*  
Organic Seed Committee

6:00 - 7:30 p.m. | *Garden Terrace*  
Welcome Reception

# Sunday

## SEED TREATMENT AND ENVIRONMENT DISCUSSION

1:00 pm – 2:00 pm | January 26 | Spyglass 2

- I. Welcome
  - a. Anti-trust Statement
- II. Pollinator Research
- III. Guide to Seed Treatment Stewardship
- IV. Open Discussion

Join a roundtable discussion with Laurie Davies Adams, Executive Director, Pollinator Partnership to discuss various research and education initiatives that are being undertaken to protect the health of all pollinating animal species. We will also review the ASTA/ CropLife Guide to Seed Treatment Stewardship and discuss future plans to extend outreach to new crops and geographies.

## BIOTECHNOLOGY COMMITTEE

*2:00 pm – 3:00 pm | January 26 | Spyglass I*

- I. Call Meeting to Order
  - a. Anti-Trust Statement
  - b. Approve Agenda
  - c. Approve minutes
- II. New Breeding Techniques
  - a. International Activities
  - b. ASTA Position Development
- III. Expanding Scope of Biotechnology Committee
- IV. Adjourn

## ORGANIC SEED COMMITTEE

3:00 pm – 4:30 pm | January 26 | Big Sur 1-2

- I. Welcome/Introductions
  - a. Anti-Trust Statement
- II. Approve Agenda and CSS Minutes
- III. USDA-National Organic Program Update
  - a. New NOP website
  - b. AC21 Comment Period Extension
- IV. National Organic Standards Board Update
  - a. Cell Fusion
  - b. GMOs and Cell Fusion
- V. Organic Trade Discussion: Mexico, Brazil
- VI. Madison Group Update
- VII. Organic Valley Seed Policy for Handling Organic Seeds
- VIII. Discussion
  - a. New Topics and/or Issues
  - b. Committee Activity 2013
- IX. Adjourn



## WELCOME RECEPTION

*Sponsored by HM.CLAUSE*

*6:00 pm – 7:30 pm | January 26 | Garden Terrace*

Relax at the Hyatt Regency Monterey's Garden Terrace for a wonderful evening under the stars to catch up with colleagues and enjoy some light refreshments.

The Welcome Reception offers you a chance for networking and connecting with business partners and ASTA leadership. Rain location will be in the Monterey Grand Ballroom (main lobby building).

# Monday At-A-Glance

## MONDAY, JANUARY 27

7:30 a.m. - 5:00 p.m. | *Regency Foyer Alcove*  
Registration

7:30 a.m. - 6:00 p.m. | *Regency Ballroom*  
Trading Room Open

8:00 a.m. - 10:30 a.m. | *Monterey Grand Ballroom*  
General Session/Vegetable & Flower Seed Division Meeting

10:45 a.m. - 12:30 p.m. | *Big Sur 1-2*  
Phytosanitary Committee

11:00 a.m. - 11:30 a.m. | *Cypress 1*  
Communications Committee

12:00 p.m. - 1:30 p.m. | *President's House*  
Spouses' Luncheon

12:30 p.m. - 1:30 p.m. | *Cypress 1*  
Vegetable & Flower Seed Research Fund

1:30 p.m. - 3:00 p.m. | *Spyglass*  
Intellectual Property Rights Committee

3:00 p.m. - 4:30 p.m. | *Big Sur 2*  
Membership Committee (closed)

# Monday At-A-Glance CONTINUED

## MONDAY, JANUARY 27 continued

4:30 p.m. - 5:30 p.m. | *Big Sur 1*

Food Safety Working Group

4:30 p.m. - 5:30 p.m. | *Pacific Room*

FuSE Meeting

5:30 p.m. - 6:30 p.m. | *Monterey Terrace*

FuSE Reception/Mixer

5:30 p.m. - 7:30 p.m. | *Pebble/Beach (Monterey Grand Ballroom)*

Home Garden Seed Association Meeting/Reception

### SEMINIS VEGETABLE SEEDS' SALSA AND CORONA AFTERNOON BREAK

2:00 p.m. - 3:00 p.m. | *January 27 | Regency Foyer Terrace*

**Since there's no time for a siesta,  
we are having a fiesta!**

Come join Seminis® Vegetables Seeds for tacos, nachos and fantastic refreshments. Join us on the patio behind registration for a well deserved break.

# Seminis®

# Monday

## GENERAL SESSION: TRENDS IN FRESH PRODUCE

8:00 a.m.- 10:30 a.m. | January 27 | Monterey Grand Ballroom

### Implications for Vegetable Grower-Shippers and their Seed Suppliers

Since 2008, competition has intensified for firms at all levels of the fresh produce marketing system, from suppliers, growers, shippers and intermediaries to retail and foodservice firms. ASTA's Opening General Session will illuminate the rapidly changing competitive landscape and highlight implications for the seed industry.

Our keynote presentation will be provided by Roberta Cook, Cooperative Extension Marketing Economist for the Dept. of Agricultural and Resource Economics at the University of California at Davis. The session then moves into our special "end user" panel discussion, featuring Jim Bogart, President of the Grower-Shipper Association of Central California, Lorri Koster, Chairman/CEO of Mann Packing and Joe Pezzini of Ocean Mist Farms, offering insights for you and your company on the needs of the vegetable & flower seed customer.



