

COMMEMORATIVE PROGRAM



2019/
2020

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BETTER SEED, BETTER LIFE

ASTA extends our sincere appreciation to our annual sponsors, who have been with us, and stayed with us, to support our essential programming for the seed industry.

Thank you, sponsors, for your support of the American Seed Trade Association in these uncertain times.

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MESSAGE FROM THE ASTA CHAIR

Dear ASTA Members and Friends,

There's no question that 2020 will be a year we will all remember for a long time. For most of us, never before has our daily life been so disrupted. All of us have had to quickly adapt to a new way of living and a new way of doing business, all the while safeguarding the health of our families and ourselves.

At ASTA, we have felt the disruption along with all of you. We suddenly found ourselves working from home, conducting team meetings online, some of us home-schooling at the same time, and finding new ways to do even simple tasks like buying groceries. The changes came quickly, and they were profoundly impactful on our lives.

ASTA has adapted to this "new normal," like all of you. We quickly took action to mobilize the ASTA team to monitor the impacts that the coronavirus pandemic was having on seed businesses. We setup a COVID-19 online information hub and conducted regular member update conference calls. We converted ASTA meetings to a virtual format and cancelled our in-person June convention, which has been held since 1883 - for only the second time in history – the first being 1945.

That's why we're offering you this special commemorative program this year, to carry on some of our traditions that would've been celebrated in our June meeting.

In times like these, it is our ability to come together – to associate – that will bring us through this crisis as an industry. "Social distancing" is really a misnomer, as our social connections have only strengthened during this crisis and the only actual distancing we're doing is physical. That's why I've never been more proud to be a member of the American Seed Trade Association, the voice of the seed industry. We as seed companies need our association now more than ever, to speak on our behalf, monitor key regulatory developments, and keep us all up to date on rapidly changing circumstances that are crucially affecting our businesses. It is ASTA that is researching what we need to know, to learn about, to act on, and packaging that together for us in our new "PLDC Virtual" event this summer. It is ASTA that we can lean on for guidance, and for backup, as we strive to safely produce and move seed around the world.

As you work to navigate your way through this trying year, always remember that your membership in the American Seed Trade Association provides your company with a champion, always working in the background to pave the road clear ahead of you to continue to succeed. We are here for you, and ask only that you let us know how we can continue to best serve your needs.

I'm grateful that this crisis has afforded us the opportunity to be reminded that the seed industry is an "essential business." As we have long said, "first – the seed."

A portrait of Wayne Gale, a man with short grey hair, wearing a dark suit, white shirt, and blue tie. He is smiling slightly and looking towards the camera. The background is a soft, out-of-focus light blue.

Wayne Gale

Wayne Gale, Stokes Seeds
ASTA Chair, 2019-2020



ASTA BOARD OF DIRECTORS, 2019-2020



ASTA Chair, 2019-2020:
Wayne Gale, *Stokes Seeds*

ASTA extends our utmost gratitude to this year's Board of Directors, who are ending another year of outstanding service, and in some cases ending their term, on June 30, 2020:

OFFICERS:

Chair:

Wayne Gale, *Stokes Seeds*

First Vice Chair:

John Latham, *Latham Hi-Tech Seeds*

Second Vice Chair:

Brad May, *BASF*

Immediate Past Chair:

Jerry Flint, *Acuity Consulting, LLC*

Past Chair:

Tracy Tally, *Justin Seed Co.*

Past Chair:

Mark Herrmann, *AgReliant Genetics, LLC*

PAST PRESIDENTS:

Sonny Beck, 2002-2003

Nathan Boardman, 2000-2001

Steve Byrum, 1996-1997

Fred Clark, 1995-1996

Noble Koepp, Retired, 1994-1995

Dietrich Schmidt, Retired, 1993-1994

John Zajac, Retired, 1986-1987

Owen J. Newlin, Retired, 1985-1986

Dietrich Schmidt, Retired, 1993-1994

REGIONAL VICE PRESIDENTS:

Northwestern Regional Vice President:

Crystal Fricker, *Pure Seed*

Western Regional Vice President:

Rick Falconer, *Rijk Zwaan*

Southern Regional Vice President:

Coby Kriegshauser, *Scott Seed Co.*

Southeastern Regional Vice President:

John Seymour, *Roundstone Native Seed*

Northeastern Regional Vice President:

John Bozeman, *Seedway*

North Central Regional Vice President:

John Romines, *Winfield Solutions*

Central Regional Vice President:

Dave Pearl, *The CISCO Companies*

Vice President, Canada:

Jim Schweigert, *GroAlliance LLC*

Vice President, Mexico:

Angel Saavedra, *Corteva Agriscience*

DIRECTORS-AT-LARGE:

Kim Alberty, *Agassiz Seed*

David Armstrong, *Sakata Seed America*

Mike Lewis, *Bayer*

Dave Treinen, *Syngenta*



ASTA BOARD OF DIRECTORS, 2019-2020 CONTINUED

DIVISION CHAIRS:**Associate Members Division Chair:**

Craig Nelson, *Eurofins BioDiagnostics, Inc.*

Corn & Sorghum Division Chair:

David Bubeck, *Corteva Agriscience*

Soybean Division Chair:

Scott Plagman, *Corteva Agriscience*

Vegetable & Flower Division Chair:

Dale Krolikowski, *Germaines Seed Technology*

COMMITTEE CHAIRS:**Chair, Innovation & Policy Committee:**

James Radtke, *CIBUS*

Chair, Intellectual Property Rights Committee:

Corinne Marshall, *Sakata Seed America*

Chair, International Executive Committee:

Bill Belzer, *Corteva Agriscience*

Chair, Legislative & Legal Concerns:

Jim Schweigert, *GroAlliance*

Chair, Environmental & Conservation Seed Committee:

Matt Fenske, *Millborn Seeds*

BOARD MEMBERS:**Legal Counsel:**

Gary Kushner, *Hogan Lovells*

Ex Officio Seed Science**Foundation Representative:**

Curtis Wiltse, *Beck's Superior Hybrids*

ASTA welcomes our newly-elected Board Members and Chairs for the 2020-2021 year, beginning their terms on July 1, 2020:**OFFICERS:****Chair:**

John Latham, *Latham Hi-Tech Seeds*

First Vice Chair:

Brad May, *BASF*

Second Vice Chair:

Jim Schweigert, *GroAlliance*

Immediate Past Chair:

Wayne Gale, *Stokes Seeds*

Past Chair:

Jerry Flint, *Acuity Consulting, LLC*

Past Chair:

Tracy Tally, *Justin Seed Co.*

REGIONAL VICE PRESIDENTS:**Central Regional Vice President:**

Dan Foor, *LaCrosse Seed*

DIVISION CHAIRS:**Corn & Sorghum Division Chair:**

Kevin Cavanaugh, *Beck's Hybrids*

Soybean Division Chair:

Scott Plagman, *Corteva Agriscience (renewal)*

Vegetable & Flower Division Chair:

Dale Krolikowski, *Germaines Seed Technology (renewal)*

COMMITTEE CHAIRS:**Chair, Innovation & Policy Committee:**

James Radtke, *CIBUS (renewal)*

Chair, International Executive Committee:

Charles Miller, *Solynta*

Chair, Environmental & Conservation Seed Committee:

Rob Wendell, *Granite Seed Co.*

Chair, Seed Treatment and Environment Committee:

Keri Carstens, *Corteva Agriscience*





ASTA DISTINGUISHED SERVICE AWARD

2020 RECIPIENT

Mary Smith (Director, Seed Division)
Arkansas State Seed Official



The American Seed Trade Association Distinguished Service Award recognizes those who have made significant contributions to the association and the seed industry.

Mary Smith graduated from the University of Arkansas at Fayetteville with a Master of Science in Plant Pathology in 1974 and came to the Arkansas State Plant Board in 1981, serving as a seed analyst, germination supervisor and then head of the seed lab from 1988 - 1990. From 1990 through September 2019, as Seed Division Director, she served as Seed Control Official for Arkansas and directed the Seed Regulatory Program, where her duties included overseeing and coordinating activities of the Arkansas Seed Certification program and Official State Seed Laboratory. During this time, Mary contributed significantly to the seed industry. She served as President of the Southern Seed Control Officials Association (SSCOA) from 1993 to 1995, then later as their Secretary/Treasurer. She was appointed by the U.S. Secretary of Agriculture as a Member of the Plant Variety Protection Board from 1995 to 1999. Later, she served as President of the Association of American Seed Control Officials (AASCO) from 2003-2005 and as a contributing author on AASCO's Handbook on Seed Sampling in 2006. In October 2017, an additional role was added to her work at the Arkansas State Plant Board after the Industrial Hemp Research Pilot Program was passed by the AR legislature, when she was assigned to write regulations for this program, which became effective 8-31-2018. Mary was also a contributing author to the Arkansas Soybean Handbook, Chapter 4: Seed Grain Composition, Quality and Testing for the University of Arkansas Cooperative Extension Service.

