



# SeedNews

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Marvin Rode, pictured above left, presents Bob Osborn the Crops & Soils Merit Award

## OSBORN SALUTED WITH HIGHEST HONOR

Counting all the overlapping board and committee service to Indiana Crop Improvement Association, Robert Osborn, Osborn Seed and Equipment, tallies nearly 50 years of giving. That involvement earned him the association's highest honor, the Crops & Soils Merit Award, presented annually since 1949.

"Whenever asked to serve, Bob has accepted willingly," Marvin Rode said when presenting the award at ICIA's 2006 conference. "He's one of the most active members in recent history. If it is important, count on Bob being there."

Besides two board terms, Osborn has served on the examining, small grain, soybean, conference planning, seed lab, intellectual property rights and new building committees.

"Bob has also helped ICIA in many other ways," Rode said. Those include being an early adapter of the Quality Assurance field inspection program and long-time user of lab testing programs.

Osborn's service extends to his community, too, where he's contributed leadership talents to the Culver Jaycees, United Fund, Culver Library, North Central Soccer Association and his church. In 1981, he was named Culver Citizen of the Year.

Osborn earned a degree in business from the University of Mississippi in 1966, served three years in the military, then joined the family seed business, becoming a partner in 1969.

## RAY MARTYN HONORED WITH DISTINGUISHED SERVICE AWARD

Dr. Ray Martyn was honored with an ICIA Distinguished Service Award at the recent Annual Conference. It is a prestigious recognition – one of the highest tributes conferred by the organization. Ray served on the Association's board of directors for nine years while serving as Head of the Botany & Plant Pathology Department at Purdue. Ray was also active on the Annual Conference Planning Committee helping plan, develop and execute many outstanding sessions for our annual meetings. Ray has truly added value to our organization. He has also added value to the seed industry and to agriculture in general, not only in Indiana, but well beyond with his



Dr. Ray Martyn, Purdue University

many activities and achievements nationally and internationally.

As a teacher, researcher and administrator, he set high standards of performance for both graduate and undergraduate students, and faculty, and has helped them achieve those standards through personal mentoring. He continually seeks to increase his own knowledge and remain current in what is happening in today's research. Ray came from the South, receiving his Ph.D. from the University of Florida and then moved on to Texas A & M where he excelled in the Department of Plant Pathology and Microbiology. He was a Professor in that department when Purdue enticed him to become the Head of the Botany & Plant Pathology Department in 1997. He received many teaching and research awards and recognitions at Texas A & M and recently was elected to serve as President of the American Phytopathological Society – an honor in itself. Recently Ray accepted a new position at Purdue. As of January 1 this year, he stepped aside as the Head of the Botany & Plant Pathology Department to accept the role as the new Director of the Purdue Center for Crop Bio Security & Invasive Species. Congratulations to Dr. Martyn and thank you for all you have done for ICIA.

# [conference highlights]

## Robust Conference Covers Hot Topics

From agricultural research breakthroughs at Purdue University to tomorrow's energy challenges, the 106<sup>th</sup> Indiana Crop Improvement Association Annual Conference February 9 and 10, 2006, at the Sheraton Indianapolis Hotel & Suites in Indianapolis, featured lively discussions and updates.

### New Information Welcome

The theme, "Keeping the Pace," well-reflected the goal of those attending, including Mark Denzler, Denzler Seeds, who said, "This conference is always a good update on the latest."

"We want to meet new people and keep up with everything," said Helen Lucas, Ag Consulting and Management. "The seminars get more informative each time I come."

Purdue Ag Dean Randy Woodson's opening remarks delivered a promising message. "Enhancing the productivity and profitability of Indiana agriculture is at the heart of what we do," he said. "We play a pivotal role in economic development, and we're very attentive to what we can do to help the rural part of the state, too."

Beyond research, one example he cited is the new Agricultural Innovation and Commercialization Center. "This is a new ventures team to help people with ideas."



Dan Cross, Marsh Supermarkets

## Other Industry Insights Appreciated

Presentations by Steve Smith of Red Gold and Dan Cross of Marsh were well-received.

"I've been by Red Gold many times, but I didn't realize how big they were," said Gary Langdon, Langdon Seeds. "It's interesting to hear about other ag businesses."

Bryce Biddle, Biddle Seeds Inc., also enjoyed that aspect. "This is a good variety of speakers, from both outside and inside our industry."