Roberta Cook



Jim Bogart



Lorri Koster



Joe Pezzini

***Download the conference app (see page 4)  
for more information on our speakers.***

## PHYTOSANITARY COMMITTEE

10:45 am – 12:30 pm | January 27 | Big Sur 1-2

- I. Call Meeting to Order
- II. Welcome/Introductions
  - a. Anti-Trust Compliance Policy
  - b. Motion to Adopt Agenda
  - c. Motion to Approve Minutes
- III. Cucumber Green Mottle Mosaic Virus: Status in California; Next Steps: Panel Discussion
- IV. Collaboration for Plant Pathogen Strain Identification (CPPSI): Progress, Next Steps
- V. Veg Tech Committee Update
- VI. Spinach Seed/Phomopsis: Status of Research
- VII. International Program Update; ASTA Plans at ISF Congress in Beijing
- VIII. APHIS Policy Letter on Export Certification
- IX. APSA Congress, Kobe Japan
- X. Assessment of Phytosanitary Risk Reduction Associated with Seed Quality Management Practices
- XI. Adjourn

# Monday CONTINUED

## SPOUSE/GUEST LUNCHEON

12:00 p.m. - 1:30 p.m. | January 27 | President's House

## Dine at the resort's beautiful President's House!

Join us at 12:00 noon for lunch and camaraderie with other convention spouses, plus a sneak preview of what's to come for our 131<sup>st</sup> Annual Convention in Indianapolis this summer!



## VEGETABLE & FLOWER SEED RESEARCH FUND

12:30 p.m. - 1:30 p.m. | January 27 | Cypress 1

- I. Call Meeting to Order
- II. Welcome & Introductions
  - a. Anti-trust Compliance Policy
  - b. Motion to Adopt Agenda
  - c. Motion to Approve Minutes
- III. Financial Report
- IV. Projects Report
  - a. Dr. Gary Munkvold-Iowa State University-Viroid-
  - b. Brushfire- Phomopsis on Spinach Seed: Evaluation of a Seed Health Assay, Efficacy of Seed Treatments, and Pathogenicity of Seed Isolates on Spinach
- V. Old Business
  - a. Current Projects
- VI. New Business
  - a. Research proposals/discussion
    1. Cucumber Green Mottle Mosaic Virus-CGMMV Research
  - b. Committee Chairmanship
- VI. Adjourn

## INTELLECTUAL PROPERTY RIGHTS COMMITTEE

*1:30 p.m. - 3:00 p.m. | January 27 | Spyglass*

- I. Call Meeting to Order
  - a. Anti-Trust Statement
  - b. Approve Agenda & Minutes
- II. Ag Accord
- III. IP Education & Enforcement Program
- IV. Revised U.S. Patent Law:  
Implications for the Seed Industry
- V. Update from the U.S. PVP Office
- VI. IPR Emerging Issues Working Group
- XI. Adjourn



## FOOD SAFETY WORKING GROUP

4:30 p.m. - 5:30 p.m. | January 27 | Big Sur 1

- I. Call Meeting to Order
- II. Welcome and Introductions
  - a. Anti-trust Compliance Policy
  - b. Motion to Adopt Agenda
  - c. Motion to Approve Minutes
- III. Update on Seed Recalls and Outbreaks of Food Safety Pathogens Since January 2013
- IV. Research Update
  - a. APS
  - b. Center for Produce Safety
  - c. Summary of Other New Relevant Research
- V. Food Modernization Act Update; ASTA Comments
  - a. Sprouts
  - b. Facility Registration
  - c. Farmer-Related Issues
- VI. Review of ASTA Statement on Food Safety
- VII. Review Action Items and Other Business
- VIII. Adjourn

## FuSE MEETING & RECEPTION

*Meeting: 4:30 p.m. - 5:30 p.m. | January 27 | Spyglass 1*

*Reception: 5:30 p.m. - 6:30 p.m. | January 27 | Monterey Terrace*

- I. Call to Order & Welcome
  - a. Anti-Trust Compliance Policy
- II. FuSE Committee Update
- III. 2014 ASTA Seed Leadership Program Introduction
- IV. Current IP Topics in the Vegetable & Flower Industry
- V. Questions & Wrap-Up
- VI. Meeting Adjourned; Reception Following

Meet the FuSE organizers and hear about what they've accomplished in the past year and their plans for the coming year. Additionally, Aissa Good - Center for Food and Agricultural Business at Purdue University and Craig Newman - ASTA Chairman & AgReliant Genetics CEO, will be introducing the 2014 Seed Leadership Program designed for new and mid-level seed industry professionals that will be held in conjunction with the 2014 ASTA summer meeting. John Schoenecker, HM. Clause Director of Intellectual Property & ASTA First Vice Chairman, will also share his expertise on current IP topics in the vegetable & flower industry.

