

SeedNews

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Conference Focus: Ag's Changing Landscapes

From land use, ownership and demographics to technology and opportunities, agribusiness in the 21st century is an ever-changing scene.



The sponsored refreshment breaks offer the opportunity to visit and network during the conference.

What do these changes mean for your business? The future of our industry? Come to the 107th Indiana Crop Improvement Association Annual Conference for a wide angle view of the changing landscapes and some up-close snapshots of those areas most important to seedsmen.

Demographics, Land Use, Research

The conference will open with a session on the people in ag today—who are the players and how has the global agricultural economy changed things here in Indiana. That will be followed by insights from Purdue Agriculture Dean Randy Woodson, who will discuss the impact of changing demographics on Purdue's enrollment and programs.

New: Compliance, Wheat Workshops

Thursday afternoon workshops will feature our usual in-depth coverage of the latest on corn and soybeans, with two new workshops also scheduled:

- Compliance Management, covering safety and environmental concerns, and
- Wheat and Forage Crops Management.

Bioenergy: What's Next

The Friday morning session, known for taking on the hottest in current interests, will cover the exploding topic of bioenergy, with views from speakers who are knowledgeable in this latest movement.

The Illinois/Indiana Seed Conditioning Workshop precedes the conference on Wednesday, February 7. Both will be held at Sheraton Indianapolis Hotel & Suites, Keystone.

Plan to attend and benefit from sessions sure to be informative, company that's always invigorating and opportunities you'll only find at an Indiana Crop conference.

Seed Conditioning Workshop and Annual Conference

Save these dates:

*Wednesday
February 7*

*Illinois/Indiana Seed
Conditioning Workshop*

*Thursday and Friday
February 8 and 9, 2007
Indiana Crop Improvement
Association
107th Annual Conference
"Changing Landscapes"*

Both at:

*Sheraton Indianapolis
Hotel and Suites
8787 Keystone Crossing
Indianapolis*

[ICIA News]



Larry Svajgr, Executive Director,
Indiana Crop Improvement Association

ISO Is Worth What You Make It

Larry Svajgr

There is nothing magic about ISO certification. Becoming ISO registered does not automatically equate to improved quality. While the exercise (hard work) of becoming certified provides an opportunity to make some initial improvements in your operation, it's the continual commitment to the ISO concept that delivers the real value. I've heard people discuss reasons to consider becoming ISO registered - customer pressure, perceived marketing value, etc., but the only GOOD reason is a true, long term commitment to improving the quality of your product and service. Far from being a cosmetic marketing tool, the benefits of ISO certification are real. They make you more efficient and increase your competitive edge. For ISO to deliver its value, everyone in the organization must take ownership and commit to the process.

The primary objective of ISO certification is continual quality improvement, but there are other significant benefits. Efficiency improves as pro-

cesses and procedures are more clearly defined. Detailed work instructions and uniform, documented training alleviate some of the pain of turnover and new hires. The ISO system also reduces risk by discovering errors and enabling corrective action before a customer is impacted.

In summary, ISO is what you make it. It's not a panacea for your problems. It's a sound, globally accepted process management system that really can help you continually improve your quality - if you commit to it. Indiana Crop has been ISO for 4½ years. We work at it every day - and it's worth the effort.

ICIA Facility Expansion

The Board of Directors approved a 6,500 square foot addition to the current facilities. This project is underway and the new lab space should be enclosed before snow flies. The addition will add about 50% to the existing laboratory space. The new area will primarily enlarge the Genetics Lab, Bioassay Herbicide Lab and the warehouse. The added space is needed as a result of sustained growth in every testing area - with annual double digit increases in volume in Genetics Lab testing and Bioassay programs the past several seasons.

The addition will be mainly an expansion across the entire back side of the current building (a 160 foot length) plus an added 30 feet that will wrap around in an L shape on one side not easily visible from the road. This will create a lot of new space without



Groundbreaking for the ICIA building
expansion

drastically changing how the facility looks from the front.

When the addition is complete we will make an announcement inviting all members and customers to stop by to see it. We invite you to stop by this winter to see how it's coming along.

