



ICIA

INDIANA CROP
IMPROVEMENT
ASSOCIATION

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Game talk.

by Ben Kaehler, President ICIA

We have all read many year-end columns, right? My question to you is when does the year start in the seed industry and when does it end? Last time I checked, most seed seasons don't end in December. If anything, we are just getting to half-time (that analogy worked better than the 7th inning stretch). The Holidays allow us to not only spend some extra time with family, but also allow us to recharge the batteries, and get geared up for the second half.

By now, in the corn and soybean seed world, we have a good understanding of what kind of year we will have. We have seed commitments from our key customers, but what about the new ones? Will they honor their commitments? Will there be a better deal from someone else? Again, that is why we are at halftime. We will likely have to resell 1/3 to 1/2 of what we had sold before the Holidays.

Regardless of it being half-time or the 7th inning stretch, we do really need to reflect on some of the great things around us. We are in a growing and critical industry—agriculture. We work with some of the best and hardest working people---Farmers. We have jobs that help feed the world. Yes, we are in a competitive field, but we are in a great one. Make sure you keep that on the list of things you are thankful for!

Shortly after the new year is our Corn Belt Conference. Again, I think the conference, jointly sponsored by Indiana Crop Improvement and Indiana Seed Trade, is one of the best in the nation. Please look at the agenda, and get registered soon. If you are like me, you are getting several e-mails giving you the details needed. It is easy and quick, and more important, valuable.

Lastly, this will be my last column as President of ICIA. I've enjoyed meeting many new agriculturalists during the past year. I've also enjoyed working with the ICIA staff and Board of Directors as we have worked to improve the ICIA. Thanks for the opportunity to serve as President.

Upcoming events

January 18-20, 2011

IPSA

Sheraton Westport Chalet
Hotel, St.Louis, MO

January 22-25, 2011

ASTA Vegetable &
Flower Seed Conference
Huntington Beach, CA

February 9, 2011

Illinois-Indiana Seed Conditioning Workshop
Marriott North, Indianapolis, IN

February 10-11, 2011

Corn Belt Seed Conference
Marriott North, Indianapolis, IN

March 22-23, 2011

AOSCA Northern Region Annual Meeting
Chicago, IL

June 7-10, 2011

AOSA/SCST Annual Meeting
Williamsburg, VA



Ben Kaehler

*Ben Kaehler, Dow AgroSciences
Commercial Leader, has been with
the company for over 20 years. He is
based out of Indianapolis, IN.*

On the Move in the Midwest.

Featuring Bob Bischoff, INCOTEC and ICIA Board Member

On the move, gaining a rich assortment of experiences, but never traveling too far from his roots; these are all phrases that describe Bob Bischoff. Bob's story begins in Monroeville, OH where he learned the agriculture business first-hand on the family farm. He later graduated from Terra Community College in nearby Fremont, OH. After graduating college, Bob became plant manager at a seed production plant for Landmark Co-op in Monroeville, OH. In 1994, Bob and his wife Carol left Ohio and moved to Plainfield when Bob took the seed production manager position with Countrymark Co-op where he was in charge of production, customer service, and distribution.

With this experience from which to draw, Bob's next move sent him to Bloomington, IL where he managed nine locations and was director of seed production of Mark II Agronomy, again with production, customer service, and distribution as his focus. Always ready to take on a larger challenge, Bob accepted the position of Director of Eastern operations with Cropland Genetics in 1999, which meant moving back to Indiana – this time settling in Westfield.

In 2002, Bob accepted a position with the Co-Alliance organization and managed a retail site in Martinsville. In 2006, Bob was selected as manager of the Northern Soft Red Wheat Division for Agripro Genetics. In 2009, Bob accepted the position of Eastern Account Manager for Incotec – an integrated film coating and seed technology company—where he is in charge of all sales east of the

Mississippi.

Not only has Bob stayed on the move in his professional life, but he and Carol stay extremely active in their spare time. They enjoy snow skiing together; traveling several times each year to the Northern Michigan area of Traverse City. Bob also plays golf and enjoys watching college and NFL football. He is an avid Ohio State Buckeyes and Indianapolis Colts supporter. GO COLTS!!

When asked why he decided to take on a second term on the board of directors for ICIA, Bob explains, “This is a small way of giving back to the industry that has given me a lifetime of opportunities. Indiana Crop is a great organization made up of members who have excellent values and character.

The Association has stayed current with the needs of the industry, whether it is with field inspections or procedures for testing a new trait; the industry benefits from the services ICIA offers.”

And the association benefits from the active leadership of its board of directors – Thanks Bob!



Bob Bischoff, Account Manager for INCOTEC

Illinois-Indiana Seed Conditioning Workshop - Midwest's Largest Seed Meeting.

The 25th Annual Illinois/Indiana Seed Conditioning Workshop is set for February 9, 2011 at the Indianapolis Marriott North. This is the day prior to the Corn Belt Seed Conference, one of the Midwest's largest seed related meetings.