# Tuesday At-A-Glance

## TUESDAY, JANUARY 28

7:30 a.m. - 11:00 a.m. | *Regency Foyer Alcove*

Registration

7:30 a.m. - 11:00 a.m. | *Regency Ballroom*

Trading Room Open

8:30 a.m. - 10:00 a.m. | *Big Sur 2*

Emerging Diseases Committee

10:15 a.m. - 11:15 a.m. | *Big Sur 1*

Legislative and Legal Concerns Committees

12:00 p.m. - 5:00 p.m. | *Pebble/Beach (Monterey Grand Ballroom)*

ASTA Board of Directors (Closed)

# Tuesday

## EMERGING DISEASES COMMITTEE

8:30 a.m. - 10:00 a.m. | January 28 | Big Sur 2

- I. Call Meeting to Order
- II. Welcome and Introductions
  - a. Anti-trust Compliance Policy
  - b. Motion to Adopt Agenda
  - c. Motion to Approve Minutes
- III. BFB: Status in California, Next Steps
- IV. Cucumber Green Mottle Mosaic Virus (CGMMV)
- V. Update on Salinas Valley Pathogen Outbreaks
- VI. Update on Seed Testing Methods for Pospiviroids  
on Tomato and Pepper Seed
- VII. Spinach Seed/Phomopsis Research Update
- VIII. Adjourn

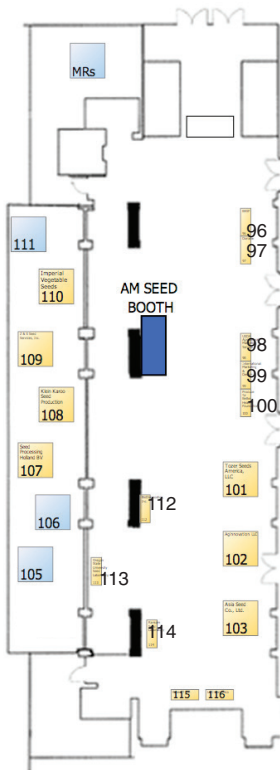
## LEGISLATIVE AND LEGAL CONCERNS COMMITTEES

10:15 a.m. - 11:15 a.m. | January 28 | Big Sur 1

- I. Welcome & Introductions
- II. Adoption of Agenda
- III. Anti-Trust Policy
- IV. Minutes from the Previous Meeting Held
- V. ASTA PAC Plans
- VI. ASTA Storm the Hill 2014
- VII. Hot Topics – Federal and State Affairs
  - a. Food Safety, GMO Labeling, Farm Bill etc.
- VIII. Grassroots/Seed Advocate
- IX. Legal Developments Update
- X. Resolutions
- XI. Adjournment

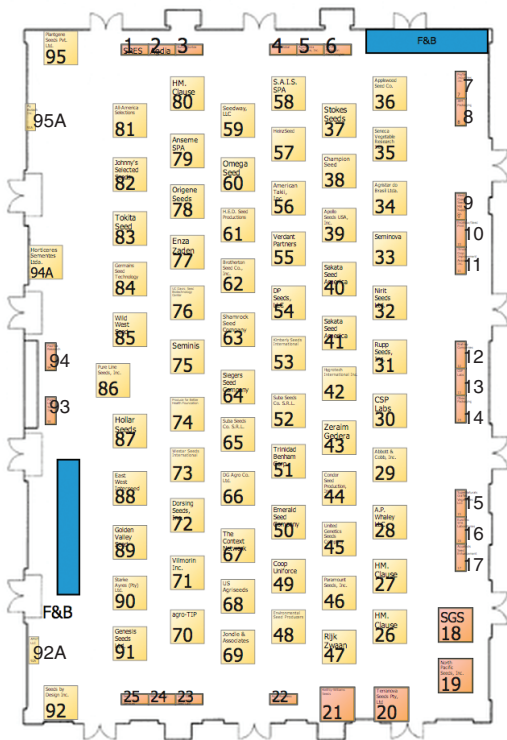
Come to the Legislative and Legal Concerns Committee to hear what issues will be top on ASTA's state and federal agenda for 2014. Let us know what is important to your company as we will be determining priorities for ASTA's Storm the Hill 2014 to be held March 5-6. Lastly, be part of discussions on how to make ASTA more influential in Washington DC in the future.

# Trading Room Floor Plan: Foyer & Terrace



Download the conference app (see page 4)  
for an expandable view and company information

# Trading Room Floor Plan: Ballroom



# Trading Room

## WELCOME TO THE ASTA TRADING ROOM!

*Sponsored by Eurofins STA Laboratories, Inc.*

The only place to visit more than 100 companies from around the globe all in one place! Additional open tables will be available throughout the lower level of the conference center. **Visit the ASTA registration desk if you require any assistance in finding a meeting.**

Don't forget to download our conference app (see page 4) for online access to the floor plan and full exhibitor directory.