In addition to this ASTA Distinguished Service Award, Mary Smith has also received a Certificate of Appreciation from the U.S. Department of Agriculture for developing the pamphlet "What's in a Name," providing guidance to the Seed Industry on Variety Labeling in 2006. She earned recognition from the Arkansas Seed Dealer's Association for the Seed Division's work on seed quality control, seed arbitration and other regulations affecting seed and turfgrass in Arkansas in 2007 and also received the Pioneer Award from the Arkansas Seed Dealer's Association for many years of service to the Seed Industry in 2017.

Pat Miller, ASTA's Director of State Government Affairs, has worked closely over the years with Mary Smith. "Mary has always been friendly, knowledgeable and willing to assist whenever I contacted her (even though I admit I asked some dumb questions sometimes). And, what I know for sure, is that she is like that with everyone," Miller says. "I feel confident that I follow the sentiment of everyone else in the seed industry that she will be missed as she enters her well-deserved retirement."



ASTA DISTINGUISHED SERVICE AWARD

2020 RECIPIENT

Wayne Parrott
University of Georgia



The American Seed Trade Association Distinguished Service Award recognizes those who have made significant contributions to the association and the seed industry.

Wayne Allen Parrott is a professor of crop sciences in the University of Georgia's College of Agricultural and Environmental Sciences in Athens. Since 2017, he has also been an Elected Fellow of the American Association for the Advancement of Science.

Parrott became interested in the clover plant as a teenager growing up in Kentucky. He received his B.S. in agronomy from the University of Kentucky, and his M.S. and Ph.D. from the University of Wisconsin-Madison in 1985.

Parrott joined the faculty of the University of Georgia in 1988. Founder of the Parrott Lab, he has researched the genetic map of the soybean, with the goal of identifying genes that control its growth. He is also researching the genetic origins of the four-leaf clover, and his lab has come closest to discovering the plant's genetic roots.

Wayne Parrott has been a tireless advocate in efforts to reach the public, elected and regulatory communities to address evolving plant breeding methods. As part of these efforts, he has testified before Congress and served as part of a recent joint National Association of Plant Breeders and the Plant Breeding Coordinating Committee-ASTA Plant Breeding Innovation session for federal regulators in Washington D.C. He has always been there when the American seed industry needed his expertise and knowledge and we congratulate and thank him for his tremendous service.





LIFETIME HONORARY MEMBER AWARD

2020 RECIPIENT



The American Seed Trade Association's Lifetime Honorary Membership Award is one of the highest awards bestowed by the association and is in recognition of untiring service to ASTA as well as the seed industry.

Tom Moore is currently the West Coast Production Manager for HM.Clause. In that role, Tom is responsible for domestic and international production of foundation and stock seed, plus all commercial small seed production within the USA. Previous assignments were as the Offshore Production Manager, Quality Assurance Director, and Market Seed Quality Manager. Tom has been with HM.Clause for 24 years.

Tom served on several committees within the American Seed Trade Association. He is Past Chairman of the ASTA Phytosanitary committee, the ASTA International Executive Committee and the ASTA Emerging Diseases Committee. Tom has just stepped down as the ASTA representative to the International Seed Federation Phytosanitary Committee, which included a seat on the ISF Global Phyto Response Team representing the Americas.

Tom has been a tremendous leader for ASTA during his long and distinguished career and a major asset to the U.S. industry. He is now looking forward to the relaxing days of retirement in New Mexico!





LIFETIME HONORARY MEMBER AWARD

2020 RECIPIENT



Bernice Slutsky
American Seed Trade Association



The American Seed Trade Association's Lifetime Honorary Membership Award is one of the highest awards bestowed by the association and is in recognition of untiring service to ASTA as well as the seed industry.

In April 2006, Dr. Bernice Slutsky joined the staff of ASTA as Vice President, Domestic and International Policy and quickly moved to target ASTA's policy programs around the association's recently update strategic plan. With her extensive experience in negotiating international trade policy regarding agriculture sciences, Bernice quickly built upon the international program foundation developed by ASTA's former President and CEO Dick Crowder. She also placed added emphasis on ASTA's national leadership on domestic policy issues impacting the plant breeding, research, genetics, and plant sciences that is the heart of the American seed industry.