The Conditioning Workshop focuses on the basics of seed conditioning, handling, treatment, pest control and other issues. This year, the program features professional speakers who will cover the following specific topics:

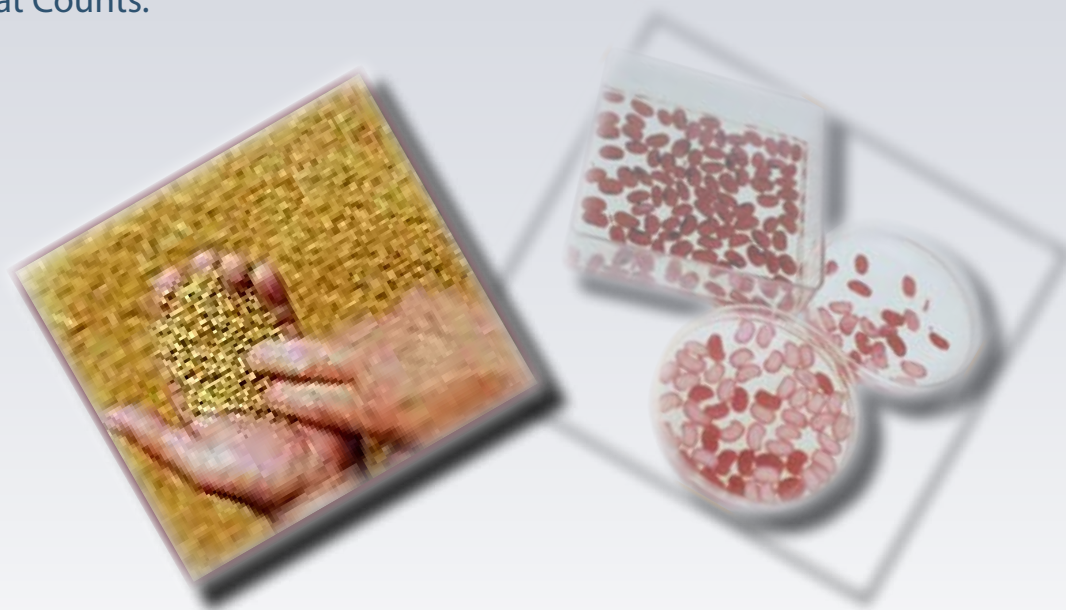
"The Basics of Seed Cleaning & Handling; Color Sorting and New Technology; Seed Treatments and Coatings – New Products and Equipment; Information on Treatment Applicator Training and Licensing; Pest Control Options in the Seed Plant; and Image – The Impression That Counts."

This workshop is planned specifically for individuals who manage or work directly in seed plants. The workshop not only provides a wealth of educational information on topics specific to seed conditioning, attendees who are licensed Category 4 Seed Treators will also be able to receive some credit points for the session.

The workshop also features commercial exhibitors with information about equipment and products for the seed industry; lunch at noon; refreshment breaks; and a social hour at the close of the workshop for networking opportunities as well as more time in the exhibit area.

There are very few meetings designed specifically for seed conditioners. We encourage you to take advantage of this one on

February 9, as well as the educational program offered at the Corn Belt Seed Conference that follows on February 10 & 11. For a copy of the program, hotel information and workshop registration information visit the website at www.cbsconference.org or contact the Corn Belt Seed Headquarters at 866-899-2518.



Corn Belt Seed Conference Raises Bar to Deliver Value-Packed Program.

The Corn Belt Seed Conference is once again “powered” by the Indiana Seed Trade Association (ISTA) and the Indiana Crop Improvement Association (ICIA). This 2nd annual joint meeting will be one of the largest seed meetings in the Midwest.

The 2011 conference, set for February 10-11, will be at a new location, the Indianapolis Marriott North Hotel in the Keystone area of the Circle City. It has won top awards for customer service and meeting accommodations. This year’s program features nationally known speakers addressing cutting edge topics; educational workshops; commercial exhibitors; social networking; and more.

“Come to the Corn Belt Seed Conference and sharpen up your “A” game so you can take advantage of the challenges and opportunities of technology and sustainability in the seed business.” -Jeff Ludlow, President ISTA

Wednesday February 9

This year, ICIA hosts the day long Illinois/Indiana Seed Conditioning Workshop on Wednesday, February 9. At 4:30 PM, a hosted social hour will be held in the exhibit area. The social hour provides an excellent opportunity for everyone present to unwind, and to talk with colleagues and the exhibitors. (See the detailed information about the seed conditioning workshop on page 4).

Thursday February 10

The first day of the Corn Belt Seed Conference offers a lineup of speakers and topics you don’t want to miss. One of the big issues in our world today is “sustainability.” The morning session addresses the question, “how will we be able to produce the food we need for an ever increasing world population?” Along with other noted presenters, we are pleased to have well-known journalist and author, Michael Specter, on the program. His book, “Denialism” addresses the issue of how consumers’ irrational thinking hinders scientific progress, harms the planet and threatens our lives.