## HOURS

### Saturday, Jan. 25

12:00 pm – 5:00 pm.....Trading Room Open

### Sunday, Jan. 26

7:00 am – 6:00 pm.....Trading Room Open

11:00 am – 1:00 pm.....Lunch Concessions

### Monday, Jan. 27

7:30 am – 6:00 pm.....Trading Room Open

7:30 am – 8:30 am.....Continental Breakfast

11:00 am – 1:00 pm.....Lunch Concessions

### Tuesday, Jan. 28

7:30 am – 11:00 am.....Trading Room Open

7:30 am – 8:30 am.....Continental Breakfast



# Trading Room Directory

<b>Company Name</b>	<b>Location</b>
A.P. Whaley LLC .....	28
Abbott & Cobb, Inc. ....	29
Ag Biotech Inc. ....	95A
Agdia .....	2
Aginnovation LLC .....	102
AgriCapital .....	Windjammer 4 Meeting Room
Agristar do Brasil Ltda. ....	34
Agro Business Solutions .....	22
Agronomix Software, Inc. ....	5
agro-TIP.....	70
All-America Selections.....	81
American Takii, Inc. ....	56
AMVT LLC .....	92A
Anseme SPA .....	79
Apollo Seeds USA, Inc. ....	39
Applewood Seed Co.....	36
Aquatrols Seed Enhancement.....	17
Asia Seed Company.....	103
Ball Horticultural Co.....	25
BASF .....	96
BioDiagnostics, Inc. ....	112
Bratney Companies .....	12
BreedIT Ltd.....	115

*Download the conference app (see page 4) for more information on participating companies*

# Trading Room Directory CONTINUED

<b>Company Name</b>	<b>Location</b>
Brotherton Seed Co., Inc.....	62
Buhler Sortex Inc.....	3
Champion Seed.....	38
Condor Seed Production, Inc. ....	44
Coop Uniforce.....	49
CSP Labs .....	13, 30
DATA Detection Technologies .....	6
DG Agro Co. Ltd.....	66
Dorlane .....	97
Dorsing Seeds, Inc. ....	72
DP Seeds, LLC.....	54
East West Interseed .....	88
Emerald Seed Company .....	50
Environmental Seed Producers.....	48
Enza Zaden .....	77, Windjammer 3 Meeting Room
Eurofins STA Laboratories .....	16
Excelsior/Seed Print .....	10
Genesis Seeds Ltd. ....	91
Germaines Seed Technology .....	84, Cypress 3 Meeting Room
Golden Valley Seed.....	89
Gowan Seed Company .....	Big Sur 3 Meeting Room
Hazera Seeds.....	Mark Thomas Board Room

*Download the conference app (see page 4) for more information on participating companies*

# Trading Room Directory CONTINUED

<b>Company Name</b>	<b>Location</b>
H.E.D. Seed Productions .....	61
HeinzSeed .....	57
HM. CLAUSE.....	26, 27, 80, Oak Tree 1 Meeting Room
Hollar Seeds .....	87
Horticeres Sementes Ltda. ....	94A
HYGROTECH SA (PTY) LTD.....	42
IFSI .....	Cypress 2 Meeting Room
Illinois Crop Improvement Assoc. Inc. ....	11
Imperial Vegetable Seeds .....	110
International Marketing & Design .....	99
Iowa State University Seed Lab .....	23
JBM Packaging.....	8
Johnny's Selected Seeds .....	82
Jondle & Associates .....	69
Keithly-Williams Seeds .....	21
Kimberly Seeds International .....	53
Klein Karoo Seed Production .....	108
LGC Genomics .....	116
Nirit Seeds Ltd.....	32
North Pacific Seeds, Inc. ....	19
Obex Packaging .....	14
Omega Seed .....	60

*Download the conference app (see page 4) for more information on participating companies*

# Trading Room Directory CONTINUED

<b>Company Name</b>	<b>Location</b>
Oregon State University Seed Laboratory.....	113
Origene Seeds.....	78
Pacifica Research.....	94
Paramount Seeds, Inc. ....	46
Plantgene Seeds Pvt. Ltd.....	95
Produce for Better Health Foundation.....	74, 100
Profile Industries Inc. ....	7
Pure Line Seeds, Inc. ....	86, 93
Ransom Seed Laboratory .....	114
Rijk Zwaan.....	47
Rotex Global.....	4
Rupp Seeds, Inc. ....	31
S.A.I.S. SPA.....	58
Sakata Seed America.....	40, 41
Seed Processing Holland BV .....	107
SeedBound S.A.L. (Off-Shore).....	Oak Tree 3 Meeting Room
Seeds by Design Inc.....	92
Seedway, LLC .....	59
Seminis.....	75
Seminova.....	33
Seneca Vegetable Research Inc.....	35
SGS .....	18
Shamrock Seed Company .....	63

*Download the conference app (see page 4) for more information on participating companies*

# Trading Room Directory CONTINUED

<b>Company Name</b>	<b>Location</b>
Siegers Seed Company .....	64
Smith, Summers & Associates LLC .....	76
SRES.....	1
Starke Ayres (Pty) Ltd. ....	90
Stokes Seeds .....	37
Suba Seeds Co. S.R.L. ....	52, 65
SuperNaturals Grafted Vegetables LLC.....	15
Syngenta .....	Windjammer 1 & 2 Meeting Rooms
Terranova Seeds Pty, Ltd.....	20
The Context Network.....	67
Tokita Seed America LLC .....	83
Tozer Seeds America, LLC .....	101
Trinidad Benham Corp. ....	51
United Genetics Seeds Company .....	45
US Agriseeds.....	68, Grove Meeting Room
USDA Agricultural Marketing Service.....	98
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*Download the conference app (see page 4) for more information on participating companies*

# Exhibitors By Name

## **Ag Biotech Inc. ....Exhibit #95A**

PO Box 1325 2191 San Juan Hollister Rd.