Seed Conditioning Workshop set for February 7, 2007

The Illinois-Indiana Seed Conditioning Workshop is scheduled for Wednesday, February 7, 2007, the day prior to the ICIA Annual Conference, at the Sheraton Indianapolis Hotel, Keystone. The program is set from 9:00 to 4:30 and includes lunch, refreshment breaks and a hosted social hour at the end.

This is the 21st annual seed conditioning workshop and will focus on the basics of seed cleaning, color sorting, seed treaters and treatments, sampling, safety, genetic traits, image and related topics. This unique meeting is targeted for individuals who work in or manage seed plants. Don't miss the opportunity to hear the latest developments for these topics and issues. Registration information will be sent out nearer the meeting and will also be available on our web site at www.indianacrop.org. For more details contact Indiana Crop at 765-523-2535.



Henry Buell, ICIA Crop Inspector

Buell Enjoys Farming, Coaching

When farmer and Indiana Crop Improvement inspector Henry Buell isn't in the field, he's likely on the volleyball court—as a player, a coach to a team of 18-year-olds, or cheering his 16-year-old daughter, Heather, who plays year round.

Volleyball His Game

"I'm fairly active in volleyball," Buell says. "I travel with my daughter's team." That's taken them to Florida, Texas, Maryland, Minnesota and spots in between.

When he's not focused on serves and spikes, he's in the field, inspecting for ICIA or working the 1,500-acre corn and soybean farm between Lewis and Clay City in Clay County, which he'll soon take over from his father, Pat.

Farming His Passion

"I grew up in farming, here on this farm," he says. When he headed to Purdue, he thought teaching would be his calling, and, he says, "I had a great student-teaching experience." But when he graduated in 1995, DeKalb offered him a job paying more than he'd ever get teaching, and Buell opted for the company's research farm over the classroom.

After five years, he headed back home. "Farming is what I always wanted to do," Buell admits. "I like being my own boss, setting my own schedule."

For the last several years, he's also hit the fields for ICIA, primarily inspecting soybeans. "Back in high school, I'd get a group of guys together and walk soybeans all summer long, getting the weeds out. That's when I started liking the work. Inspection goes right along with that. And it keeps me involved in production and the development processes."

Buell is president of the local chapter of Indiana Young Farmers and on the state executive committee. "I like to get involved," he says. "And I don't like to say 'no,' I guess."

Buell's future plans include a possible expansion of his farming operations. More immediate, he's marrying fellow volleyball coach, Nicole. They'll spend the last few days of their honeymoon at a Young Farmers conference in Columbus, Ohio, and the next weekend at a final four volleyball tournament in Omaha.

Weaver Runs Like Clockwork

If you spot Indiana Crop's Jill Weaver checking her watch, it's because she keeps to a tight timetable.

Drives School Bus, Then to ICIA

It goes like this: 6:10 a.m., leave home to run a Tippecanoe School Corp. bus route; return at 8:45 a.m.; head out for ICIA; leave at 2 p.m. for the return bus route; get back home at 4:45 p.m. Then there's supper and homework with her son, Tavares, 10, in the 5th grade. And in between, she feeds the stove. "We heat with wood," she explains.

Despite this hectic pace, she finds time to read, garden, swim, cook favorite recipes and go camping. But being a Mom is her favorite activity.



Jill Weaver, ICIA Germination Lab

Being a Mom Her Favorite Role

"Tavares is in football. He did baseball. He's done soccer. And on Saturday we bowl. He's such a blessing to me, a remarkable kid." And Mom is committed to seeing him grow to be "trustworthy, honest, and a darn hard worker."

Weaver's favorite books are romance; prettiest flowers, yellow daylilies; and best time at the stove spent making lasagna, meatloaf and other down-home cooking. When she doesn't have to run like clockwork, she enjoys camping at Cataract Falls, sleeping in a tent and cooking outdoors.

Lab Work a Nice Change

On the job at ICIA since June 2003, she began as a field inspector and that fall headed inside to the lab, working both warm and cold germs.

"The work is something different for me," says Weaver, who has been a school bus driver for 19 years and currently transports kids from kindergarten through high school age. "It's entertaining," she says. Heading to ICIA is a change of pace. "I like the difference. I fell right into place at Indiana Crop."

Born and raised in Lafayette and a McCutcheon High School graduate, she's lived in Tippecanoe County all her life except from 1986 to 1992, when she was in Texas. This April, she graduated from Indiana Business College with a degree in information technology.