Bernice's deep interest in plant genetics and breeding really started when she was completing her post doc work at Plant Genetic Systems in Belgium in the 1980's. Following her time at PGS and Michigan State University, Bernice relocated to Washington, DC and began her career driving policy around biotechnology, both pharmaceutical and agricultural.

Prior to joining ASTA, Bernice served as Senior Advisor for Biotechnology in USDA's Office of the Secretary, for Secretaries Ann Veneman and Mike Johanns, coordinating USDA policies and activities in agricultural biotechnology. Before that role, she served as Assistant Vice President, International Regulatory Affairs at the Pharmaceutical Research and Manufacturers (PhRMA) and preceding that as Biotechnology Coordinator of International Trade Policy at the USDA Foreign Agricultural Service. Bernice earned her doctoral degree in biology from the University of Iowa.

The coordination and focus that Bernice brought to the association enhanced ASTA's strong leadership role in furthering policy around emerging and evolving plant breeding innovation; intellectual property rights policies regarding plant genetic resources; and international trade and policy. This enabled ASTA to continue to build on its strong reputation with Capitol Hill and the relevant departments and agencies across the Administration.

The American Seed Trade Association is stronger because of Bernice's commitment and dedication over the past 15 years, and we extend our heartfelt congratulations to her for being recognized as a prestigious ASTA Lifetime Honorary Member.



WELCOME asta

STUDENT MEMBERS



ASTA is pleased to cultivate the future of the seed industry through Student Membership. This relatively new membership type has recruited more than 50 members that are interested in entering the seed industry after graduation. Student members range from high school FFA students to PhD candidates with a focus in plant breeding. With student membership came the creation of a dedicated student newsletter that includes industry news and updates, company spotlights, student member spotlights, scholarship programs and internship and fulltime career openings. Additionally, students were invited to join ASTA meetings to gain industry knowledge and expand their network. Other student programming includes exclusive sessions at ASTA meetings, Office Hours with industry experts on a variety of professional development topics or critical issues for the seed industry. The Leadership Education and Development committee continues to work on developing recruitment strategies and educational and professional development opportunities.

If you and your organization want to get involved with the student membership you can do any of the following to further the development of student programming and their experience with ASTA

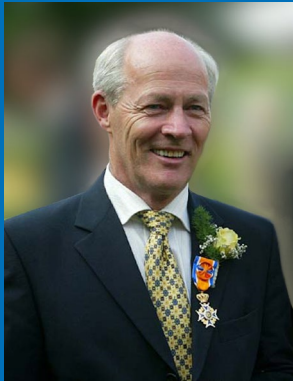
- Sponsor your intern's student membership for \$25
- Submit industry topics to be covered in the Student Newsletter
- Submit scholarships, internships, entry level positions or contests within your organization to be promoted in the Student Newsletter

For questions or to get involved with student members, contact Ellen Zimmerman at ezimmerman@betterseed.org.



IN MEMORIAM

May we remember and cherish these individuals and their contributions to the seed industry as we grow together into the future.



Bert Barenbrug

BERT BARENBRUG passed away on March 6, 2020 in the city of Wageningen in the Netherlands. He was born in 1944 (during World War II) in Arnhem, Netherlands, as the fourth child of the Barenbrug family. Bert's grandfather Joseph had started the Barenbrug seed company in 1904 and his father Joop was working to build it further. After starting his career in the business, Bert's first major assignment was to start Barenbrug Germany in 1968. In 1976, Joop Barenbrug asked Bert to come back to the Netherlands to help manage the growing company. Later, Bert succeeded his father Joop as Chairman of the Board of Directors. Barenbrug started, bought and partnered with many companies globally to build a leading global grass seed company. In addition to commercial companies, Bert also made significant long-term investments into research and development, which yielded today's strong portfolio of many international varieties. It was also in his time that the, now-iconic, yellow was chosen as Barenbrug's brand colour. Today, the company's yellow bags still represent the Barenbrug family's quality and dedication to grass seed.



John Batcha

JOHN BATCHA was born on August 13, 1929 and passed away on Sunday, June 23, 2019. John was a resident of Davidson, North Carolina at the time of passing. John founded Seed Programs International in 1998 to meet a need he saw in the world. Combining his agricultural expertise with a passion for changing the world, John created a program at SPI that has provided families and communities with life-sustaining vegetable seed for the past 20 years. In this time, more than 1 million gardens have been planted at over 200 sites throughout 75 countries worldwide.