San Juan Bautista, CA 95045

[www.agbiotech.net](http://www.agbiotech.net)

Ag Biotech is your comprehensive plant molecular genetics laboratory. Our services include PCR-Based Markers (SNP, SSR, SCAR, CAPS, SRAP), Marker-Assisted Selection (MAS), DNA Marker-Assisted Backcrossing (MAB), DNA Fingerprinting and Intellectual Rights Protection, Custom DNA Marker Development (DMD), Hybrid and Trait-Purity Analysis and Genetic Map Construction. Ag Biotech has a wide-range of DNA markers for molecular breeding. Please visit our web site or contact us for more information.

## **Agdia..... Exhibit #2**

30380 CR 6

Elkhart, IN 46514

[www.agdia.com](http://www.agdia.com)

Agdia, Inc. provides testing solutions for plant pathogens, hormones and transgenic traits. We offer a comprehensive line of ELISA, ImmunoStrip and nucleic acid based test kits that are economical, easy-to-use, and are trusted worldwide. Agdia also operates a Testing Services Laboratory that provides reliable test results quickly and confidentially.

## Exhibitors By Name CONTINUED

### **Agro Business Solutions..... Exhibit #22**

Het Voert 9

Grootebroek Noord-Holland 1613KL

Netherlands

[www.agrosolutions.nl](http://www.agrosolutions.nl)

For over 15 years, ABS has created efficient and intelligent ERP software solutions for seed companies. We have developed a customizable software program that learns from the past, manages the present and helps you plan for the future. We intelligently integrate Quality, Production, Processing, Sales and Distribution, with Planning at the core. We are proud to serve customers like Rijk Zwaan, Enza and East West Seeds. Is your company the next to profit from our knowledge of the seed business?

### **Agronomix Software, Inc. .... Exhibit #5**

171 Waterloo Street

Winnipeg, MB R3N 0S4

Canada

[www.agronomix.com](http://www.agronomix.com)

Our AGROBASE Generation II software is used by plant breeders in over 40 countries worldwide. Developed in Microsoft SQL-Server, AGROBASE supports vegetable and flower breeding data management and analysis, hybrid breeding, germplasm data management, seed inventory, image display and plant breeding for different crops. Come and see what's new in Version 36. Our AGROBASE Tablet for Windows offers efficient data transfer from greenhouse or field over internet to an AGROBASE database.

# Exhibitors By Name CONTINUED

## **AMVT LLC** ..... **Exhibit #92A**

16203 Park Row #175  
Houston, TX 77084  
[www.amvt.net](http://www.amvt.net)

AMVT(Applied Machine Vision Technologies, LLC) is a Houston, Texas based company specialized in sales, marketing and customer support of optical sorting machines widely used in food processing, industrial recycling and plastic pellets. Our sorting machines cover full range of sorting spectrum from monochromatic, bi-chromatic and full color RGB to infrared.

## **Aquatrols Seed Enhancement** ..... **Exhibit #17**

1273 Imperial Way  
Paulsboro, NJ 08066  
[www.aquatrols.com](http://www.aquatrols.com)

For over fifty years, Aquatrols® has been the leading provider of surfactant and other technologies used to optimize soil-water-plant interactions. We provide highly-effective solutions that address your unique challenges. Aquatrols® has built a global reputation for innovation, reliability and value.



## Exhibitors By Name CONTINUED

### **BASF** ..... **Exhibit #96**

100 Park Avenue  
Florham Park, NJ 07932  
[www.basf.com](http://www.basf.com)

**BASF – The Chemical Company**

The BASF portfolio includes herbicides, fungicides, insecticides and seed treatment technologies that provide the optimal level of crop protection. Our innovative products help growers maximize yields to get the most out of every acre to meet the food and fuel demands of a growing population. For more information, visit [www.agproducts.basf.us](http://www.agproducts.basf.us).

### **BioDiagnostics, Inc.** ..... **Exhibit #112**

507 Highland Drive  
River Falls, WI 54022  
[www.biodiagnostics.net](http://www.biodiagnostics.net)

BioDiagnostics, Inc., a recognized leader in seed testing, offers laboratory services to the seed industry in the areas of germination, vigor and physical purity; trait purity; genetic purity; event identity, zygosity, adventitious presence, molecular breeding and chemical analysis. BioDiagnostics is accredited by ISO and USDA as an Accredited Seed Laboratory.

# Exhibitors By Name CONTINUED

## **Bratney Companies**..... **Exhibit #12**

3400 109th Street  
Des Moines, IA 50322  
[www.bratney.com](http://www.bratney.com)

BRATNEY COMPANIES - celebrating 48 years serving the seed industry! See the NEW I.C.E. Sheller/Cleaner, Robotic Kernel Sorter, RIB Scale and SATAKE Evolution Color Sorter at booth #412  
BRATNEY COMPANIES specializes in "design/build" for a variety of seed conditioning facilities. Whether husking, sorting, drying, blending, conditioning or packaging - we offer the latest innovative technology. Bratney Companies-a business built on integrity, honesty, innovation and reliability.