[seed news]



2006

Corn Belt Seed Conference “Creating a Company Culture from the Inside Out”

We encourage you to attend the 5th annual Corn Belt Seed Conference sponsored by the Indiana Seed Trade Association (ISTA). It is scheduled for November 8-9 at the Marriott East Hotel in Indianapolis. The format has changed. The meeting begins with lunch on Wednesday, the 8th and continues through Thursday afternoon, the 9th.

Wednesday afternoon’s program features Phillip Van Hooser, a nationally known expert on leadership and customer service principles. Thursday’s program focuses on soybean end uses and renewable energy issues. Lt. Governor Skillman is the guest speaker at the Thursday luncheon. As with last year’s Conference there is significant quality time scheduled for all attendees to network and interact with the exhibitors. There are also planned meals, refreshment breaks and an evening social event to enhance the time for networking.

For registration information call the ISTA office at 317-840-7907 or 888-572-2900 - or visit the ISTA web site at www.indianaseed.com. This is an outstanding seed conference. Make plans to attend.



Robert Waltz, Indiana State Chemist

Robert Waltz has been appointed state chemist at the Office of the Indiana State Chemist and Seed Commissioner, located at Purdue University in the Biochemistry building. The office administers state laws covering animal feeds, fertilizers, pesticides and seeds. He will oversee food safety, user safety, proper labeling and protecting the environment.

Bob who has served as state entomologist and director of the Indiana Department of Natural Resources, Division of Entomology and Plant Pathology, serves on several state and national panels in various capacities. He will retain the title of state entomologist.

Waltz replaces Rodney Noel who has served as interim state chemist since June 2005 when Alan Hanks retired from the position.



CONGRATULATIONS

The American Seed Trade Association held its annual meeting at the Hyatt Regency in Chicago in July.

President and CEO of ASTA, Richard Crowder, was awarded the most prestigious award given by the organization. He was presented with the Lifetime Honorary Member Award for his dedication and leadership in serving the American Seed Trade Association.

Dale Cochran, President, Illinois Foundaton Seeds was awarded the Distinguished Service Award for his involvement as Regional Vice President with ASTA.

Mike Gumina, Pioneer Hi-Bred International, was also awarded the Distinguished Service Award for his invaluable service on various committee’s within the American Seed Trade Association.

Join us in congratulating Richard, Dale and Mike for their dedication and service to the American Seed Trade Association.

IN MEMORIAM

Fred L. Patterson

*Agronomy, Purdue University
September 22, 2006*

WHAT MAKES A GOOD SEED LAB?

Alan Galbreth

In previous articles for our “good seed lab” series we have written about method validation, sampling, replication, tolerances and quality management systems. All of these and more are critical to the operation of a good seed lab. However, the relevance of all of the above is insignificant if the lab does not have good technicians and support staff. Every successful business relies on good people.

Most companies believe they have good people but how is that defined? There are any number of experts on the subject but we will define good people from our perspective at ICIA. We want people who are innovative. We look for people who offer ideas on continual improvement and are not afraid to make changes. We want people who are receptive to training opportunities. Most importantly, we want a staff who are not just workers or employees but people who take ownership for their activities. If you have employees who are not willing to grow as the lab or business grows then they need to be replaced.

Some lab positions require a particular education level and background. In our genetics lab, we have two individuals with PhD’s in plant breeding and molecular genetics. For the types of genetic testing being required by the seed industry today a good seed lab will have expertise in those areas. A good seed lab will have people who can not only read a work instruction and follow a prescribed protocol for the test but it will have people who can develop or invent the test.

Another critical area of expertise for a good seed lab are individuals who have a strong grasp of statistics and an understanding of how statistics relate to lab testing. From tolerance tables to control samples to plate readers to research projects; statistics are part of the everyday routine of a good seed lab.

A good seed lab will have people who have knowledge about the basic physiology of the seeds they are testing. Some knowledge of seed pathology is also a plus in a good seed lab. Some good labs have plant pathologists on the staff even if seed health is not the primary focus of the lab.

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A good seed lab will certainly have some staff who have achieved professional accreditation from their peers. A good seed lab will have one or more of the following: Registered Seed Technologists (RST), Certified Seed Analysts (CSA), Registered Genetic Technologists (RGT), Certified Genetic Technologists (CGT), and Certified Viability Technologists (CVT).