IN MEMORIAM CONTINUED

*Wendell W. Lauber*

Long-time agriculturalist and seedsman, **WENDELL W. LAUBER**, of Lincoln, NE, passed away on May 25, 2020 at the age of 88. Wendell's father, Herbert, had raised the first hybrid seed corn in Fillmore County in 1938, establishing Lauber Blue Valley Hybrids. Wendell later joined him and expanded the operation by selling corn, wheat and sorghum seed throughout Nebraska and Kansas. In 1958, Wendell joined other Nebraska seed growers to form NC+, a Hybrid Seed Company, where he served as president and board member for several years. Besides his history in the seed business, Wendell was also instrumental in forming the Natural Resource Districts in the state and later was appointed by Governor Tiemann to serve on its commission for a year. Wendell played active roles and received distinguished awards in the Nebraska Crop Improvement Association, where he served as president in 1988, along with participating with the Nebraska Seed Trade Association, Western Seed Association and the American Seed Trade Association, among others.

*Robert "Bob" Lowry*

ROBERT "BOB" LOWRY passed away on May 8, 2020 at the age of 96, in Albany, OR. In 1967, Bob and two farmers, Willard McLagan and HG Olsen, started Willamette Seed and Grain Company. Bob served as President and General Manager for Willamette Seed for 31 years until it was sold in 1998. Bob was a past president of the Oregon Seed Trade Association and worked throughout the years to promote the seed industry in various organizations in Oregon and the U.S. He served as president of OSA in 1976-77, and appointed as an honorary life member sometime thereafter.

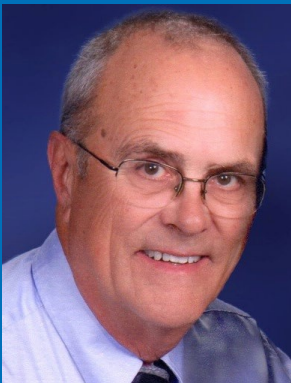




IN MEMORIAM CONTINUED

*Kenneth Edward Ludwig*

KENNETH EDWARD LUDWIG, a longtime resident of New Britain, PA passed away Monday, April 13, 2020. He was 67. Ken grew up in Oak Ridge, MO and graduated from Southeast Missouri University with a degree in Horticulture. He and his family moved to Bucks County, PA after being offered a position at Burpee Seed Company. He finished his career with Seedway, LLC, based in Elizabethtown, PA. Ken had a long successful career and was widely respected in the seed industry.

*Roger Lee Rupp*

ROGER LEE RUPP of Pettisville, OH was born to Sylvan and Pearl (Frey) Rupp on December 15th, 1943 and passed away on October 30th, 2019 at the age of 75. With his entrepreneurial drive and interest in plant breeding and research, Roger led the company to develop a line of Rupp-brand corn and soybean varieties, to expand into offering a full line of vegetable seeds to commercial growers, and most recently to starting a breeding program for pumpkins and squash. Roger was never satisfied to just offer the common varieties but instead pursued the newest and best genetics to offer to his customers.





First the Seed Foundation (FTSF) is a 501(c)(3) non-profit organization established in 2008 by the American Seed Trade Association, one of the oldest trade associations in America, to inform today's consumers and tomorrow's workforce about the importance of the seed industry.

OUR MISSION:

To conduct education, outreach, and communication on the value of crops and food produced from seed.

OUR GOALS:

- To attract the best and brightest minds to agricultural fields of study.
- To teach students, communities, and consumers in the U.S. and abroad about the impact that seed-derived products have on their daily lives.
- To provide improved economic research to illustrate the value and importance of the seed industry to consumers and the agricultural community.
- To increase awareness among American consumers and students of the science that the seed industry is evolving, and that changing needs in agricultural education programs in plant breeding, genetics and seed science must be met if we are to keep pace with new global demands.
- To create new avenues to enable the seed industry to bring meaningful economic and philanthropic impacts to both the developed and developing world through improved agriculture production from improved seed.

firsttheseedfoundation.org





seed science foundation

OUR MISSION:

To address seed and plant science challenges, encourage plant breeding education and seed research in support of the ever-changing needs of the global seed industry. We provide insight and recommend solutions that enable the U.S. seed industry to function with global effectiveness.

seedresearch.org



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**BETTER SEED
BETTER LIFE**

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