Red Gold processed about 78 percent of the Midwest's tomatoes last year, Smith said. Its three Indiana facilities processed 8,200 tons a day, for a full 20,000 semi loads of tomatoes in 2005. "Twelve to 14 hours from time picked to processing is our goal. Logistics is an enormous undertaking," he said. Only about 10 percent of the company's products are sold under the Red Gold name; the remaining are private label and food service.

For grocers, it's been and will continue to be a changing business, Cross said. "The business is founded on fast nickels over a slow dime." Eating-out habits is one reason for the changing business. "Food eaten away from home will surpass food eaten at home in the next two to

three years," he predicts. "And less than 50 percent of the food eaten at home will come from a supermarket. Ten years ago it was 81 percent."

"It's good to step outside and get an additional perspective," said first-time attendee Dan Foor, genetics marketing manager for Corn States Hybrid Service LLC in St. Louis. "The Red Gold and Marsh talks were incredibly interesting."

### Learning, Networking Key

Jim Herr's learning goals at the conference reflect many others. "I hope the sessions give me something to take home to improve our industry," the inventory manager for Beck's Superior Hybrids said.

"I'm here trying to learn something new, and I usually do," said Geoff Trainer, from Ohio's Seed Consultants.

"We came to see our genetic suppliers and other friends in the seed business, and to zero in on what we do during the soybean session," added Roger Powell, Powell Seeds.

It's been a many-year return visit for Doebler's Inc. from Pennsylvania, says Bill Camerer. "It's a good conference. We get to see the right people and make good contacts."

"We appreciate the interaction with other seedsmen," Chuck Niccum, Niccum Seeds, said. "Seedsmen in Indiana are willing to share their successful ideas. We compete with each other, but also trust and share with each other."

# [Purdue faculty]



*Dr. Craig Beyrouy, Agronomy Department, Purdue University*

## Purdue Research Peaks Interest

For many attending ICIA's conference, including Jeff Lakin, Prairie Seed Co., and Terri Gray, Precision Soya LLC, updates from Purdue University are a highlight.

"It's always good to hear what's going on at Purdue," Lakin said. "I like to get caught up with what's going on and learn more."

"Besides getting to meet and mingle with our customers, I enjoy the very informative speakers from Purdue," Gray said. "I hope to take back information to help us in our job."

This year, a first-ever session on Thursday afternoon by Purdue Agriculture department heads gave conference attendees a behind-the-scenes look at some of the campus research now underway. And the social hour following was an opportunity for seedsmen to meet some of the 100 new ag faculty who've joined Purdue in the last five years.

## Hotbed of Activity

Marshall Martin, Associate Director of Ag Research at Purdue, moderated a panel that covered agronomy, botany, entomology, biological engineering, agricultural

economics, horticulture and food science.

Today's research at Purdue ranges from work to protect watersheds, water and soil quality to crop nutrient management planning, judicious fertilizer and pesticide practices, agribusiness management and marketing, energy efficient technology and hundreds more.

## 'Tremendous Resource'

Zarrell Gray, Gray's Seed Inc., found the session particularly informative. "I graduated from Purdue 15 years ago. A lot has changed since then. There are a lot of new faces and positions in Agriculture," he said. "Purdue is a tremendous resource for Indiana's seed industry. Over time, my connection to that resource has diminished. This session was the first step for me to reconnect."

He encourages others to renew that link, too. "The value of this resource can only be fully achieved through our efforts to work with each other."

## 'Interesting, BroadSpectrum'

For Gary Langdon, Langdon Bros. Seeds, putting a face with a name was good. "This session was interesting, because these are people we would never otherwise see. And it was good to learn about the broad spectrum of what they're doing and what they're trying to accomplish at Purdue." The session added an extra dimension of information to the conference, said Larry Svajgr, ICIA executive director. "The depth of research going on right in our own backyard certainly shows Indiana is maintaining its leadership role in agriculture. We appreciate the Purdue faculty giving us a glimpse of

their focus today and their vision for tomorrow. It was indeed informative."

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## Production Sessions Popular

Purdue, University of Illinois and Southern Illinois University soybean and corn experts drew rapt attention as they covered production issues on Thursday afternoon.

Western corn rootworm is "extensively established in Indiana," Mike Gray, University of Illinois, reported.