A good seed lab now needs people who understand quality management systems. Staff who have experience or an understanding of ISO 9001: 2000 are a major benefit in the operation of a seed lab. An added value to a good seed lab are individuals who not only understand various quality management systems but are also qualified auditors or have been through some type of QMS audit training.

The testing of living organisms to determine viability, vigor, seed health, genetic composition and so forth has never been an easy business. For a good seed lab the product is a test result that has value and meaning for a particular lot or batch of seed.

A good seed lab needs people who are willing to do all the little things that assure the tests are being performed correctly and the results are accurate. A good seed lab has people who are committed to customer service and providing a quality product.



(L-R) Melody Henderson, Dave Siemers and Tammy Madison

Three New Part-Time Staff join the Indiana Crop Improvement Lab Team

Melody Henderson will be working primarily in the cold-test area. She begins her work at ICIA after being a stay-at-home mom. When asked what she has enjoyed most about working at ICIA she said “the people, everyone is very friendly”. Melody and her husband Perry live in Clarks Hill and have 8 children among them - all girls!

Dave Siemers joins the cold test area of Indiana Crop after 41 years and retirement from the US Postal Service. When not at ICIA he enjoys bike riding and fishing with his kids. Dave and his wife Elaine enjoy watching sports with their children and spending time with 18 grandchildren.

Tammy Madison will be assisting with cold-tests and in the genetics lab. When not working in the lab, she works part-time for a local insurance agency. Tammy, who says she is “happily married” to husband Michael, resides in Lafayette and has 4 children. When her schedule permits, she enjoys reading, taking in a movie and dining out with friends.

[president's column]



Scott Beck, Beck's Superior Hybrids, Inc.

When Dreams Come True

Scott Beck

"The dreams and visions of our current managers and board of directors at ICIA are keeping this organization moving forward to be ready for, and to capitalize on the future growth of genetics testing in the industry." This quote, taken from the previous ICIA newsletter is starting to take shape! At our Board of Directors meeting in August, the board voted on and approved the expansion plans for the ICIA facility. Construction has already begun and will add 6,500 square feet of space. Included in the project will be an expanded genetics lab, new germination testing rooms and work areas for sand and cold tests, plus additional office and warehouse space. ICIA management and the Board of Directors strongly support this investment and believe that it is necessary for the long-term service to our customers that we intend to provide.

Dreaming is fun. But the fulfillment of dreams is where we find great satisfaction in life. To be able to think and to plan where we want to go, what we want to do, and what we want to become are gifts given to us by our Creator. But, dreams don't come true until we take steps of action. It's action that helps us move into the reality of the dream. The parable

of the talents is an example of where those who were given something and put it to good use were given more, and the one who took and hid his gift, lost what he had. Stepping into a dream always carries some degree of uncertainty. However, the odds are in favor of those who move forward in confidence verses those who do nothing.

As we enter the season of Thanksgiving, we often remember the pilgrims who took great risk to fulfill the dream of being free. When their dream was fulfilled, they took time to give thanks to the One who directed their thoughts and blessed their actions.

Have a great fall, Happy Thanksgiving, and remember to give thanks when your dreams come true.



Mike Van Natta, ConAgra Snack Foods

Van Natta Likes His Corn Popped

If you've enjoyed snacking on Orville Redenbacher's, ACT II, Jiffy Pop or Crunch n Munch popcorn, thank ICIA board member Mike Van Natta.

Popcorn Researcher

As director of a five-member popcorn ag research team at Con Agra Snack Foods in Brookston, he oversees hybrid popcorn development. "This is the only site Con Agra has for plant breeding popcorn research," he says. "We oversee a lot of test plots, from Ohio to Nebraska."

Van Natta has been at it for 28 years, always with Con Agra, first in Valparaiso, then the last four years in Brookston. It's been his life's work, other than a short stint at Ag Alumni Seeds in Romney after earning his bachelor's at Purdue University and master's at Cornell, both in crop science.

"I'm fortunate. I trained myself in a field I've been able to work in for my entire career," says the Rush County native. "Born and raised on a farm, I knew I wanted to continue with that. I didn't care for the livestock portion, but I knew crops and production were my areas of interest."