## **BreedIT Ltd.**..... **Exhibit #115**

50 Ramat Yon St.  
Hertzeliya 46851  
Israel  
[www.ibreedit.com](http://www.ibreedit.com)

## **Buhler Sortex Inc.**..... **Exhibit #3**

2385 Arch-Airport Rd. Suite 300  
Stockton, CA 95206  
[www.buhlergroup.com/optical-sorting](http://www.buhlergroup.com/optical-sorting)

The high resolution SORTEX Z+ is the most efficient sorter for all types of agricultural seeds; including field crops, vegetable seeds, lawn seeds and many others. Its camera power, combined with PROfile shape recognition, delivers outstanding performance in the removal of defective product and foreign material such as discolored, broken, split, spot defects and mud-stained product, bird excreta, glass, stones and other seeds.

## Exhibitors By Name CONTINUED

### **CSP Labs**.....**Exhibit #13, Table#30**

3556 Sankey Road  
Pleasant Grove, CA 95668  
[www.csplabs.com](http://www.csplabs.com)

CSP Labs provides high quality pathological and genetic testing to the vegetable seed, fruit tree, grapevine and strawberry industries by approved or in-house improved methods at competitive prices. We take pride in providing excellent customer service that includes quick turn around time, confidentiality and real-time status reporting of pending orders via secured web sessions.

### **DATA Detection Technologies** ..... **Exhibit #6**

14 Hartom St. (RAD bld) Har Hotzuim  
Jerusalem 97775  
Israel  
[www.data-technologies.com](http://www.data-technologies.com)

DATA Detection Technologies develops, manufactures & markets hi-tech counting & packaging systems. DATA's innovative, real-time image processing technology provides unparalleled accuracy & speed. Thus far, DATA's proprietary technology has been applied to the diamond, seed, & pharmaceutical industries. DATA's seed counting machines offer value to customers in several aspects such as savings originating from precise packaging, high levels of flexibility & time reduction between order to shipment.

## Exhibitors By Name CONTINUED

### **Doriane** ..... **Exhibit #97**

31 Avenue Jean Medecin

Nice 06000

France

[www.doriane.com](http://www.doriane.com)

Doriane created LABKEY™, integrated software for experiment management in biotechnology and agronomy. Experiment types can include germplasm collection, molecular markers, nursery, trial, converting, making hybrids, pathology, agronomy and more. LABKEY™ has been used for over 20 years by breeding companies with research departments ranging from 20 to 350 people. LABKEY™ allows you to handle in real time information from research teams spread across research centers.

### **Eurofins STA Laboratories** ..... **Exhibit #16**

7240 Holsclaw Rd.

Gilroy, CA 95020

[www.eurofins.com/stalabs](http://www.eurofins.com/stalabs)

Eurofins STA Laboratories is a technology-based diagnostic services laboratory for the seed and plant industries. To help our clients' success, we provide seed health, seed quality, hybrid purity, DNA (molecular) and plant health services. We help our clients make objective product decisions that manage risk, ensure quality and improve genetics.

## Exhibitors By Name CONTINUED

### **Excelsior/SeedPrint..... Exhibit #10**

60 Roberts Drive  
North Adams, MA 01247  
[www.excelsiorprinting.com](http://www.excelsiorprinting.com)

Excelsior Integrated and SeedPrint have been a leader in seed packet printing since it was founded in 1992. Located in the Berkshires of Massachusetts, SeedPrint's mission has been to help our customers maximize sales and profits by providing marketing advice and high-quality seed packets and seed can labels at a competitive price.

### **Illinois Crop Improvement Assoc. Inc. .... Exhibit # 11**

3105 Research Road PO Box 9013  
Champaign, IL 61826  
[www.ilcrop.com](http://www.ilcrop.com)

Well-known for their leadership in corn, soybean and small grains, Illinois Crop's Registered Seed Technologists (RST) have the credentials and technical competency to serve all seed markets, including vegetables, turf grasses, forages and more. Whether you're looking for a reliable third-party testing resource or a complete turnkey quality system, Illinois Crop Improvement Association can provide and manage all the lab services you need to ensure purity, composition and performance.

## Exhibitors By Name CONTINUED

### **International Marketing & Design ..... Exhibit #99**

13802 Lookout Road Suite 200  
San Antonio, TX 78233  
[www.seedcounters.com](http://www.seedcounters.com)

IMD is exhibiting their advanced line of seed counters for all types of seed from corn to cottonseed to switchgrass. Also being demonstrated will be the seed weight sorter, an automatic weigh/count system, the seed SECCAP and a newly released automatic packeting machine.

### **Iowa State University Seed Lab ..... Exhibit# 23**

128A Seed Science Center Iowa State University  
Ames, IA 50011  
[www.seeds.iastate.edu/seedtest](http://www.seeds.iastate.edu/seedtest)

The Iowa State University Seed Laboratory has provided accurate and timely seed testing services for over 100 years. We are proud to offer the most up-to-date and comprehensive testing services available. Large enough to handle all your testing needs, but small enough to provide personal customer service! Row crops, flowers, vegetables and grasses. Certified to test for all traits in corn and soybeans. ISO 9001:2008 and National Seed Health System accredited. AOSA & SCST accredited analysts.