His colleague, Emerson Nafziger, discussed issues in corn management. His good news: "Modern corn hybrids can probably tolerate dryness. But you need to plant on time in friendly soil and help protect the crop from stress."

For soybeans, last year's rust scare proved to be "the disease that wasn't," Purdue's Greg Shaner said. "It spread amazingly slowly. But 'Will that be typical?' is the big question. Will rust be a problem in 2006? No one knows. It may depend on where and how much fungus survives the winter. Our risk would be much greater if the disease got started earlier and made short hops."

Southern Illinois University's Jason Bond cautioned that soybean sudden death syndrome "still causes a lot of yield loss," even though most susceptible varieties have been taken off the market. "It's a matter of education, and variety selection is key."

Purdue's Bob O'Neil reported on work to identify more natural predators for the soybean aphid, "a major, serious pest, especially in the northern half of Indiana."



*Iris Yeater and Joe Deford, Indiana Crop Improvement Association*

## **DEDICATED SERVICE**

ICIA recognized two staff members at the 2006 annual conference for their years of dedicated service to the Association.

Iris Yeater, has been working part time with Indiana Crop for 15 years and primarily works in the cold test area.

During the months she is not working at ICIA she enjoys spending time with her grandkids in Greenwood, IN and Jacksonville, Florida. "Visiting with my grandkids is a priority", said Yeater. She also enjoys gardening and keeping a good book at hand.

Joe Deford, Field Programs Manager, has been with ICIA for 25 years.

He is responsible for hiring and training field inspectors, making customer visits, coordinating all the inspection activities and working in the lab when he has time. He is also involved in auditing IP programs and is an internal auditor for the ICIA ISO system.

Joe has no time for hobbies or outside activities.

## **Thanks to Retiring Board Members**

ICIA would like to thank retiring board members, John Cassidy, Mike Mossburg, Ray Martyn and Randy Woodson for their years of service to the Indiana Crop Board of Directors. We will miss their input and professional approach to business. Thank you again for your years of dedicated service and support.

# [awards]

## **2006 Executive Committee Selected**



*Pictured (L to R) Scott Beck, Mark Wenning, Gary Langdon, Jeff Ludlow*

**President, Scott Beck, Beck's Superior Hybrids, Inc.**

**Vice-President, Mark Wenning, NextGene Seed**

**Immediate Past President, Gary Langdon, Langdon Bros. Seeds**

**Director at Large, Jeff Ludlow, Seed Genetics, Inc.**

**Purdue Staff Liason, Sonny Ramaswamy, Director of Ag Research, Purdue (not pictured)**



*L-R Joel Magiera, Jon Stafford and Chad Gutwein*

**Four new members to serve on ICIA Board of Directors**

**Joel Magiera, Magiera Seeds**

**Jon Stafford, WestBred LLC**

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

**Sonny Ramaswamy, Purdue University (not pictured)**



**Tenbarga Seed Company  
Receives 50 Year Award**

Tenbarga Farm Supply formed in 1946 selling feed, coal and baby chicks. In 1953 the company decided to concentrate on seed production and marketing. In 1956, they certified 105 acres of Knox wheat and 161 acres of Clark soybeans. The company was founded by Ed, Paul and Darwin Tenbarga - all brothers. Bob Will, Ed's son-in-law, joined the company in 1973.

Rocky Will, Bob's son, runs the day to day business operations.

Congratulations Tenbarga Seed Company for your 50 years of service to the agriculture industry!



*Pictured (L to R) Christopher Boomsma and Marshall Martin*

## **Indiana Seed Industry Graduate Study Award**

Christopher Boomsma and Joseph Knoll, graduate students in the Department of Agronomy, Purdue University College of Agriculture, were awarded the Indiana Seed Industry Graduate Study Award at the Indiana Crop Improvement Association's banquet at the Sheraton Hotel in Indianapolis on Thursday, February 9, 2006.

The awards were presented by Dr. Marshall Martin, Associate Director of Ag Research Programs, Purdue.

# [fuel & energy]



Andy Miller delivered his presentation titled, *Home-Grown Fuels and Their Future*



Pictured (L to R) Jerry Kohli, Design Graphics and Steve Carr, Lawgix International

## High Interest in Fuel, Energy Panel

Today's energy challenges and how we might meet them in the future drew a packed audience to the Friday morning panel, "Fuel & Energy Issues – Myths, Facts and the Future."