Biotechnology, Genetics Lab Interest Him

What he brings to the ICIA board is an awareness of some of the activities occurring in biotechnology, he says. "I'm on the biotech committee for the Food Processors Association," a national group. "We've had a lot of conversation there about GMOs."

What drew him to the ICIA post was the opportunity to participate "with a group of people I think are outstanding in the seed industry," he says. "I'm keenly interested in what's happening in the genetics lab. I see opportunities for the lab to be a discovery vehicle for ICIA and add value to the customers. I like the opportunity to be a part of that."

Loves Traveling, Sports

Outside work, he enjoys keeping up with current events, traveling and following sports. So far, his favorite trip was to Australia. He's been to every continent but Africa. And on his travel wish list is a visit to Sweden, Norway and Denmark. As for sports, "I watch way too much on TV," he admits. His favorites are college sports, pro football and hockey.

He and his wife, Sheri, a freelance landscaper, live in West Lafayette. Their son, Jason, is a log home craftsman in Colorado.

[director's corner]



Chad Gutwein, E.C. Gutwein & Company/Heritage Seeds

Gutwein Adapts to Changing Times

Indiana Crop board member Chad Gutwein has a new title, company name, and corn and soybean seed technologies. He's now known as general manager of Reynolds-based Heritage/Diener Seeds, acquired in June by Monsanto subsidiary American Seeds Inc., which gives his business access to progressive traits and germplasm.

What hasn't changed is his day-to-day work, his long-time customer base, and his Indiana, Illinois and Michigan marketing efforts. He's also maintaining active involvement in the Indiana seed industry, including ICIA.

"Indiana Crop has been a great resource, a quality resource, for me," he says. "Serving on the board gives me an opportunity to learn, and I felt I could be a good resource for them as well. But I probably said 'yes' to serving on the board more for my benefit than theirs."

Life-long Career

The seed business has been life-long for Gutwein, who grew up in Francesville as part of the family-owned Gutwein Seeds. He earned a marketing degree at Indiana State University in 1988, and was president of Heritage Seeds until the June acquisition. Now, he oversees a staff of 22.

"I'm adjusting to the changing times by aligning myself with the best germplasm and traits available in the industry," he says. Customers want "the best," and this allows him to deliver.

Technology Access Key

"It's all about yield, cost of production and bottom line. Technology lowers the cost of production and

increases yield. Having access to the technology that's being developed is the most positive thing about it all, being able to have what your customers need."

The people-side of the business is his favorite. "I like the personal touch with the farming community," he says. "The people I work with are innovative and progressive. I like the people and the competition in ag. It's a great industry."

Fishing, Golf Pastimes

Gutwein and his wife, Roberta, spend a lot of their spare time at swimming meets and soccer matches where their three children compete, and he also enjoys fishing, hunting and golf. Bass fishing on Lake Shafer is his usual spot, but this fall he gave fly fishing for trout in Wyoming a try. And golf, like work, draws him because of his love of competition.



Seed Lab Notes

Test Results Through
October 30, 2006

The average germination for all wheat samples tested to date, including untreated and treated is 93%. Some untreated lots experienced a lower average germ than other lots in the lab. The average untreated is 90% for all samples. Lots which were treated with a fungicide averaged 96%.

The lab now has completed some new crop germination and the average germ for corn is 96% to date. The average soybean germ is 93%.

We expect new crop germinations to run strong on most lots of both corn and soybeans. Keep watch on some lots due to the late summer weather conditions. We feel a few lots of corn may experience diplodia and a few lots of soybeans may have pod and stem blight infection. Neither of these conditions seem widespread though. As the testing season unfolds we will keep you updated on how the quality and vigor runs on all lots of both crops tested.

[calendar]

November

8 Indiana Crop Improvement Board of Director's Meeting
Marriott East, Indianapolis

8 - 9 ISTA Corn Belt Seed Conference
Marriott East, Indianapolis

23 - 24 Indiana Crop Improvement Office Closed for
Thanksgiving

December

5 - 8 ASTA Corn, Sorghum and Soybean Conference
Hyatt Regency, Chicago

25 - 26 Indiana Crop Improvement Office Closed for
Christmas



ICIA Seed News is the official
newsletter of the Indiana Crop
Improvement Association, Inc.

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Printed on recycled paper using soy-based ink.