## Exhibitors By Name CONTINUED

### **JBM Packaging**..... **Exhibit #8**

2850 Henkle Drive  
Lebanon, OH 45036  
[www.jbmpackaging.com](http://www.jbmpackaging.com)

JBM has over 20 years of experience in printing and folding seed envelopes. By partnering with you and understanding your needs, we'll manufacture envelopes specifically for you. Our extensive manufacturing capabilities allow us to produce custom and standard seed envelopes that insert efficiently. JBM's design and printing capabilities will make your envelopes stand out in any retail, catalog or online setting!

### **LGC Genomics**..... **Exhibit # 116**

100 Cummings Center, Suite 420H  
Beverly, MA 01915  
[www.lgcgenomics.com](http://www.lgcgenomics.com)

LGC Genomics is the genomics division of the international science-based LGC Group. LGC Genomics has recently merged with KBioscience, a UK-based genomics technology company providing a proprietary range of SNP genotyping chemistry and novel instrumentation to the life science research and quality control communities. The combined LGC Genomics/KBioscience product and service portfolio includes; sample preparation and nucleic acid extraction, nucleic acid sequencing, genotyping and biobanking.

# Exhibitors By Name CONTINUED

## **Obex Packaging..... Exhibit #14**

38 Taft Court  
Novato, CA 94947  
obexpackaging.com

Obex Packaging designs and manufactures high-barrier flexible foil pouches for the seed industry. The Obex production facility has been designed to deliver the highest quality and lowest overall cost to our customers. Obex supplies the world's leading seed companies, as well as innovative small and emerging market players, both in the US and worldwide.

## **Oregon State University Seed Laboratory ..... Exhibit #113**

3291 SW Campus Way  
Corvallis, OR 97331  
seedlab.oregonstate.edu

The Oregon State University Seed Laboratory is the official seed testing laboratory of the State of Oregon, a member of AOSA and ISTA, and is ISTA accredited. As part of a leading university in Agricultural Science, we focus on testing services, but also have a strong capacity to contribute in research and education in our field of expertise. Our customers range from local to national and international.



## Exhibitors By Name CONTINUED

### **Pacifica Research..... Exhibit #94**

202 E Street  
Brawley, CA 92227  
[www.pacificaresearch.com](http://www.pacificaresearch.com)

Pacifica Research offers the seed industry high-performance Windows-based inventory management and financial software. Addressing all the facets of producing, purchasing, selling and costing seeds, Pacifica allows detailed control by species, sub-species, variety, lot and sub-lot, as well as sales contacts, order entry invoicing and shipping. It handles production and grower accounting, warehouse control with bar coding, complete reporting and much more. So stop by our booth and find out how Pacifica can help you regain control of your inventory!

### **Produce for Better Health Foundation .....Exhibit #100, Table #74**

7465 Lancaster Pike Suite J, 2nd Floor  
Hockessin, DE 19707  
[www.FruitsAndVeggiesMoreMatters.org](http://www.FruitsAndVeggiesMoreMatters.org)

Produce for Better Health Foundation (PBH) is a nonprofit organization whose mission is to achieve increased daily consumption of fruits and vegetables for better health by leveraging private industry and public sector resources, motivating key consumer influencers and promoting fruits and vegetables directly to consumers.

## Exhibitors By Name CONTINUED

### **Profile Industries Inc.**..... **Exhibit #7**

14525 James Road PO Box 370  
Rogers, MN 55374  
[www.profile-ind.com](http://www.profile-ind.com)

Profile Industries is the primary worldwide manufacturer of both standard and customized models of spiral separators, which are designed exclusively to separate round product from cracked, broken or non-round material.

### **Pure Line Seeds, Inc.** ..... **Exhibit #93, Table #86**

PO Box 106  
Lodi, WI 53555  
[www.purelineseed.com](http://www.purelineseed.com)

We are an independently owned seed company, established in 1948, producing the highest quality English peas, sugar snaps, snow peas and green/wax beans for the worldwide fresh market and processing industry. In 2012, we added the diversity of new product lines to our catalog, now offering our customers a wide variety of vegetable crop seed. We currently operate in 38 countries on five continents. As a privately held company, we are responsive to the ever changing needs of our customers.

## Exhibitors By Name CONTINUED

### **Ransom Seed Laboratory** ..... **Exhibit #114**

PO Box 300

Carpinteria, CA 93014

[www.ransomseedlab.com](http://www.ransomseedlab.com)

The Ransom Seed Laboratory, Inc. is an independent, privately held seed testing facility. Mrs. Aleta Meyr, R.S.T. (Registered Seed Technologist) is the sole stockholder and president of the operation which has served the seed industry continuously since 1933. The lab offers prompt, scientific service testing on seeds for germination, purity and all-states noxious weed exams on a wide variety of vegetables, flowers, natives, herbs and field crops.