### Multi-faceted Discussion

"With energy a rising cost for all businesses, this session appealed to everyone," said Wade Wiley, JGL Inc. "I liked the perspective from all facets—government, industry and university."

Those bringing expertise to the session included Andy Miller, director of agriculture, Indiana State Department of Agriculture; Charles Smith, Countrymark Co-op president and CEO; and Purdue professors Mike Ladisch and Otto Doering. Their discussion covered home-grown fuels, business opportunities, bio-energy research and the economics of renewable energy.

### 'Good, Hard Facts'

"They did a good job explaining the details of alternative fuels, and they didn't sugar-coat anything," said Mark Wenning, Next Gene Seed. "They gave us some good, hard facts on what these alternative fuels can do and the economics of it. I really enjoyed it, and I certainly did learn something."

### 'Very Educational'

Jim Stewart, Stewart Seeds, liked hearing the different perspectives. "That was very educational, from petroleum to the economic side. They gave a good cross section of the economic value of these products compared to what the marketplace will bear and what the potential is. I learned a lot more about ethanol and alternative fuels."

## Traveling to ICIA Conference Prime Opportunity, Exhibitors Report.

"This is a way to meet growers and keep current on what's going on," said Don Uglow, of O'Mara Ag Services Inc. "This is one of the ways we maintain the business."

This year's conference was a first for Peggy Carlson of Wisconsin's Printed Systems, who was debuting a new product. "We're working on new biodegradable row markers for the seed industry."

Newcomer Steve Roswarski of Ag Printing Specialists in Lafayette, which offers a web-based seed catalogue design, also appreciated the opportunity. "I got four new customers first thing Thursday morning. This is my target market."

"We're meeting lots of nice folks and potential new customers," said Bob Shanahan of East Moline, Ill.'s Standard Forwarding. "That's why we're here."

## 2006 Annual Conference Exhibitors and Sponsors

Advanced Biological Marketing  
Ag Alumni Seed Improvement  
Ag Printing Specialists LLC  
Agriliance LLC  
AgriPro Coker Wheat  
American-Newlong Inc.  
AMOS AgriProducts Inc.  
A.T. Ferrell Company Inc.  
Bayer CropScience  
Becker Underwood  
Beck's Superior Hybrids Inc.  
Bio-Plant Research Ltd.  
Bozell Industrial Products Inc.  
Bratney Companies  
Commercial Packaging  
Corn States Hybrid Service LLC  
Design Graphics Inc.  
Direct Enterprises Inc.  
Garst Seed Company  
Greenleaf Genetics  
Greif Paper Packaging Service  
Indiana Seed Trade Association  
Indiana Soybean Board  
JGL Inc.  
Johnson & Johnson Associates Inc.  
Jondle & Associates  
Krauter Storage Systems  
Land O'Lakes/Croplan Genetics  
Lawgix International Inc.  
Long Brothers Bag Company  
MayerSeed  
MBS Genetics LLC  
Merritt Hall Insurance Agency  
Midco Enterprises Inc.  
Midwest Packaging Equipment  
Monsanto  
O'Mara Ag Services Inc.  
Peterson Genetics Inc.  
Pioneer Hi-Bred International Inc.  
Precision Laboratories Inc.  
Printed Systems  
PSL Genetics Inc.  
Seed Genetics Inc.  
Seedline Inc.  
Sortex Inc.  
SOYGENETICS LLC  
Standard Forwarding Company  
Stults Scientific Engineering Corp.  
Syngenta Seed Treatment  
Tech Services Inc.  
Thurston Genetics  
West Bred LLC

# [conference photos]



ICIA History - Merle Voris and Ralph Baumheckel, pictured (L to R), visit during the Past Presidents and Managers Dinner sponsored by Beck's Hybrids.



Pictured above (L to R) Mike Bailey visits with Herschel Wahls during a refreshment break.



Attendees enjoy the opportunity to network during the sponsored breaks at the conference



Representatives from Standard Forwarding visit with a conference attendee during a refreshment break.



Pictured above (L to R) are Bill Biddle, Biddle Seeds and Greg Gerard, JGL, Inc.



Conference attendees enjoy the good food and conversation at the 2006 Banquet held on February 9.