*“This irrational thinking amounts to a war against progress. The issues may be complex but the choices are not: Are we going to continue to embrace new technologies, along with acknowledging their limitations and threats, or are we ready to slink back into an era of magical thinking?”
-Michael Specter, author of Denialism*

Thursday afternoon offers four diverse workshops covering corn and soybean agronomic problems and topics; human resource issues; and finding, hiring and retaining the “right” employees in your business. Two workshops will run concurrently from 1:30 to 3:00 and another two from 3:30 to 5:00.

Friday February 11

A 7:30 breakfast features the ICIA and ISTA annual business meetings – and greetings and updates from Andy LaVigne, CEO of the American Seed Trade Association; Chet Boruff, CEO of the Association of Official Seed Certifying Agencies; and Joe Kelsay, Director of the Indiana State Dept. of Agriculture.

The Friday morning main program begins at 9:15 with continued presentations and discussions about agricultural sustainability. Multi-national food company and consumer perspectives; organic programs; and more close out the Corn Belt Seed Conference program.

For conference meeting registration information, hotel registration and detailed program information, visit the meeting website www.cbsconference.org.

ICIA bids farewell to Genetics Lab Director.

Dr. Rick Vierling, ICIA Director of Genetics Lab programs, has accepted the position of Research Director for the National Corn Growers Association. He will begin his new duties after the first of the year.



Rick arrived at ICIA nearly 20 years ago from Texas Tech with a new PhD and quickly became an integral part of the ICIA team. Under his leadership, the Genetics Lab realized exponential growth, becoming a major component of ICIA programs, providing diverse, high-value services for the seed, grain, food and related industries. Rick's understanding of molecular genetics as well as plant breeding made him an excellent fit for leading the Genetics Lab into the 21st century.

Rick was an Adjunct Full Professor in the Purdue Agronomy Department, an achievement that added value to his position at ICIA. He also developed many strong working relationships with scientists at other institutions all across the U.S. providing us access to cutting edge information and technology.

Here is quote from Rick about his tenure with the Association: "I am proud to be associated with ICIA and proud of what we have accomplished. We have taken seed testing to a higher level."



Anne Bunch and Iris Yeater Retiring

The National Corn Growers Association is located in Chesterfield, Missouri, so Rick and his family will be moving back to his home area of St. Louis. While we certainly hate to see Rick leave ICIA, we wish him well in his new position and in getting reacquainted with his old neighborhood. Go Tigers and Cardinals!

Two long time lab technicians at ICIA are retiring at the 2010 year end. Anne Bunch and Iris Yeater are part-time lab technicians who have worked at ICIA for 22 and 20 years respectively. Of the current part-time lab staff they have the longest tenure.

Anne, a native of Scotland, has spent most of her time in the purity department. She has performed seed counts, mechanical and varietal purities, tetrazolium tests and germinations for small seeded crops like grasses and forages. She has also helped out in the cold test department. In the summer and fall she works for the Syngenta/Agripro wheat program in Brookston, Indiana. Retirement

plans for Anne include a trip to Scotland to visit relatives whom she has not seen in many years. After working with Anne all these years we have learned that she embodies the cultural image of Scottish frugality. Anne has a son and two daughters, 9 grandchildren and 3 great-grandchildren.

Iris, a native of Puerto Rico, has spent most of her time working in the cold test department. Several of her family members still reside in Puerto Rico so she keeps us current on the happenings on the island. As you might imagine, Iris doesn't much care for winters in Indiana.

Retirement plans for Iris and husband Jim include spending part of the winter in South Carolina where it is a bit warmer. Iris has a son and daughter and four grandchildren.

Both Anne and Iris have been reliable, hard working individuals who we have enjoyed working with for many years. We wish them both the best and we will miss having them around although we expect them to check in with us from time to time.

Seed Quality Update

Soybean quality is averaging around 92% to date with the number of samples tested. We are experiencing moistures slightly below normal and some lots where the seed size is smaller than normal. Where the moistures are lower than the 10-12% area the chances for mechanical damage increases. We suggest when testing any low moisture lots for germ you may want to request a TZ test which will show any mechanical damage and also tell what percent of mechanical does exist in each lot tested. Another test option you may want to consider is the sand test this season. We have seen some lots testing in the 80's with some mechanical damage. We suggest keeping the handling of soybean lots to a minimum during conditioning especially during cold weather conditions.

Corn quality is quite good averaging around 96% to date. Some early lab samples this season are exhibiting symptoms of diplodia. We have also seen some lots exhibit bread mold but those lots are still running with a germ that is in the 90's even with the moldy conditions.

A reminder: With the increasing number of available tests for corn samples, it is important that the samples sent have a sufficient amount of seed especially for trait testing.

Soybean Averages

Warm Germ	92.8.%
Cold Test	92.0.%
Sand	91.5%t
Accelerated Aging	88.2%

Corn Averages

Warm Germ	96.3.%
Cold Test	93.6.%



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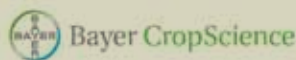
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February 10 & 11, 2011

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