### **Rotex Global** ..... **Exhibit #4**

Steve Schmidt

1230 Knowlton Street

Cincinnati, OH 45223

[www.rotex.com](http://www.rotex.com)

ROTEX is the global leader for dry separation equipment for processing industries. ROTEX engineers and manufactures a full line of high performance screeners in applications such as: agriculture, mineral, fertilizer, chemical, plastic compounding, recycling and food processing. Our product line includes: Gyrotory and Vibratory Screeners and Sifters, Particle Size Analyzers, Vibratory Feeders and Conveyors and Aftermarket Parts and Service.

## Exhibitors By Name CONTINUED

### **SRES**..... **Exhibit #1**

210 E. 10th Ave.

South Hutchinson KS 67505

[www.sresweb.com](http://www.sresweb.com)

SRES is the only planter manufacturer that concentrates totally on research plot planting. We build custom planters to fit your planting needs. Don't settle for research that is just good enough. Trust a research planter that is known for precision planting and technology. SRES - If it's a seed, we can plant it.

### **SuperNaturals Grafted Vegetables LLC** ..... **Exhibit #15**

Log House Plants 78185 Rat Creek Rd

Cottage Grove OR 97424

[www.graftedvegetables.com](http://www.graftedvegetables.com)

SuperNaturals Grafted Vegetables, LLC is North America's number one source for grafted vegetables in home gardeners. With Mighty 'Mato™ and Mighty Veggies™ brands, SuperNaturals offers over 100 varieties of grafted tomato, pepper, eggplant, cantaloupe, cucumber and watermelon. While preserving heirloom varieties, the company also supports innovative vegetable introductions through a Participatory Plant Breeding Program in partnership with AP Whaley Seed Co. and plant breeders around the world.

## Exhibitors By Name CONTINUED

### **USDA Agricultural Marketing Service ..... Exhibit #98**

1400 Independence Avenue Mail Stop 0273

Washington, DC 20250

[www.ams.usda.gov/PVPO](http://www.ams.usda.gov/PVPO)

The USDA Agricultural Marketing Service's Plant Variety Protection Office, National Science Laboratory, and Seed Regulatory and Testing Division will present their services. PVP Office staff will be on hand to answer questions and provide information on how to apply for PVP. Brochures and information sheets are available.

### **West Coast Seed Mill Supply Co. .... Exhibit #9**

3530 Brady Ct., NE

Salem, OR 97301

[www.wcsmc.com](http://www.wcsmc.com)

We are a company that is dedicated to providing high quality seed cleaning equipment and mill supplies. From a bucket elevator to a grain tank, we have it all.

## Exhibitors By Name CONTINUED

### **Westrup Inc.**..... **Exhibit #24**

700 East Park Blvd Suite 210

Plano TX 75074

[www.westrup.com](http://www.westrup.com)

“The Technology of Tomorrow”

Westrup is known as one of the leading manufacturers of reliable key machinery for seed conditioning and installations to customers within the seed and grain processing industry all over the world.

Westrup was founded in 1958 and has ever since specialized in the design and manufacture of high-quality machinery and equipment for specific customer needs within a large variety of different seeds and products.

# Antitrust Compliance Policy

It is the policy of the American Seed Trade Association to comply strictly with the Federal and State antitrust laws. ASTA's policy and guidelines, to ensure compliance with both the letter and spirit of the laws, are set forth in ASTA's bylaws.

The antitrust laws prohibit combinations or conspiracies in restraint of trade. This means that competitors may not legally agree to conduct that inhibits competition. Anticompetitive agreements may be inferred from discussions about sensitive topics. Because trade associations like ASTA bring competitors together to address industry concerns, we must be especially careful not to agree to actions that might be interpreted as anticompetitive.

It is ASTA policy to have written agendas for all meetings, to have legal counsel present where sensitive issues might be discussed, and to prepare minutes of all meetings. This applies to all meetings held during a conference hosted by ASTA. If you have any questions about the proper scope of any ASTA meeting, or the Association's antitrust compliance policy, please raise it with the meeting chairperson or member of ASTA staff.

# Officers

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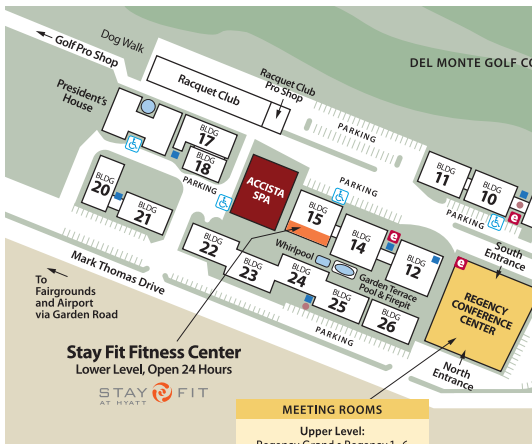
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# Hotel Floor Plan



## MEETING ROOMS

### Upper Level:

Regency Grand • Regency 1-6

### Lower Level:

Presidio • Oaktree • Mark Thomas  
 Spyglass • Cypress  
 Windjammer • Big Sur



CHECK-OUT TIME

ACCISTA SPA Ext. 6734 • CONCIERGE Ext. 51

ROOM RESERVATIONS 800-233-1

Hyatt Regency Monterey, 1 Old Golf Course Road,

# Hotel Floor Plan



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