Attendees take time to interact and share ideas



There were over 30 companies represented at the ICIA conference in February



Pictured above left, Mike Mossburg, Tech Services enjoys the Ventriloquist entertainment during the ICIA banquet



"Healthy Heart" was the theme of the 2006 Ladies Program. These ladies had the opportunity to gather information on a healthy heart, followed by creating a silk Valentine floral arrangement



Exhibitors have the opportunity to meet with attendees throughout the conference.



Purdue College of Agriculture Dean, Randy Woodson delivers opening remarks on Public Research and Education to the Thursday morning conference attendees.



Steve Roswarski, Ag Printing Specialists attended the ICIA conference for the first time with an exhibit booth



# [presidents column]



ICIA President, Scott Beck,  
Beck's Superior Hybrids

## Keeping the Pace

Congratulations to the ICIA staff and conference planning committee for another successful conference held February 9th and 10th. Thoughtful planning and execution during the conference provides great opportunity to learn, share ideas, build new relationships and enjoy socializing during a few good meals. Thanks again to all who made it happen and to all who attended.

## Secrets of ICIA Revealed

The parable of the sower in Mark 4:1-8 reveals the *secret* of the kingdom of God where God's Word is likened to a seed. When the seed is planted in good soil (a warm receptive heart), it grows. It's that simple. When its planted into rocky ground, among thorns and weeds, or simply not planted, it doesn't produce as it should. When ICIA started over 100 years ago, it

began as a seed of an idea to improve the productivity and profitability of all of its members involved in providing crops in their various forms to local and world markets. Many ICIA members have found that ICIA is "good soil" (talented and committed people) that produce a "good product" (services). ICIA's members have known ICIA's secrets of **science-based testing, combined with accurate and reliable reporting.** There are many companies and organizations, however that have not known the *secrets* of ICIA.

ICIA's new rebranding and marketing plan currently being developed will help bring the secrets of ICIA to light so that more companies and organizations will know of the expertise that ICIA offers. I am personally excited and energized by the thoughts and ideas being generated by this new marketing and branding strategy. It will help us tell the story of our organization's strengths and valuable resources in a modern, more focused way to those who haven't heard and could benefit from a relationship with ICIA.

Thanks to the support of our members and to the talented, committed staff, ICIA has recently acquired new equipment, developed more efficient testing methods, and continues to emphasize science-based testing protocols combined with accurate, consistent reading and

reporting. These actions support our commitments and claims in our new marketing strategy, a strategy that will **reveal our secrets** to a broader audience.

### Modification of the Fertile/Sterile Assay

ICIA has been very pleased with the demand for our single-seed, fertile/sterile assay and our customers have been making decisions based on their results. The assay has been used to determine the percentage of fertile seeds blended into a hybrid and also for purity of male-sterile inbred lines. Knowing if a male-sterile inbred is contaminated with fertile seeds has implications in hybrid production. During the course of our fertile/sterile testing, ICIA has discovered that numerous male-sterile inbreds are misclassified to their type of cytoplasm. To address this problem, ICIA has developed a multiplexed assay that can be used to determine what type of male-sterile cytoplasm is in your germ plasm.

### In Memorium

**Roland Hackman**  
**October 31, 2005**

**Seymour, Indiana**

## Seed Lab Notes

Test Results Through  
March 22, 2006

### Soybeans

Test	Germination
Warm Germ	90.6%
Cold Test	86.0%
Accelerated Aging	77.4%

### Corn

Test	Germination
Warm Germ	96.5%
Cold Test	94.2%
Accelerated Aging	71.05%

Soybean Quality is averaging around 90% to date. Treated lots germ average is 93.6%. Untreated lots average is 89.9% with some lots having mechanical damage and other lots being affected with pod & stem blight. Most lots are running 90% or above. Corn quality is quite good.

# [calendar]

- April 4** American Seed Trade Association Fuse (Future Seed Executives) Meeting, Indiana Crop Conference Center
- 6** Indiana Crop Improvement Board of Director's Meeting  
ICIA Conference Center
- 10 - 12** Northern Region AOSCA Meeting, Fargo, ND
- June 2 - 8** Indiana Seed Conference - AOSCA, AOSA & SCST  
Downtown Indianapolis Marriott
- July 9 - 12** American Seed Trade Association Meeting, Hyatt Hotel,  
Chicago, IL



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